

Mainstream TV channels

Spain's best performing commercial stations

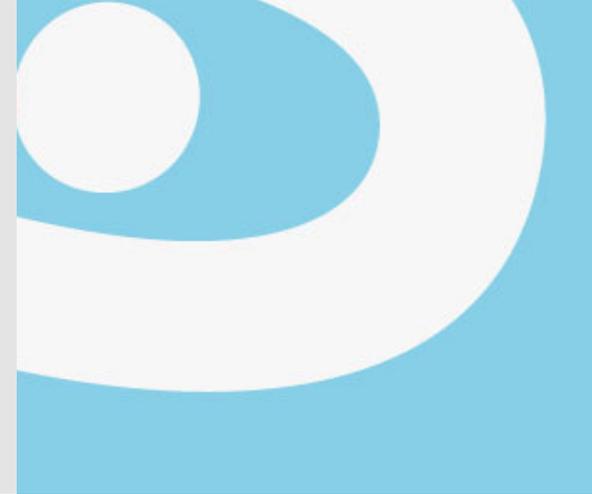
MEDIASET *españa.*



ADULTS +16 y.o.

Telecinco is the **leading commercial TV channel**, aiming at marketable audience target groups with a rich **general interest** programming.

Focus on **in-house productions**, ranging from **TV series** to **entertainment shows**, **international formats** and **movies**, reliable **news**, exhaustive investigation on **current affairs**, cultural **events**, **human-interest** stories.

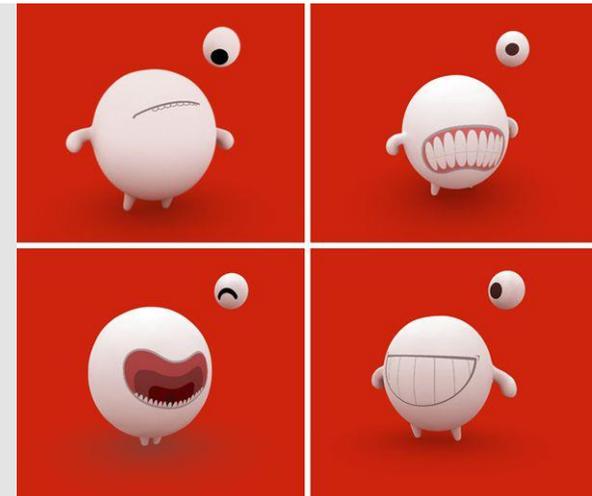


ADULTS
16-59 y.o. C.T.

Cuatro aims at **commercial young adults**, with a **modern, distinguished, cutting-edge** programming.

The perfect mix of **light-hearted humour** with **news, sports**, the latest **social issues** and **trends**.

Original programming with **factual entertainment**, **docu-reality** formats, **magazines**, **dating shows**, **scripted series**, and a rich selection of **U.S. feature films** and **TV serials**.



Multichannel TV: Free-to-air stations

A valuable portfolio of entertainment channels

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ADULTS C.T.	<p>Leader among multichannel TV stations, Factoría de Ficción is entirely dedicated to TV series and feature films. 24 hours a day featuring the most popular Spanish and International productions.</p> <p>Core target: UPMARKET YOUNG ADULTS</p>
ADULTS 16-34 y.o.	



WOMEN 16-44 y.o.	<p>Aimed at a female target, Divinity schedules an emotional, lively programming with exclusive content: TV series, movies, reality TV shows, glossy magazines dedicated to lifestyle and celebrities.</p> <p>Core target: WOMEN 16-44 y.o.</p>
WOMEN C.T.	



MEN C.T.	<p>Energy is a thematic channel devoted to international TV series. Action, adventure, crime, thriller: a compelling mix of drama titles for a commercial male skewed audience.</p> <p>Core target: MEN C.T.</p>
ADULTS C.T.	



Multichannel TV: Free-to-air stations

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ADULTS 16-34 y.o.	HD station targeting a young, urban audience with a blend of factual entertainment, reality TV formats, documentaries and sports. Core target: ADULTS 16-44 y.o.
MEN 25-44 y.o.	



HOUSEP. WITH KIDS	A rich round-the-clock offer entirely dedicated to children and housepersons with kids. Cartoons, TV series and a lot of fun featuring the best loved heroes of “ Cartoon Network ”. Partnership with Warner Media International. Core target: CHILDREN 4-12 y.o.
CHILDREN 4-12 y.o.	

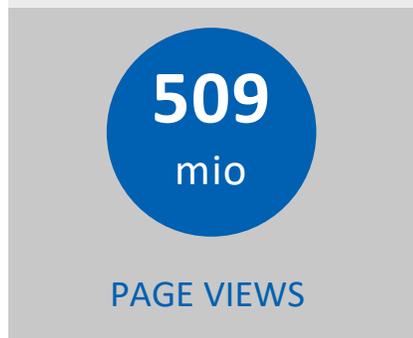


ADULTS	Free-to-air DTT channel dedicated to football and other sporting events such as handball and basketball: GOL is the top converting channel for Men +16 y.o. and the most watched sports station among the male audience. Major TV rights including LaLiga, LaLiga 1 2 3, UEFA Europa League , with live matches, magazines, and talk shows. Core target: MEN
MEN	



Multimedia portfolio
Internet

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BVoD

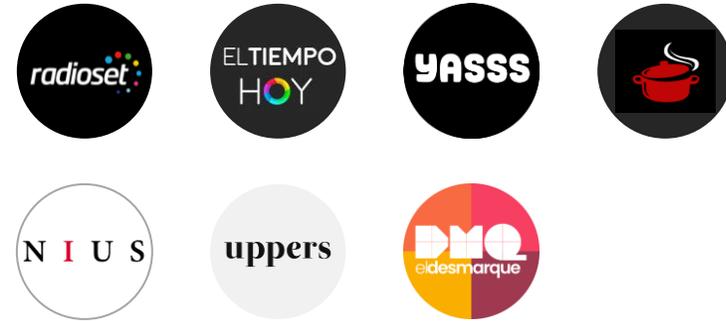


The widest online VoD offer in Spain: **High Definition TV content on demand** and **live webcast** of Mediaset España TV stations. **Core target: ADULTS 15-54 y.o.**

TV CHANNEL WEBSITES



VERTICAL WEBSITES



Outdoor TV

iWall



iWall is a network of **maxi digital screens** located in the **busiest shopping centres (48 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.

Possibility to deliver **mobile ads** to **re-target** the users that watched an iWall screen or use **proximity marketing** to reach your clients.

- **57" LCD 2x1m screens** remotely controlled live
- **713 screens + 14 widescreens** on the mall **façade** + **10 service stations**
- **20 provinces** with malls in Barcelona, Valencia, Madrid areas
- **270 million** potential visitors per year
- **Young audience** (16-44 y.o.)

