

**Mediaset España** is the strongest private Spanish TV group, which operates two general entertainment channels and four free-to-air thematic stations.

The TV offer is integrated by a rich web portfolio and a digital screen outdoor network.

## GENERALIST CHANNELS



Telecinco is the leading commercial TV channel, aiming at marketable audience targets with a rich general interest programming



Cuatro aims at commercial young adults, with a modern, distinguished, cutting-edge programming. The perfect mix of entertainment and light-hearted humour with spotlights on the latest social trends.

## THEMATIC CHANNELS



FDF - 24 hours a day with the most popular Spanish and International TV series



Free-to-air DTT channel entirely dedicated to football: GOL is the top converting channel for Men +16 y.o. Major TV rights including LaLiga, LaLiga 1|2|3, Copa del Rey, , with live matches, magazines, and talk shows .



Energy is a FTA thematic channel dedicated to international TV series for an urban male audience.



Boing - Rich round the clock offer entirely dedicated to children



Divinity - Emotional, lively, glossy programming aimed at a young, trendy female target.



BE MED HD station dedicated to factual entertainment, reality TV formats and documentaries targeting a young, male audience.

## WEBSITES



A wide range of thematic pay TV channels, addressed to all types of target groups, with sports and entertainment content for a family audience.

## THEMATIC / PAY CHANNELS



Entertainment channel produced by Turner Broadcasting System. TNT is the top converting pay station for the most relevant commercial target audiences. Exclusive original programming (“Major crimes, “The last ship”...) Drama series, sit-coms, and movies Available on all main pay platforms, also in High Definition.

Core target: male skewed Adults C.T.



Vodafone TV is an innovative pay-TV platform – available via IPTV (ADSL + Fiber optic). Over 120 premium linear TV channels, VoD and Catch-up TV services, access to Netflix, games, apps. Ad opportunities including pre-roll videos and display formats (Main menu, Pause menu).

Core target: Men 25-54 y.o. ABC1

## OUTDOOR TV



iWall is a network of **maxi digital screens** located in **the busiest shopping centres (54 malls)** throughout Spain.

A high impact and effective advertising opportunity, which grants visibility in the right moment.

The screens are placed in **leisure** areas, therefore the audience is in the **right mindset** to develop a **strong emotional link with the brand**, through the advertising message.

- **57” LCD 2x1m screens** remotely controlled live
- **766 screens + 10 widescreens** on the mall **façade**
- **21 provinces** with malls in Barcelona, Valencia, Madrid areas
- **270 million** potential visitors per year