

Madrid, 1st December 2017

## Mediaset España acquires the rights to the FIFA 2018 World Cup in Russia

- **The 64 World Cup games will be offered on FTA**

Mediaset España has exclusively acquired the FTA broadcasting rights of all the matches of the biggest international football event, the FIFA World Cup, which will be held in Russia from June 14<sup>th</sup> to July 15<sup>th</sup>, 2018.

Mediaset España thus becomes the reference audiovisual group in the great football events of the last decade, having offered on FTA the South Africa 2010 and Brazil 2014 World Cup's, Eurocopa 2012 and 2016 and the FIFA Confederations Cup 2009 and 2013.

Manuel Villanueva, managing content director of Mediaset España, “*once again Having one of the most appreciated television contents worldwide is the best news we can give our audience, which have been accompanying us unconditionally for almost 10 years in these high-level sports events. The financial position of the company and its always present criterion of profitability makes it possible that it be so. It is an extraordinary opportunity to give visibility to our different windows of exploitation, generating a unique multiplatform event in the content market. We will launch all our communication machinery to support the Spanish National Team and quality football and give the best product exposure for brands.*”

The tournament, which consists of 64 matches, will start on June 14, 2018 with the opening match of the host team, Russia, at the Luzhniki stadium in Moscow. All matches will be played between 1:00 p.m. and 9:00 p.m. (local time) distributed in 11 locations: Moscow, Yekaterinburg, Kaliningrad, Kazan, Nizhny Novgorod, Rostov-on-Don, St. Petersburg, Samara, Sochi, Volgograd and Saransk.

### **South Africa 2010 and Brazil 2014: the two most watched football world championships in history offered on Mediaset España**

The global calculation of the matches, extensions and penalties broadcast on Telecinco and Cuatro in the last World Cup of Brazil 2014 registered an average of 5,569,000 viewers and a 39.7% share, a figure only surpassed by the South African event in 2010 (44.6% and 6,325,000), becoming the most watched World Cup in history.