

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

Madrid, October 7th, 2004

Growth in the third quarter was 30.5%

**TELECINCO, THROUGH PUBLIESPAÑA, OBTAINS RECORD REVENUE RESULTS IN THE FIRST NINE MONTHS OF 2004 WITH A 26% INCREASE ON THE SAME PERIOD FOR 2003**

- During the first nine months of the year, the Iniciativas Especiales unit's revenue grew by 39.1% on the same period of 2003 and accounted for 12% of the total turnover
- Publimedia Gestión, Publiespaña's subsidiary, has increased its revenues by 24.5% in the first nine months of the year

Following Publiespaña's increase in revenue of 24.6% in the first half of 2004, the company has increased this growth figure for the third quarter by 30.5% more than the same period of 2003.

With these results, Telecinco's advertising concession Publiespaña has beaten its nine-month turnover record, reporting revenues of €528 million, up 26% on the same period of 2003.

<b>REVENUE INCREASE PUBLIESPAÑA 2004</b>			
	<b>H1 04 vs. H1 03</b>	<b>Q3 04 vs. Q3 03</b>	<b>Jan-Sep 04 vs. Jan-Sep 03</b>
<b>PUBLIESPAÑA</b>	+24.6%	+30.5%	+26.0
<b>I.I.EE.</b>	+43.0%	+28.1%	+39.1%

This increase in revenues has been achieved through the optimum use and qualitative improvement of advertising space, a greater number of GRP's due to good audience results, the pick-up in advertising rates, new product launches and the role carried out by Iniciativas Especiales (Special

Initiatives), which closed the first nine months of 2004 with a weighting of total revenues of 12%.

### **Iniciativas Especiales, up 39.1% year-to-date**

Publiespaña's Iniciativas Especiales also began the first half of the year with a notable year-on-year increase. This trend continued at the end of the nine-month period, as its turnover increased by 39.1% year-on-year between January and September.

### **Publimedia Gestión also grew by 24.5% between January and September**

Publimedia Gestión, Publiespaña's subsidiary charged with the marketing and sales of diverse multimedia platforms of Grupo Telecinco – and of others outside the group – achieved a nine-month increase of 24.5% on the January to September period of 2003.

### **Telecinco leads year-to-date audience share rankings, prime-time audience share and commercial target**

Publiespaña's strong year-to-date performance is due to a honed commercial policy and advertising space management, as well as by Telecinco's audience success.

With a 22.1% accumulated annual share, Telecinco is the first private television network to lead the year-to-date average audience by such a high margin: 1.6 pp more than Antena 3 TV (20.5%) and 0.3 pp more than TVE 1 (21.8%) at the end of the first nine months of the year. The network also leads the maximum audience slot and the commercial target, the most interesting population segment for advertisers.

### **January - September accumulated audience**

	<b>TELECINCO</b>	<b>ANTENA 3 TV</b>	<b>TVE 1</b>
Total day	<b>22.1%</b>	20.5%	21.8%
Prime time (20:30 to 00:00)	<b>22.6%</b>	20.5%	22.4%
Commercial target	<b>25.2%</b>	21.7%	18.2%

**TELECINCO PRESS OFFICE**