

**Mediaset Board Meeting 8 November 2011**

**RESULTS APPROVED FOR THE FIRST NINE MONTHS OF 2011**

Consolidated results

**Net revenues: €3.040.5 million**

**Net profit: €166.6 million**

Italy

**Net revenues: €2.309.4 million**

**Mediaset Premium Pay TV revenues: +16.5%**

**Net profit: €121.2 million**

**Ratings: Canale 5 Italy's leading channel  
in the commercial target in all the main time bands**

**Mediaset channels confirm leadership  
in prime time an across the whole day among the 15-64-year-old audience**

Spain

**Net revenues: €731.6 million**

**Net profit: €107.7 million**

**Ratings: the Mediaset España channels leaders  
in prime time and the 24-hours**

The Board of Directors of Mediaset, which met today under the Chairmanship of Fedele Confalonieri, has approved the interim report to 30 September 2011.

The Group's results in the first nine months of the year were affected by the difficult global economic situation. In this context, however, the Mediaset Group was able to consolidate its market share in advertising - and confirmed the best performance in terms of sales in the TV sector - and maintain its ratings leadership in the commercial targets of reference.

## MEDIASET GROUP: CONSOLIDATED RESULTS

The following is a summary of the results for the first nine months of 2011:

- The **consolidated net revenues** of the Mediaset Group came to **€3.040.5 million**, essentially in line (-0.17%) compared with the €3.045.8 million in the first nine months of 2010.
- **EBIT** amounted to **€368.2 million**, compared with the €534.7 of the same period of the previous year.
- **Pre-tax profit** and minority interest came to **€334.7 million**, compared with €348.4 million in the period to 30 September 2010.
- **Net profit** attributable to the Group came to **€166.6 million**, compared with the €192.6 million of the same period of the previous year, a period that was impacted by the writedown of the company's stake in Endemol (-€75.4 million).
- The Group's **net financial position** went from -€1.590.2 million on 31 December 2010 to **-€1.807.5 million** on 30 September 2011.
- The Group's **net cash generation** amounted to **€243.3 million**, compared with the €589.7 million of the same period of the previous year.

## A BREAKDOWN OF RESULTS BY GEOGRAPHIC AREA

### Italy

- In the first nine months of 2011 **consolidated net revenues** came to **€2.309.4 million**, compared with €2.423.9 million for the same period of last year. The figure for 2011 was also affected by the end of revenues generated by the re-sale of content and capacity to telecoms operators for a total of 123.0 million.
  - **Advertising sales by Publitalia for Mediaset's FTA channels** came to **€1.876.7 million**, compared with €1.932.7 million in the first nine months of 2010 (-2.9%), showing a slight improvement compared with the first half of the year. It should also be noted that the most recent Nielsen figures, for the period January-August 2011, show a fall in the television advertising market, without considering the contribution of Mediaset, which was equal to -6%.  
**Total advertising revenues by Publitalia 80 and Digitalia 08**, which also includes digital pay channels and video content distributed on the Mediaset portal, saw a smaller slide of -1.8%.
  - **Mediaset Premium revenues:** despite a slowdown in the pay TV market, revenues from characteristic activities (card sales, re-charges, Easy Pay subscriptions and advertising sales) saw a good increase, rising from €385.5 million in the period to 30 September 2010 to **€449.2 million in the same period of 2011 (+16.5%)**.  
The number of Easy pay subscribers was over 2 million.
- **EBIT** for the period came to **€248.1 million**, compared with the €367.9 million in the period to 30 September 2010.
- **Net profit** came to **€121.2 million**, compared with the €207.0 million of the first nine months of 2010.

- **Ratings:** during the first nine months of the year the Mediaset channels confirmed their national overall leadership in prime time (**39.4%**) and in the 24-hours (**38.9%**) among viewers in the 15 to 64 age range (the commercial target). Canale 5 was Italy's most viewed channel in the commercial target, both in prime time (**19.0%**) and in the 24-hours (**18.1%**).

## **Spain**

*The results of Mediaset España for the first nine months of 2011 include the full consolidation of the FTA television activities of Cuatro, which was bought at the end of 2010.*

- In the first nine months of 2011 the **consolidated net revenues** generated by the Mediaset España Group reached **€731.6 million**, compared with €622.4 million in the same period of the previous year.
- **Television advertising revenues** amounted to **€706.7 million**, compared with €572.9 million in the first nine months of 2010.
- **EBIT** amounted to **€120.1 million**, compared with €166.9 million in the same period of last year.
- **Net profit** for the period came to **€107.7 million**, compared with the €32.2 million of the first nine months of 2010. This result was affected, in the period to 30 September 2010, by charges related to the writedown of the company's stake in Endemol
- **Ratings:** in the first nine months of 2011 the television channels of the Mediaset España Group achieved leadership in both prime time (**24.7%**) and the 24-hours (**26.3%**). Telecinco remained Spain's most popular commercial TV channel over the whole day (**14.2%**).

