



**2006 First Half Results**



*Milan, 12<sup>th</sup> September 2006*

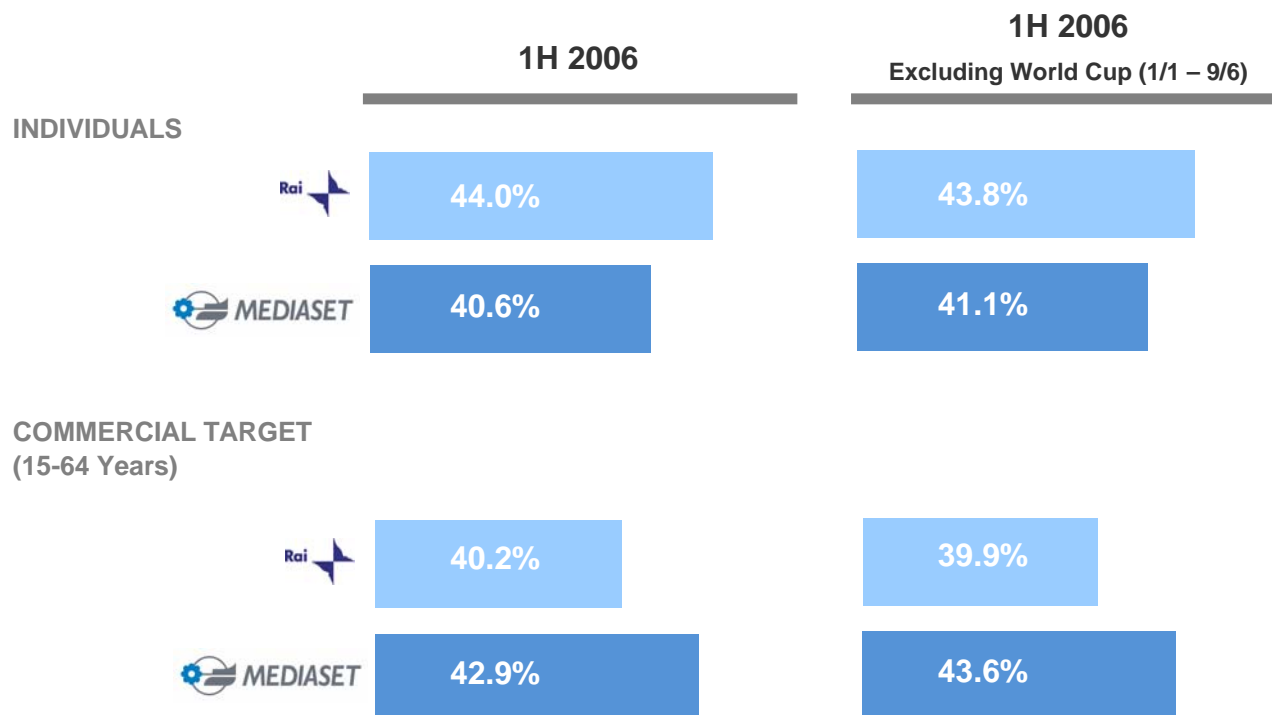
A low-angle photograph of a tall, lattice-structured broadcasting tower against a clear sky. The tower is topped with a complex array of antennas and a red-and-white striped weather vane. In the bottom right corner, a portion of a professional video camera rig is visible, showing a viewfinder, control panel, and microphone.

