

Madrid, 22<sup>nd</sup> November de 2011

## Will start broadcasting beginning 2012

## **MEDIASET ESPAÑA COMPLETES ITS MULTICHANNEL OFFER WITH THE LAUNCH OF ENERGY AND PRESENTS THE FINAL CORPORATE IDENTITY**

- **Mediaset España's family of channels, made up by Telecinco, Cuatro, LaSiete, Factoría de Ficción, Boing and Divinity, will welcome this new channel at the beginning of 2012**
- **Sports content, a select offer of movies and a large variety of fiction are the pillars of the new channel's programming**
- **Energy logo, an "E", shares the same style as the rest of the groups logos and black is its corporate colour**
- **The identity of Energy, created by Corporate Image Section of the Communications Division, shares with all the other channels another common element: the ball that was historically part of Telecincos logo and has also been included on the rest of the channels.**



Beginning 2012 Mediaset España will start broadcasting Energy, a new channel targeted mainly to the male audience, young and urban, with sports content, current affairs' documentaries, movies and select foreign fiction.

## ***Energy***

With the birth of this new channel, Mediaset España closes its multichannel offer with content that complements the existing offer of Mediaset España's family of channels, made up by **Telecinco** the generalist channel aimed at the general public; **Cuatro** targeted at a young audience; **LaSiete**, a window to the best content of the above, **Factoría de Ficción**, the only free-to-air channel devoted to movies and series, **Boing**, for children and teens and **Divinity**, targeted at young female audience.

### A capital "E" and in black, corporate image of Energy



Energy logo, a capital "E", combines the essence and the style of the other channels' image as well as some of its most representative elements, i.e., the top of the "E" -the same as on the logos of Telecinco, LaSiete and Factoría de Ficción- and corporate colour.

The development of this identity was conducted by the Corporate Image Section of Mediaset España's Communications Division. It also shares another common element of the group's channels: the ball that was part of Telecincos logo and is also part of the other channels.

Black as corporate colour has led Mediaset España to introduce a small chromatic adaptation of Divinity, now the ball is in bright pink to avoid repeating colours in the new picture of the Mediaset España's channels:

**MEDIASET***españa.*



GABINETE DE PRENSA

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