

Madrid, 29th November 2013

PUBLIESPAÑA TAKES THE JUMP INTO THE LATINAMERICAN ONLINE PUBLICITY MARKET THROUGH ITS PARTICIPATION WITH THE DIGITAL CONCESSIONAIRE NETSONIC FOR THE COMMERCIALIZATION OF MEDIASET ESPAÑA'S WEBS AND OTHER LATIN AMERICAN MEDIA.

- Publiespaña opens a new avenue of business with its bet on Netsonic, an emerging company with expertise in digital marketing has a novel video advertising technology capable of managing scattered online audiences in complex markets such as Latin
- Netsonic will exclusively market Mitele.es content, Telecinco.es, Cuatro.com and Divinity.es in countries like Mexico, Colombia, Chile and Peru, markets that are developing an expansion plan with some of the principal Latin medias
- Latin America, one of the biggest markets for Spanish-language media, has over 255 million Internet users, representing 43% of the population, according to Internet World Stats. 26% of users connecting from mobile phones and 65% use online videos through this device, for which IT and Netsonic create specific multiscreen campaigns
- Mediaset is the leading Internet broadcaster among televisions in Spain with more than 17 million unique visitors in October, nearly 4 million unique video viewers (Nielsen data) and over 88 million videos served (according to Comscore)

Following the recent launch of the company IT, to design 360° campaigns integrated in various media, Publiespaña takes another step in its bid to open new lines of business, promoting in this case, the developing of technological innovations through which they continue to offer customers new opportunities for audiovisual communication in a constantly changing scenario.

The advertising concessionaire Mediaset España lands with this objective in the Latin American market via Netsonic, an emerging online advertising company which, as of 2014 will exclusively market **Mitele.es content, Telecinco.es, Cuatro.com and Divinity.es in countries like Mexico, Colombia, Chile and Peru, markets in which it is developing an expansion plan with some of the major Latin American media.**

Latin America is currently one of the largest markets for Spanish-language media, with more than 255 million Internet users, representing 43% of the population, according to Internet World Stats. 26% of users connect to the Internet with mobile phones and over 65% use mobile online video. Moreover, according to eMarketer, between 2012 and 2013 the global consumption of online video has increased 19.3% mobile phones and over 53% in tablets, with high demand in Latin America.

To bring customers to this growing digital audience Publiespaña and Netsonic will launch multiscreen advertising campaigns for Latin American through innovative advertising technology provided by Netsonic online video, able to manage an audience such as that in Latin America, characterized by their geographical spread and complexity profiles. Netsonic will have presence in several countries before the end of this year and will open offices in Mexico City, Bogota and Miami.

Manuel Rodríguez Páez, Publiespaña's Internet Sales Manager explains that "Netsonic helps us improve the performance of digital advertising sales for next year, providing extra income to our

Internet division, thanks to advertising campaigns for advertisers in different American countries, and thus monetize content consumed by our audience in Latin America.”

Xavier Rius i Planas, Netsonic CEO states: "Our principal shareholder, Mediaset España, is the first of our exclusive trade agreements, for us this is proof that Netsonic is the best choice for those groups of Spanish and American media who need support in the sale of advertising on the Internet in Mexico, Colombia, Peru, Chile or any other Latin American states. "

Mediaset España, the leading Internet broadcaster in Spain

Espectadores únicos de vídeos



Datos Octubre 2013 Comscore

to 3 million for Atresmedia (including Antena3.com, Atresplayer.com, laSexta.com and EuropaFm) and RTVE's 2.5 million.

In October users have viewed more than 88 million videos on Mediaset España's websites, with **337 minutes per month** we have the highest consumption per viewer.

Meanwhile, the video platform Mitele registered 17 million videos consumed compared to the 5 of our opponents, Atresplayer.

By channels Telecinco has gathered this month **3.9 million unique viewers**, compared to 2.9 for Antena 3, while Cuatro (925,000) also closed in October with large difference with respect to its closest competitor, La Sexta (339,000 only viewers).

Mediaset España's success with the Internet has also been extended to social networks, where their contents were once again in October, leading social impact **with 51% of mentions in social networks and 3,890,565 comments**, according to Global In Media.

About Mediaset España

Mediaset España is the leading media group in audiences in Spain with a multichannel offer aimed at all kinds of targets through its eight channels (Telecinco, Cuatro, Divinity, Energy, Fiction Factory, Nueve, Boing and LaSiete) and its web development as well as Internet video platform Mitele. Mediaset España is also the preferred communication group by users who demand audiovisual content on the Internet and actively participate in them, with their comments on social networks. Mediaset España's ability to entertain, inform and accompany viewers extends itself to the different screens with which the company enriches its television content, standing at the head of the media group most involved in social networks (Facebook, Twitter and blogs).

About Publiespaña/Publimedia Gestión/IT

Publiespaña is the concessionary company of Mediaset España's advertising space on its free to air channels, web media company and iWall circuit screens in the outside environment. Through its subsidiary Publimedia Management is also responsible for the marketing of pay channels among which are those produced by Prisa for Canal + TV on the Digital + platform, of which Mediaset

Mediaset España is the leading group of online TV. Their websites October are once again the most viewed television sites on the Internet with over 17 million **unique visitors**, according to OJD, and also leading the consumption of online video to other televisions, according to Comscore.

In October, Mediaset España's webs gathered nearly **4 million unique video viewers**, compared

Videos servidos en el mes de Octubre



Datos Octubre 2013 Comscore

España has a 22% shareholding. In October 2013 Publiespaña created IT (Integration Transmedia), a new company formed with the aim of integrating different complementary supports for planning 360 °communication campaigns under a single, integrated global vision.

About Netsonic

Netsonic is a company that offers its customers online advertising solutions and advanced digital video advertising in Latin America. It consists of executives with over ten years' experience in all areas. It receives financial support from a powerful international group, and other potential Latin American investor partners. Publiespaña participates in the entity through its 38% shareholding.

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