# Broadcasting

2006 1<sup>st</sup> Half Results



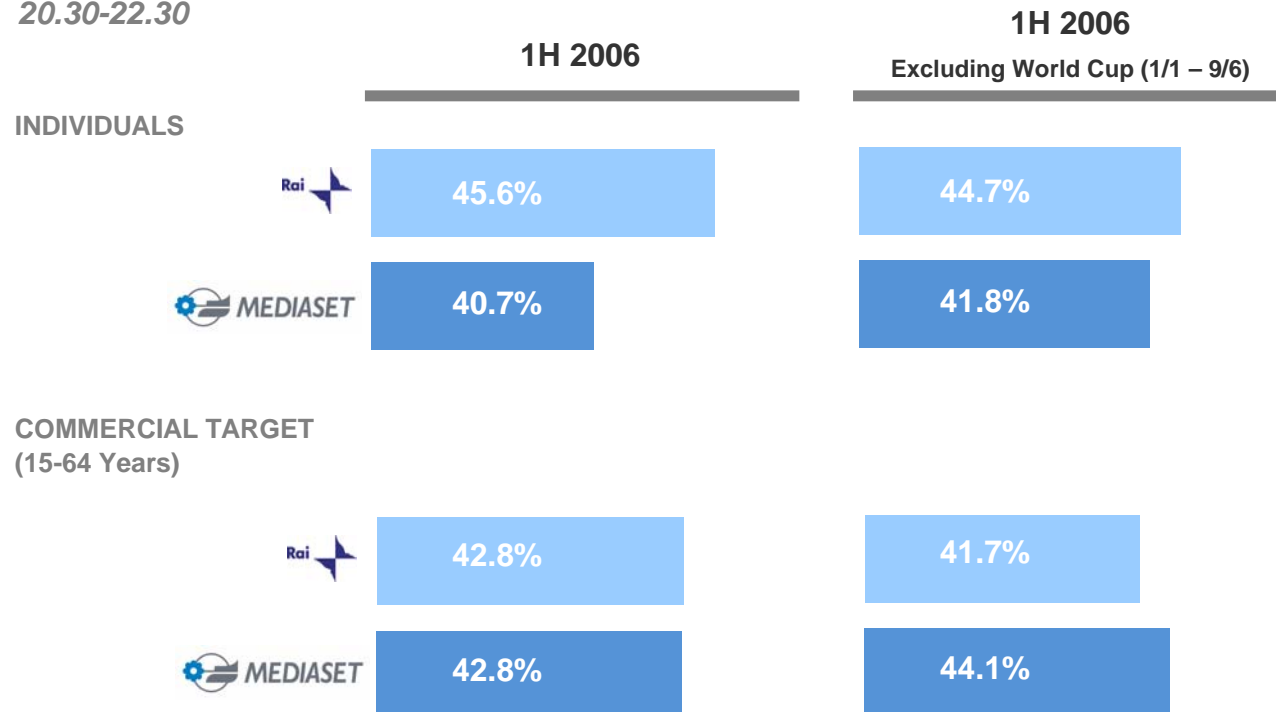
## MEDIASET 2006 1H | 24Hours Audience Share



