

**Today Telecinco our controlled company has disclosed the following press release**

*As, in accounting terms, Grupo Publiespaña's integration occurred as from 1 April 2004, the 2004 results provided for comparison purposes are presented – and filed with the Spanish stock market regulator (CNMV) – in combined format, that is, including Grupo Publiespaña's first quarter results.*

*The consolidated financial information provided for both 2005 and 2004 are in accordance with International Financial Reporting Standards (IFRS), which are applicable to Telecinco as of 1 January 2005 and in force at the date of publication.*

Madrid, October 24 2006

Telecinco's January-September 2006 financial results

**TELECINCO IMPROVES NET PROFIT BY 7.8% DESPITE DTT-RELATED COSTS AND INCREASING COMPETITION**

- Net profit was €229.30 million
- The gross operating margin EBITDA, at a record €321.96 million, has climbed 3% compared with the same period of 2005
- Grupo Publiespaña has beaten its total gross advertising revenue record with €685.08 million, an increase of 4.2% over the January-September 2005 period. Net advertising revenue grew by 4.4% to €655.69 million.
- For the year to date, Telecinco is the audience share leader in terms of total day share (21.3%), prime time share (21.4%), total day share of the commercial target (23.1%) and prime time share of the commercial target (23.8%)

For the January-September period, Telecinco has confirmed its leadership position in terms of **audience share, turnover, price, cash flow, market share and margins** - an indicator the company has continued to improve despite DTT launch-related costs and increasing competition from new television channels.

At 655.69 million, Telecinco hit a new all-time high for net advertising revenue, which grew by 4.4% compared with the January-September 2005 period.

Pre-tax profit leapt from €309.88 million in the first nine months of 2005 to €324.62

million in 2006, an increase of 4.8%.

Net profit totalled €229.30 million, representing an increase of 7.8% on the same period of 2005 (€212.63 million).

The gross operating margin (adjusted EBITDA) reached €321.96 million between January and September, up by 3% on the same period of 2005. The company's EBIT was €317.31 million, up 4% on the same period of 2005 (€305.23 million). This figure brings Telecinco's EBIT-total net revenue margin to 45.3%.

Grupo Publiespaña hits a new record after a 4.2% increase in total gross advertising revenues

**Grupo Publiespaña set a new record for total gross advertising revenue with €685.08 million, up 4.2% on the same period of 2005. Net advertising revenue improved by 4.4% to €655.69 million.**

#### **Record results with costs growing in line with inflation**

These figures are further proof of Telecinco's efficient business model, based on a transparent commercial management with a product range tailored to each customer and a programming grid designed to achieve audience share leadership and profitability. To obtain these figures, Telecinco has strictly adhered to its cost control policy despite the emergence of new television channels, with costs increasing in line with inflation plus DTT-related charges to 4.7% in total.

#### **Telecinco leads the audience share ranking for the year to date with 21.3%**

After the period of change as a result of the new television channels and the broadcast of major sport events, Telecinco is the only channel that has remained above a 20% audience share, both in terms of total day and prime time.

Telecinco has closed the first nine months of the year as the undisputed leader of Spain's television market with a **21.3% audience share**, compared with Antena 3's 19.8% and TVE 1's 18.2%.

The strength of the channel between January and September has also been visible in advertisers' preferred time slot, the **prime time** (21.00 - 24.00), where Telecinco has obtained a **21.4% audience share, almost two points ahead** of Antena 3 (19.6%) and three points ahead of TVE 1 (18.0%).

**Regarding the commercial target, Telecinco's leadership position has remained uncontested: the channel achieved a 23.1% share in terms of total day audience, compared with 20.4% for Antena 3 and 14.7% for TVE 1, and 23.8% share in the prime time slot, compared with 20.1% for Antena 3 and 14.7% for TVE 1.**

<b>January - September 2006</b>			
	<b>Telecinco</b>	<b>Antena 3</b>	<b>TVE 1</b>
Total day	<b>21.3%</b>	19.8%	18.2%
Prime Time	<b>21.4%</b>	19.6%	18.0%
Commercial Target - Total Day	<b>23.1%</b>	20.4%	14.7%
Commercial Target - Prime Time	<b>23.8%</b>	20.1%	14.7%

**Comments by Paolo Vasile and Giuseppe Tringali, chief executives of Telecinco.**

*"We started the year aiming to improve our excellent 2005 results and consolidate as the leading television channel in terms of audience share and advertising revenues despite new entrants. Now that we have overcome a challenging first half of the year, when total advertising revenue grew by 3.1%, Telecinco has increased its growth rate to 7.8% in the third quarter, bringing its growth between January and September to 4.2%. A notable contributor has been the Special Initiatives division, which has exceeded 15% of our television-related revenues for the first time, confirming the success of the strategy we implemented five years ago with the introduction of innovative advertising formats giving advertisers more visibility", explained Giuseppe Tringali.*

Paolo Vasile said: *"We are pleased to bring these results to our shareholders as a proof of our firm determination to work hard for the television and business leadership for which Telecinco has been known for years. The obstacles arising in an evolving environment are a motivation to improve our performance. The significant audience share gap with other television channels, achieved in an environment marked by growing competition without compromising our traditional, strict control of costs, is the result of the work of a team that is deeply committed to the company".*

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