

Madrid, 1<sup>st</sup> July 2011

**Beginning August 1**

**THE PUBLIESPAÑA GROUP LAUNCHES COMMERCIAL ADVERTISING CHAIN AND CREATES NOSOLOFDF (NSF)**

- **Factoría de Ficción, LaSiete y Divinity, the three major new generation networks of Mediaset España with greater affinity of targets, will be grouped into a single advertising chain, NSF, and shall broadcast their blocks simultaneously**
- **NSF is created as the reference in the Spanish Market with the most important audience share (6.8%) of the commercial target audience in June, highlighting the young audience: 8.1% share of viewers 16-34 years and 7.2% from 25 to 44 years**
- **The new advertising chain will broadcast short blocks of conventional advertising in prime time, reinforcing a practice which, over the years, has allowed Publiespaña to broadcast more than 90% of the blocks of that timeslot with a duration of less than 6 minutes.**
- **Publiespaña will apply a new system of marketing that will integrate the benefits of the simulcast and the bundle, with a simplification of processes, planning capacity and respect for the viewer**
- **The company will market four advertising channels: Telecinco and NSF under the bundle system and Cuatro and Boing with its current independent selling arrangements**
- **The new Telecinco bundle, composed by Telecinco and NSF, it is the strongest available offer, reaching the leadership in all targets, with an outstanding 21.5% of the commercial target in June**



With the objective of continuing to offer the best service to advertisers, to simplify the planning and management systems and to adapt its offer to the current market situation Mediaset

España, through its intermediate Publiespaña creates a new business concept with the launch of NOSOLOFDF (NSF), **the advertising chain composed by the following television channels: Factoría de Ficción, LaSiete y Divinity, adopting a marketing system that will combine the best combined advantages of the simulcast and the bundle system.**

This new business strategy is based on the fundamental principles governing the company in terms of flexibility, choice, differentiation and product quality.

The decision endorses the statement made by Giuseppe Tringali, CEO of advertising Mediaset España in the last General Meeting of Shareholders, in which he stated that **"it is our obligation that advertisers receive efficient support from our networks with their communication plans. In order to maintain this objective, we will continue searching and adapting the most appropriate formulas that allow us to keep this important challenge alive."**

#### **Birth of a new advertising product from the three channels with a single homogeneous target: Factoría de Ficción, LaSiete y Divinity**

As of August 1 NSF **will broadcast its advertising blocks simultaneously.** This new "brand advertising" at a commercial level, available in all information systems and the management of the external company Kantar Media, will jump into the market in order to meet the needs of advertisers with an **audience of nearly 5% share and with a commercial target of close to 7%, as per the figures for the month of June, making it one of the leaders of audience in our country. The figure increases in the audiences group of young people, where it grows to 8.1% share of viewers 16-34 years and you get 7.2% with the audience of 25 to 44 years.**

NSF, with its homogenous young adult target audience share, becomes the best complement for Telecinco, same module integrated into its business.

**Cuatro**, meanwhile, will maintain its current system of independent sales, like **Boing**, whose commercial offer for the children's channel in the last quarter of the year includes a new range of special initiatives adapted to the chain and a pre-sale bundle which guarantees rewards for the Christmas campaign.

#### **NSF: short blocks in prime time less than 6 minutes**

The addition of this mixed system of bundle and simulcast in the fourth generation networks, will be linked from their creation to the commitment made by Publiespaña to locate distinct and exclusive blocks in each of the channels. Thus, in prime time this new offering will also contain short blocks in conventional advertising, reinforcing a practice that makes a big difference with the other chains and over the year has enabled the company to issue more than 90% of the prime time blocks with a duration less than 6 minutes.

GABINETE DE PRENSA

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