## **FORECAST FOR THE FULL YEAR**

In recent weeks the volatility of financial markets has increased further, also as a result of the public debt crisis in the Eurozone. Italy and Spain, in particular, continue to be among the most exposed economic areas and there is therefore little prospect of a significant change in the trend in the advertising market compared with the first nine months of the year.

The trend in Mediaset's advertising sales will consequently continue to be affected by the negative economic situation, also in the last quarter, albeit remaining better than the market as a whole.

In the light of the consolidated results at the end of the first nine months and expectations for both television advertising sales and the performance of other business areas in the Group, the company expects to end 2011 with a consolidated net profit that is lower than that recorded in 2010.

*The executive responsible for the preparation of the Mediaset S.p.A. accounts. Luca Marconcini. declares that, as per para. 2 art. 154-bis. of the Single Finance Bill, that the accounting information contained in this press release corresponds to that contained in the company's books*

Cologno Monzese, 8 November 2011

### **Department of Communications and Media Relations**

Tel. +39 022514.9251

Fax +39 022514.9271

e-mail: [direzionecomunicazione@mediaset.it](mailto:direzionecomunicazione@mediaset.it)

[www.mediaset.it/corporate/](http://www.mediaset.it/corporate/)

### **Investor Relations Department**

Tel. +39 022514.7008

Fax +39 022514.8535

e-mail: [ir@mediaset.it](mailto:ir@mediaset.it)

<http://www.mediaset.it/investor>

## Consolidated income statement (\*)

in €m

	Cumulative		Q3	
	2011	2010	2011	2010
<b>Consolidated net revenues</b>	<b>3.040.5</b>	<b>3.045.8</b>	<b>787.2</b>	<b>768.0</b>
Labour costs	430.4	390.2	127.0	123.2
Procurement, services and other costs	1.345.3	1.275.8	362.4	349.2
<b>Operating costs</b>	<b>1.775.7</b>	<b>1.666.0</b>	<b>489.4</b>	<b>472.4</b>
<b>Gross operating profit (EBITDA)</b>	<b>1.264.8</b>	<b>1.379.8</b>	<b>297.8</b>	<b>295.6</b>
Amortisation of rights	773.3	728.6	229.6	213.1
Other amortisations and depreciations	123.3	116.5	41.6	33.0
<b>Total amortisations and depreciations</b>	<b>896.6</b>	<b>845.1</b>	<b>271.1</b>	<b>246.1</b>
<b>Operating profit (EBIT)</b>	<b>368.2</b>	<b>534.7</b>	<b>26.7</b>	<b>49.5</b>
Financial income /(charges)	(30.8)	(13.4)	(13.9)	(5.6)
Income/(charges) from investments	(2.7)	(172.9)	5.4	(150.3)
<b>Profit before taxation</b>	<b>334.7</b>	<b>348.4</b>	<b>18.3</b>	<b>(106.4)</b>
Income taxes	(105.8)	(134.7)	(3.1)	22.7
<b>Net profit from operations</b>	<b>228.9</b>	<b>213.7</b>	<b>15.2</b>	<b>(83.8)</b>
(Minority interest (profit)/loss	(62.3)	(21.1)	(13.0)	34.7
<b>Profit for the Mediaset Group</b>	<b>166.6</b>	<b>192.6</b>	<b>2.2</b>	<b>(49.0)</b>

## Consolidated balance sheet (\*)

in €m

	30/09/2011	31/12/2010
Television and film rights	3,056.9	2,396.7
Goodwill	874.9	1,043.9
Other tangible/intangible assets	1,223.3	1,027.1
Financial assets	608.4	626.3
Net working capital and other assets/liabilities	(679.9)	28.7
Severance indemnity reserve	(100.4)	(97.5)
<b>Net invested capital</b>	<b>4,983.1</b>	<b>5,025.2</b>
Net Group assets	2,376.9	2,617.7
Shareholders' equity and minority interest	798.7	817.3
<b>Net assets</b>	<b>3,175.6</b>	<b>3,435.0</b>
<b>Net financial position</b>	<b>1,807.5</b>	<b>1,590.2</b>

(\*) The reclassified figures in the report are not subject to certification by the external auditors.