Source: Auditel

## MEDIASET 2006 1H | PRIME TIME Audience Share

20.30-22.30



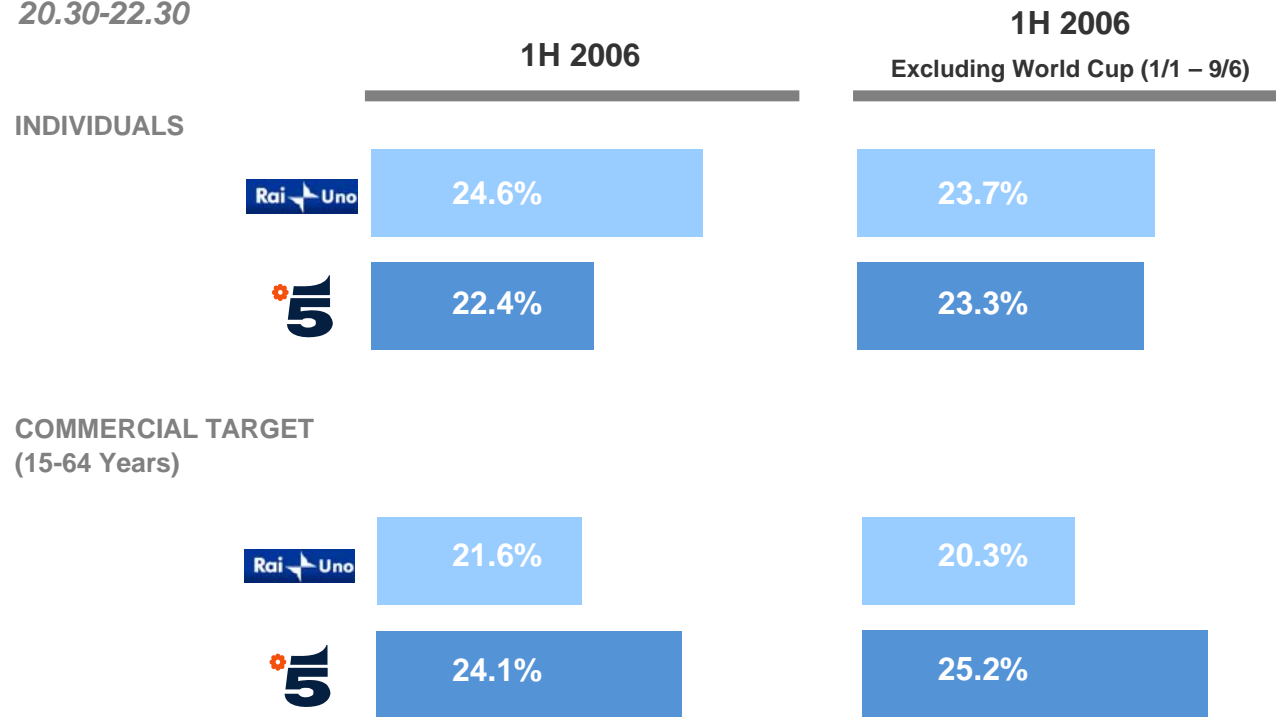
Source: Auditel

Broadcasting



## MEDIASET 2006 1H | PRIME TIME Audience Share

20.30-22.30



Source: Auditel

Broadcasting



## MEDIASET | 2006 Autumn Season: Audience “Garanteed”

### Day Time 02.00-20.30 - 22.30-02.00

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*3<sup>rd</sup> September – 2<sup>nd</sup> December*      **CANALE 5**      21.5%

**ITALIA 1**      11.0%

**RETE 4**      8.5%

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**MEDIASET**      41.0%

### Prime Time 20.30-22.30

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*3<sup>rd</sup> September – 2<sup>nd</sup> December*      **CANALE 5**      23.5%

**ITALIA 1**      11.0%

**RETE 4**      8.0%

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**MEDIASET**      42.5%

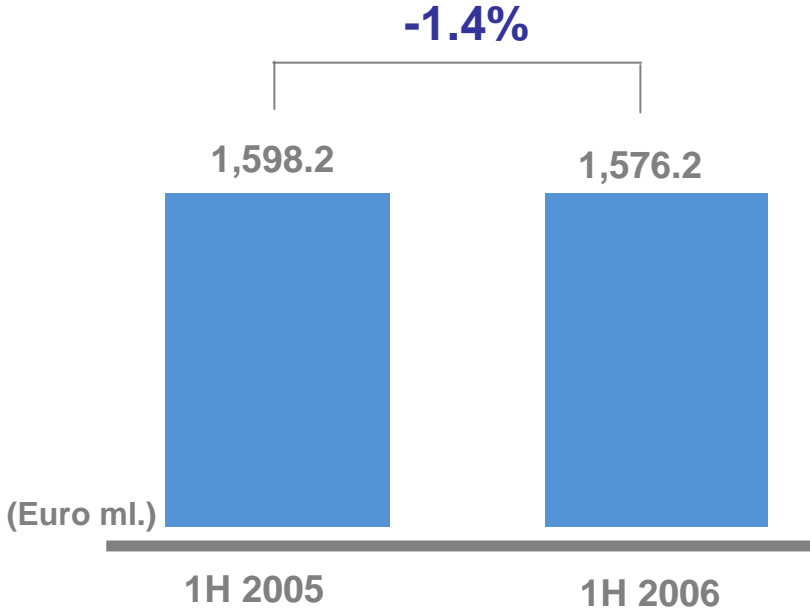


Advertising








2006 1<sup>st</sup> Half Results









**MEDIASET 2006 1H | Publitalia Advertising Revenues**



## MEDIASET 2006 1H | Advertising by Sector

		1Q 2006 Growth vs. previous year	1H 2006 Growth vs. previous year
	<b>FOOD</b>	+2.1%	+2.6%
	<b>NON FOOD</b>	+0.7%	-1.7%
	<b>FINANCE/INSURANCE</b>	+19.3%	-17.0%
	<b>RETAIL</b>	+30.7%	+6.8%
	<b>TELECOM</b>	+21.1%	+13.1%
	<b>AUTOMOTIVE</b>	+11.7%	-1.2%
	<b>MEDIA / PUBLISHING</b>	-19.1%	-16.9%

