

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.

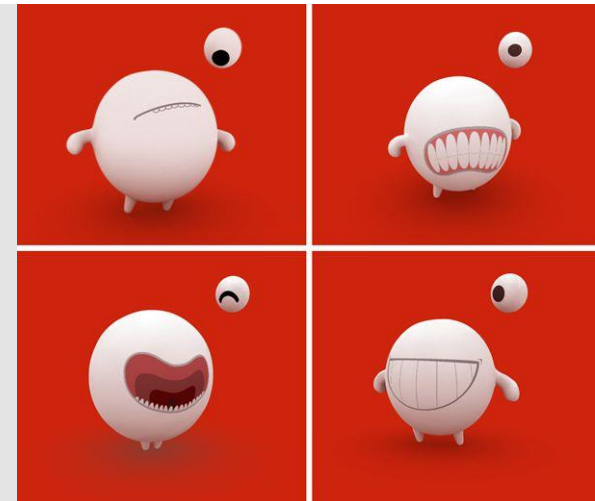
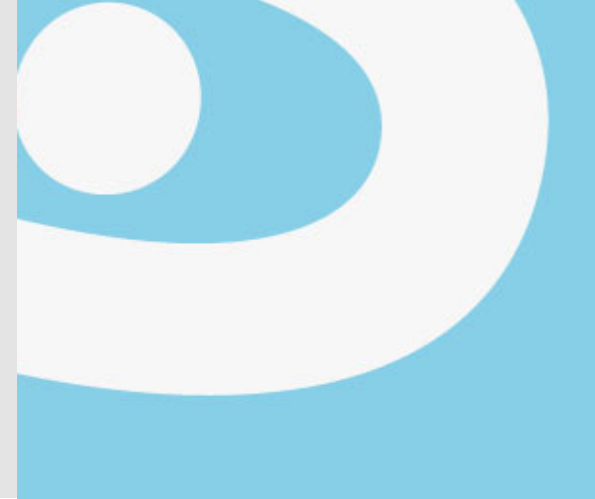


ADULTS
16-59 y.o. C.T.

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**.

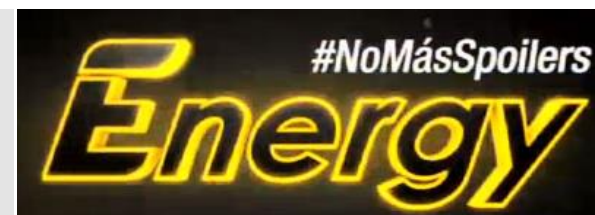


Multichannel TV: Free-to-air stations

A valuable portfolio of entertainment channels

MEDIASET *españa.*

	<p>ADULTS 16-34 y.o.</p>	<p>FDF - 24 hours a day with the most popular Spanish and international TV series.</p>
	<p>WOMEN 16-44 y.o.</p>	<p>Divinity - Emotional, lively, glossy programming aimed at a young, trendy female target.</p>
	<p>MEN +16 y.o.</p>	<p>Energy - International TV series for an urban male audience.</p>
	<p>MEN C.T.</p>	<p>Be Mad - HD station dedicated to factual entertainment, reality TV and documentaries targeting a young, male audience.</p>
	<p>CHILDREN 4-12 y.o.</p>	<p>Boing - Rich round the clock offer entirely dedicated to children.</p>



Television

Other stations

FREE-TO-AIR TV



MEN +16 y.o.

Free-to-air DTT channel entirely dedicated to football: **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, Copa del Rey**, , with **live matches, magazines, and talk shows** .



PAY TV



MEN 25-54 y.o.

The **top converting pay station** for the most relevant **commercial audience groups**. **Exclusive original programming, drama series, sit-coms, and movies**.

Available on **all pay platforms**, also in **High Definition**.

Core target: **MALE SKEWED ADULTS C.T.**




HOUSEHOLDS

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: pre-roll videos and display formats.

Core target: **MEN 25-54 y.o. ABC1**



Multimedia portfolio
Internet

MEDIASET *españa.*

UNIQUE
USERS

UNIQUE VIDEO
VIEWERS



The widest **online VoD offer** in Spain: **High Definition TV content on demand** and **live webcast** of Mediaset España TV stations. Accessable by Smart TV sets, PCs, tablets, smartphones.
Core target: ADULTS 15-44 y.o.



Online video channel aimed at a **Millennial audience**, with **web-only original content** featuring **Internet celebrities**.
Core targets: ADULTS 15-34 y.o.



Telecinco **official** website with sections linked to the **most popular shows, video highlights, blogs**.
Core target: ADULTS 15-54 y.o. with a FEMALE SKEW



Cuatro **official** website features all viewers' favourite **TV shows, news, sports, blogs, video highlights** and **web exclusive content**.
Core target: ADULTS 15-54 y.o. with a MALE SKEW

Multimedia portfolio

Internet

MEDIASET *españa.*



Glossy celebrity gossip website with a **high-class** design. News, themed blogs, and videos.

Core target: **WOMEN 15-44 y.o.**



Home to all boing's **TV heroes**, with tons of **videos, downloads, games**, and character profiles.

Core targets: **CHILDREN 4-14 y.o. and ADULTS 35-44 y.o. WITH KIDS**



Mediaset **online talk radio** station: **daily shows** hosted by **popular radio presenters**, dealing with news, football, science, mystery, TV shows. **Live streams** and **free podcasts**.

Core target: **ADULTS 15-44 y.o. with a FEMALE SKEW**



Mediaset **weather forecast website** and **mobile app**: search for locations, or use GPS to set your **current location**. **Accurate, detailed**, and **up-to-date** information.

Core target: **ADULTS 15-44 y.o.**

Outdoor TV iWall



iWall is a network of **maxi digital screens** located in **the busiest shopping centres** (47 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
- **678 screens + 10 widescreens** on the mall **façade**
- **21 provinces** with malls in Barcelona, Valencia, Madrid areas
- **270 million** potential visitors per year

