

**MEDIASET**españa.



Madrid, 11th June 2013

# **MEDIASET ESPAÑA ACQUIRES BROADCASTING RIGHTS OF 25 FREE TO AIR GAMES IN FIFA WORLD CUP BRAZIL 2014™**



- **Mediaset Sport, through Telecinco, Cuatro and Energy, will offer 25 free to air games of the championship which will take place in Brazil between the 12th of June and the 13th of July 2014, among which, all of the Spanish team's games.**
- **Beforehand, they will broadcast the classification clashes which the Spanish team will play against Finland (6th September) Belarus (11<sup>th</sup> October) and Georgia (15<sup>th</sup> October), the FIFA Confederations Cup Brazil 2013 and all friendlies in preparation for the World Cup.**
- **Mediaset España's policy for the acquisition of broadcasting rights is its crowning jewel positioning them as the audiovisual group with the best sporting offer in the Spanish market**
- **The Extratime of the final of the 2010 World Cup, where Spain lifted their first FIFA World Cup was the most watched broadcast in the history of Spanish TV with an average of 80.3% share and 14,5 million viewers.**