## MEDIASET 2006 1H | Advertising Breakdown by Sector

		1H 2005	1H 2006
	<b>AUTOMOTIVE</b>	12.3%	12.3%
	<b>GROCERY</b>	42.0%	43.0%
	<b>FINANCE</b>	4.7%	3.9%
	<b>TELECOM</b>	11.0%	12.7%
	<b>RETAIL</b>	1.4%	1.5%
	<b>OTHER SECTORS</b>	28.6%	26.6%
		<i>100%</i>	<i>100%</i>

## MEDIASET 2006 1H | New Client Acquisition Policy

	1H 2005	1H 2006
Active Clients	791	837
New Clients	125	152



Financial

2006 1<sup>st</sup> Half Results



## MEDIASET GROUP 2006 1H | P&L Highlights

(Euro ml.)	1H 2005	1H 2006
<b>Net Consolidated Revenues</b>	1,980.2	1,994.1
<b>EBITDA</b>	1,153.0	1,079.2
<b>Gain (Losses) from Equity disinvest.</b>	43.1	1.3
<b>EBIT</b>	797.5	651.7
<b>Net Profit</b>	426.6	332.5
<b>Consolidated Net Financial Position 30/6</b>	(45.6)	(764.7)

## MEDIASET GROUP 2006 1H | P&L Consolidated Results

(Euro ml.)	1H 2006 Consolidated	1H 2006 Mediaset	1H 2006 Telecinco	Consolidation Effects
<b>Net Consolidated Revenues</b>	1,994.1	1,472.2	523.3	(1.4)
<b>EBITDA</b>	1,079.2	736.9	343.0	(0.7)
<i>margin</i>	<b>54.1%</b>	<b>50.1%</b>	<b>65.5%</b>	
<b>EBIT</b>	651.7	387.8	264.4	(0.5)
<i>margin</i>	<b>32.7%</b>	<b>26.3%</b>	<b>50.5%</b>	
<b>Net Profit</b>	425.6	239.0	186.4	0.2
T5 Minorities	(93.1)			
<b>Group Net Profit</b>	332.5			



**2006 1H RESULTS | Italian Business**

## MEDIASET ITALIAN BUSINESS 2006 1H | P&L Results

(Euro ml.)	1H 2005	1H 2006
<b>Net Consolidated Revenues</b>	<b>1,471.2</b>	<b>1,472.2</b>
Personnel Costs	(183.3)	(193.3)
Other Operating Costs	(467.4)	(542.1)
<b>EBITDA</b>	<b>820.5</b>	<b>736.9</b>
Rights Amortisation	(285.5)	(303.9)
Other Amortisation & Depreciation	(37.2)	(46.6)
<b>Operating Profit</b>	<b>497.9</b>	<b>386.4</b>
Gain (Losses) from Equity disinvest.	40.9	1.4
<b>EBIT</b>	<b>538.8</b>	<b>387.8</b>
Financial Income (Losses)	(12.1)	(9.9)
Associates	0.6	(0.3)
<b>Pre-Tax Profit</b>	<b>527.3</b>	<b>377.6</b>
Taxes	(190.8)	(138.3)
<b>NET PROFIT</b>	<b>336.3</b>	<b>239.0</b>

## MEDIASET ITALIAN BUSINESS 2006 1H | Operations Breakdown

(Euro ml.)	Total Net Revenues	Total Costs (including D&A)	Operating Profit	Margins
<b>FTA TV</b>	1,377.3	(954.5)	422.9	30.7%
<b>Network Operator</b>	69.6	(81.7)	(12.1)	<i>n.a.</i>
<b>Pay TV</b>	36.3	(52.2)	(16.0)	<i>n.a.</i>
<b>Other Activities</b>	47.5	(55.7)	(8.2)	<i>n.a.</i>
<i>Intra-company Eliminations</i>	(58.6)	58.6	-	-
<b>TOTAL</b>	<b>1,472.2</b>	<b>(1,085.8)</b>	<b>386.4</b>	<b>26.2%</b>

