Press Release

Mediaset Board Meeting 10 November 2009

BOARD APPROVES RESULTS OF THE FIRST 9 MONTHS OF 2009

Consolidated Results

Net revenues: €2,652.1 million

Net profit: €184.2 million

Italy

Net revenues: €2,220.7 million

Net profit: €156.0 million

Television costs: -3.7%

Mediaset Premium pay TV revenues +63.6%

Ratings: Canal 5 Italy's most popular channel in the 24-hours

Mediaset channels confirm leadership in the 15-64 year-old audience

Spain

Net revenues: €432.2 million

Net profit: €62.2 million

Operating profitability: 19.1%

Ratings: Telecinco Spain's leading channel in prime time

The Board of Directors of Mediaset, met today under the Chairmanship of Fedele Confalonieri, to approve the company's quarterly report to 30 September 2009.

Also during the third quarter of this year the Group's results continued to be affected, particularly in Spain, by the deep recession in the world economy. A generalised difficulty that has led to a marked fall in advertising investments in the two countries in which the Mediaset Group operates.

In this context, the Group in Italy was nevertheless able to contain the fall in advertising revenues compared with its competitors, while consolidating its market share. In terms of ratings, leadership was confirmed in the commercial target of reference and the absolute primacy of Canale 5 across the entire TV audience in the current autumn guarantee period.

Moreover, strenuous efforts to control TV costs and the excellent performance of Mediaset Premium have made it possible to significantly mitigate, above all in Italy, the negative impact on margins created by the reduction in advertising revenue.

MEDIASET GROUP: CONSOLIDATED RESULTS

Performance in the first nine months of 2009 can be summarised as follows:

- the Mediaset Group's **consolidated net revenues** amounted to **€2,652.1 million** a reduction of 11.4% on the €2,993.9 million of the first nine months of 2008.
- the Group's **EBIT** came to **€380.9 million**, compared with €705.2 million in the first nine months of the previous year.
- **operating profitability** was **14.4%**, compared with 23.6% in the first nine months of 2008.
- **profit before taxation** and that attributable to third-party shareholders, amounted to **€329,4 million** compared with €609.0 million to 30 September 2008.
- **net profit** attributable to the Group came to **€184.2 million**, compared with the €355.8 million of the first nine months of the previous year.
- the Group's **net financial position** went from -€1,371.7 million on 31 December 2008 to **-€1,601.5 million** on 30 September 2009.
- in the first nine months of the year **net cash generation** amounted to **€300.3 million** compared with €548.4 million in the first nine months of the previous year.

It should be noted that, following the partnership agreement finalised on 30 June 2009 between RTI SpA and the private equity fund 21 Partner, the Mediaset Group's stake in Medusa Cinema SpA and Mesusa Multicinema SpA (businesses that in the first nine months of 2008 generated revenues of €35.6 million) has gone from 100% to 49%. Consequently the consolidated financial statements, both for the first half of 2008 and the first half of 2009 have been reclassified to show separately the contribution of these businesses and the economic impact of the operation.

A BREAKDOWN OF RESULTS BY GEOGRAPHIC AREA

Italy

- In the first nine months of 2009 **consolidated net revenues** amounted to **€2,220.7 million**, a fall of **1.7%** on the €2,259.5 million of the same period of the previous year. In the third quarter revenues grew by 2.5% thanks to the excellent performance of Mediaset Premium and a combination of other non-television activities (including Mediashopping and film distribution).

  gross television advertising revenues came to **€1,823.0 million**, a fall of 10.8% on the €2.043,2 million of the first nine months of 2008. This result highlights the

progressive improvement achieved during the second and third quarters. In particular, in the third quarter revenues recorded a more limited fall of -7%.
According to Nielsen data for the first nine months of the year, the trend in advertising sales for Mediaset channels was markedly better that the overall trend in the advertising market as a whole (-18.4%) and the television advertising market (-17.4%), both net of Mediaset's contribution.

Mediaset Premium revenues: total revenues generated by Mediaset Premium came to €379.9 million, compared with €269.5 million in the first nine months of 2008 (+41.0%). Revenues from the characteristic business (sale of cards, recharges and Easy Pay) were up by 63.6%.
Active cards as of 30 September 2009 totalled around 2.9 million, compared with around 2.5 million in the same period of the previous year. A more than brilliant achievement, given that by 30 June 2009 more than 2 million Premium cards has expired.

- **EBIT** came to **€298.4 million**, compared with the €380.9 million of the first nine months of 2008, a reduction of 21.7%.

- Total television costs were **down by 3.7%** compared with the first nine months of 2008. In the third quarter there was a reduction of 5.9% compared with the same period of last year. This result confirms the scrupulous efficiency policy that reduces costs without having a negative impact of the appeal of the schedule or on the ratings of the Mediaset channels.

- **net profit** amounted to **€156.0 million**, compared with €248.5 million for the same period of the previous year.