## MEDIASET ITALIAN BUSINESS | FTA TV Operations

(Euro ml.)	1H 2005	1H 2006
<b>Total Net TV Revenues</b>	<b>1,397.6</b>	<b>1,377.3</b>
TV Advertising Revenues	1,598.2	1,576.2
Multichannel Adv. Revenues	1.0	2.7
Commissions	(237.7)	(235.2)
Other TV Revenues	36.1	33.6
<b>Total TV Costs</b>	<b>(899.2)</b>	<b>(954.5)</b>
Personnel	(158.7)	(165.2)
TV Operating Costs	(390.8)	(437.2)
TV Rights Amortisations	(278.6)	(292.6)
Other A&D	(25.0)	(23.1)
<i>Net Intra-company Items</i>	<i>(46.2)</i>	<i>(36.3)</i>
<b>FTA TV Operating Profit</b>	<b>498.4</b>	<b>422.9</b>
<i>margin</i>	<i>35.7%</i>	<i>30.7%</i>

## MEDIASET ITALIAN BUSINESS | Network Operator

(Euro ml.)	1H 2005	1H 2006
<b>Total Net Revenues</b>	<b>71.4</b>	<b>69.6</b>
3° Party DVB-T Revenues	8.7	9.2
3° Party DVB-H Revenues	-	1.0
Other Revenues	4.3	0.8
<i>Net intra-company Items</i>	<i>58.4</i>	<i>58.6</i>
<b>Total Costs</b>	<b>(65.7)</b>	<b>(81.7)</b>
Personnel	(16.9)	(17.2)
Other Operating Costs	(37.5)	(45.8)
Other Amortisation & Depreciation	(11.3)	(18.7)
<b>Network Operator Operating Profit</b>	<b>5.7</b>	<b>(12.1)</b>

## MEDIASET ITALIAN BUSINESS | Pay TV

	Up to 31/12/2005	From 1/1/2006 to 30/6/2006	From 1/1/2006 to 10/9/2006	TOTAL At 10/9/2006
<b>“Mediaset Premium” Smart Cards Sold to Retailers</b>	1.438.000	500.000	695.000	<b>2.133.000</b>
<b>N° Recharges sold to Retailers</b>	1.282.000	1.439.000	1.918.000	<b>3.200.000</b>
<b>“Cashed in”</b>	63.4 ml Euro	26.1 ml Euro	-	-

## MEDIASET ITALIAN BUSINESS | 2006-07 Football PPV Offer

2006-07 Season			2005-06 Season		
	Teams	N° Matches		Teams	N° Matches
	Milan	Livorno	240	Milan	Treviso
	Roma	Reggina		Roma	Lazio
	Torino	Atalanta		Juventus	Sampdoria
	Internazionale	Messina		Livorno	Messina
	Lazio	Siena		Internazionale	Siena
	Juventus		120		-
	Genoa				
	Napoli				
	All matches		125		-
Total N° matches			485		190

Note: **red**: all matches; **blue**: home matches only

Financial



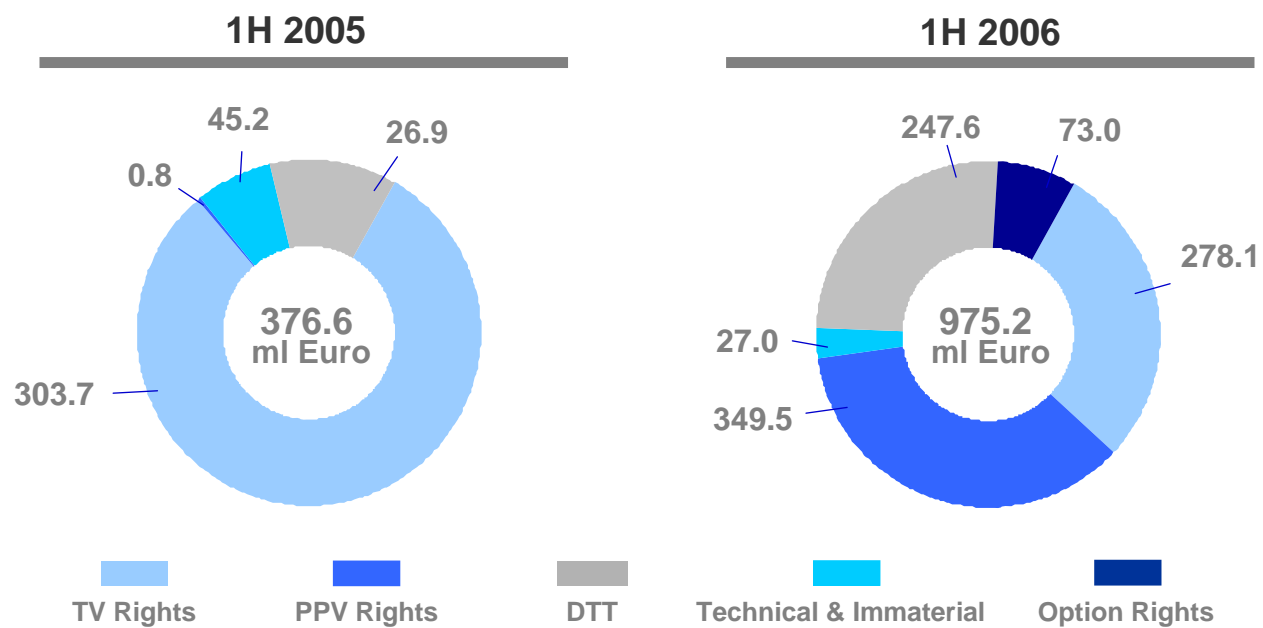
## MEDIASET ITALIAN BUSINESS | Pay TV

(Euro ml.)	1H 2005	1H 2006
<b>Total Net PPV Revenues</b>	<b>21.5</b>	<b>36.3</b>
PPV Revenues	15.2	33.5
Advertising Revenues	1.9	3.2
Other Revenues	4.7	-
Commissions	(0.3)	(0.5)
<b>Total PPV Costs</b>	<b>(29.6)</b>	<b>(52.2)</b>
Personnel	(0.6)	(1.2)
Other Operating Costs	(17.9)	(19.8)
Rights Amortisations and Other D&A	(3.7)	(11.7)
<i>Net intra-company items</i>	<i>(7.3)</i>	<i>(19.6)</i>
<b>PPV Operating Profit</b>	<b>(8.1)</b>	<b>(16.0)</b>

## MEDIASET ITALIAN BUSINESS | Other Activities

(Euro ml.)	1H 2005	1H 2006
<b>Total Net Revenues</b>	<b>39.1</b>	<b>47.5</b>
Thematic Channels	15.4	-
Multimedia	9.2	12.9
Mediashopping	2.8	14.0
Other Non-TV Revenues	11.7	20.5
<b>Total Costs</b>	<b>(37.2)</b>	<b>(55.7)</b>
Personnel	(7.0)	(9.7)
Other Operating Cost	(21.1)	(39.0)
Right Amortisations	(3.3)	-
Other Amortisations & Depreciations	(0.9)	(4.3)
<i>Net Intra-company Items</i>	<i>(4.9)</i>	<i>(2.7)</i>
<b>Other Activities Operating Profit</b>	<b>1.9</b>	<b>(8.2)</b>

## MEDIASET ITALIAN BUSINESS | Investments



## MEDIASET ITALIAN BUSINESS | Cash Flow Statement

(Euro ml.)	1H 2005	1H 2006
<b>Initial Net Financial Position 1/1</b>	<b>(182.3)</b>	<b>(713.8)</b>
<b>Free Cash Flow from Core Activities</b>	<b>187.6</b>	<b>(19.6)</b>
- Cash Flow from Operations	623.9	599.2
- Investments	(376.6)	(975.2)
- Disinvestments	21.6	18.0
- Change in Net Working Capital (CNWC)	(81.4)	338.4
Equity (Investments)/Disinvest.	46.9	48.7
<b>Free Cash Flow</b>	<b>234.5</b>	<b>29.1</b>
Change in Equity	(2.1)	18.3
Cashed in Dividends	89.9	124.3
Dividends	(448.8)	(489.3)
<b>Total Net Cash Flow</b>	<b>(126.5)</b>	<b>(317.6)</b>
<b>Final Net Financial Position 30/6</b>	<b>(308.8)</b>	<b>(1,031.4)</b>

The background of the slide features a low-angle shot of a tall telecommunications tower with a red and white striped top, and a camera rig in the foreground on the right side.