TV ratings: in the first nine months of the year Mediaset channels confirmed their national leadership in all the time bands among viewers in the 15 to 64 year-old age range (the commercial target). During the period, Mediaset recorded a **41.4% share in prime time** and **41.6% in the 24 hours**.
Canale 5 is Italy's most popular channel in the commercial target, both in **prime time** (23.5%) and in the **24 hours** (22.3%). And at 20.8%, the channel confirmed its position as the leading channel in the 24 hours during the guarantee period (6 September – 9 November 2009).

Spagna

- In the first nine months of 2009 **consolidated net revenues** generated by the Telecinco Group came to **€432,2 million**, compared with €734.9 million in the same period of the previous year. This result was obviously due to the impact of the unfavourable trading and financial climate, at both a national and international level, which in Spain has been particularly dramatic.

- Despite this difficult background, there was a **reduction in total costs of 14.8%** compared with the same period of the previous year. This trend was also affected by the use of risk provisions booked in the first half of the year. Net of these measures, the reduction was of 7.8%, thanks to rigorous actions aimed at containing both scheduling and management costs.

- **EBIT** for the period came to **€82.5 million**, compared to €324.3 million in 2008.

- **Operating profitability** was **19.1%** (44.1% in the first nine months of 2008).

- **Pre-tax profit** came to **€58.5 million**, compared with €292.4 million the previous year.

- **Net profit** amounted to **€62,2 million** compared with €228.4 million for the first nine months of 2008.

- **TV ratings:** Telecinco consolidated its position as Spain's absolute leader with a **prime time share of 16.8%**.

FORECAST FOR THE FULL YEAR

Despite what is expected to be a slight improvement in the short term, the economic scenario, as far as advertising investments are concerned in both Italy and Spain, is expected to remain extremely difficult for the remainder of the year.

In Italy, at the end of the first ten months of the year, gross advertising revenues for Mediaset channels had recorded a fall of 10.2%, compared with the -10.8% recorded at the end of nine months.
In the same period, total advertising sales, in other words including other media sold in concession by the Group, recorded a fall of 9.6% (-10.3% after nine months).

In line with the trends recorded in the second and third quarters, current evidence suggests that advertising sales in the last two months of 2009, which will be compared to the most critical period of the previous year, will continue to show an improving trend compared with the previous nine months of the year.

In the light of such trends, the results at the end of the first nine months, despite continued efforts to control television costs in recent months, at year end the Group is expected to post operating and consolidated net profits markedly lower than those of the previous year.

The executive responsible for the preparation of the Mediaset S.p.A. accounts, Andrea Goretti, 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, 10 November 2009

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Highlights from the consolidated income statement (*) *in €m*

	Cumulative to 30 September		Q3	
	2009	**2008**	**2009**	**2008**
Consolidated net revenues	**2,652.1**	**2,993.9**	**700.4**	**746.6**
Labour costs	376.1	374.4	116.2	116.0
of which non-recurring income	1,082.8	1,104.4	315.5	305.0
Procurement, services and other costs	**1,458.9**	**1,478.8**	**431.7**	**421.0**
Operating costs	**1,193.2**	**1,515.0**	**268.7**	**325.6**
Gross operating profit	720.0	697.1	240.0	218.8
	92.3	112.7	22.2	46.5
Amortization and depreciations	**812.3**	**809.8**	**262.2**	**265.3**
Operating profit	**380.9**	**705.2**	**6.6**	**60.3**
((Losses)/gains from equity disposals	-	-	-	-
EBIT	**380.9**	**705.2**	**6.6**	**60.3**
Financial income /(charges)	(24.9)	(58.9)	(5.0)	(23.3)
Income/(charges) from investments	(26.6)	(37.3)	11.4	(13.1)
Profit before taxation	**329.4**	**609.0**	**12.9**	**23.9**
Income taxes	(108.0)	(136.7)	(6.8)	(2.3)
Net profit from operations	**221.5**	**472.3**	**6.2**	**21.6**
(Net profit from discontinued activities)	(0.5)	(2.2)	-	(0.9)
(Minority interest (profit)/loss	(36.7)	(114.3)	(2.7)	(15.0)
Profit for the Mediaset Group	**184.2**	**355.8**	**3.4**	**5.7**

Highlights from the consolidated balance sheet (*) *in €m*

	30/09/2009	**31/12/2008**
Television rights	2,727.0	2,396.1
Goodwill and consolidation differences	512.4	513.4
Other tangible/intangible assets	971.7	1,051.9
Financial assets	366.4	361.6
Net working capital & other assets/liabilities	(432.1)	(92.1)
Severance indemnity reserve	(103.0)	(103.4)
Net invested capital	**4,042.4**	**4,127.5**
Net Group assets	2,234.3	2,482.4
Shareholders' equity and minority interest	206.6	273.4
Net assets	**2,440.9**	**2,755.8**
Net financial position	**(1,601.5)**	**(1,371.7)**

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