# Back Up Slides

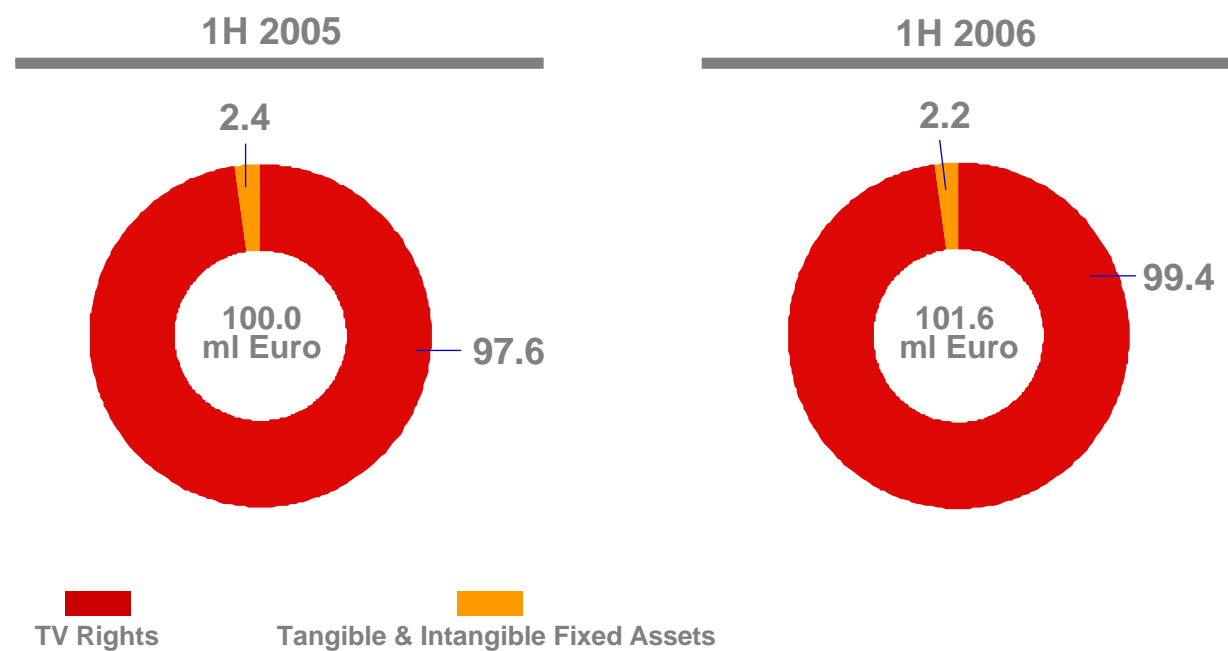
2006 1H Results



## TELECINCO | P&L Results (IAS/IFRS)

(Euro ml.)	1H 2005	1H 2006
<b>Net Consolidated Revenues</b>	<b>509.0</b>	<b>523.3</b>
Personnel Costs	(36.1)	(37.7)
Other Operating Costs	(140.4)	(142.7)
<b>EBITDA</b>	<b>332.5</b>	<b>343.0</b>
Amortisation & Depreciation	(75.9)	(78.6)
<b>EBIT</b>	<b>256.6</b>	<b>264.4</b>
Financial Income (Losses)	2.4	4.5
Associates	0.5	0.2
<b>Pre-Tax Profit</b>	<b>259.5</b>	<b>269.1</b>
Taxes	(83.6)	(82.5)
<b>NET PROFIT</b>	<b>175.9</b>	<b>186.4</b>

## TELECINCO | Investments (IAS/IFRS)



## TELECINCO | Cash Flow Statement (IAS/IFRS)

(Euro ml.)	1H 2005	1H 2006
<b>Initial Net Financial Position</b>	244.4	355.8
<b>Free Cash Flow</b>	189.4	207.5
Cash Flow from Operations	255.1	271.7
Investments	(100.0)	(101.6)
Disinvestments	1.5	0.1
Change in Net Working Capital (CNWC)	32.8	37.3
Equity (Investments)/Disinvest.	(0.5)	(11.3)
Cashed in Dividends	1.1	1.2
Dividends	(172.6)	(290.3)
Change in Equity	1.4	3.8
<b>Total Net Cash Flow</b>	18.8	(89.1)
<b>Final Net Financial Position</b>	263.2	266.7



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*Mediaset Group actual results and developments may differ materially from the ones expressed or implied by the above statements depending on a variety of factors.*

*Any reference to past performance of Mediaset Group shall not be taken as an indication of future performance.*

*This announcement does not constitute an offer to sell or the solicitation of an offer to buy the securities discussed herein.*

