

Madrid, November 22 2007

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

**Publimedia Gestión expects to break €30 million mark**  
**PUBLIESPAÑA'S GROSS ADVERTISING REVENUES**  
**WILL BREAK €1 BILLION MARK IN 2007**

- Telecinco, through Publiespaña and Publimedia, expects a gross advertising revenue increase of around 6% on the same period in 2006 in the months of October and November
- **Publiespaña opens new business and growth line for Telecinco in the area of internet with the creation of a company called Advanced Media in order to maximise advertising revenues from [www.telecinco.es](http://www.telecinco.es), [www.informativos.telecinco.es](http://www.informativos.telecinco.es) and [www.bolsacinco.com](http://www.bolsacinco.com), as well as platforms for mobile telephony**
- **This commercial structure is part of Publimedia Gestión, the advertising space manager for Telecinco's DTT channels, cable television and written press, among others**
- **Publiespaña will maintain its market share at more than 2007's level of 30% despite increased competition**

Telecinco, through its concessionary Publiespaña, will mark a **new milestone in the history of Spanish television** at the end of the year. The strength and homogeneity of the channel's programming in all time slots, leadership in audience numbers and the efficient management of advertising space will allow Telecinco's **gross television advertising revenues to break the €1 billion mark in the 2007 fiscal year**, a symbolic figure that has never before been reached by any operator in Spain.

Looking to 2008 and with the aim of opening new channels of growth to Telecinco, Publiespaña has created a **new business line oriented towards internet and mobile telephony platforms** through **Advanced Media**, a company owned by Publiespaña and part of Publimedia Gestión. This line will allow the channel to strengthen advertising revenue in all Telecinco projects on the internet.

### **Telecinco increases total advertising revenues by around 6% in October and November**

**This impressive figure, which the company expects to exceed when it closes 2007, is backed up not only by the good results from the first nine months of the year, but also by the good results produced in the months of October and November, when Telecinco, through Publiespaña and Publimedia, registered an increase of around 6% in gross advertising revenues when compared to the same period in 2006.**

**This information – which was announced today by Giuseppe Tringali, CEO of Telecinco, during the annual convention which the company is holding in Valencia – once again places Publiespaña as the leading company in the advertising sector in terms of turnover, profitability, power ratio, price and market share. The indisputable leading position in market share is of special relevance in 2007 due to the greater competition from national generalist public television stations and to new technologies and ways of accessing television content, despite all of which the company will maintain a market share of more than 30%.**

Publiespaña opens new growth line with the creation of a commercial structure for increased advertising revenue on the internet and in mobile telephony

Technological advances in mobile telephony and the increasing importance of advertising investment on the internet have led Publiespaña to begin a new business line in these areas that will allow Telecinco the possibility of continuing to increase its turnover.

To do this Publiespaña has opened a new business and growth line for Telecinco in the area of internet with the creation of a commercial structure called **Advanced Media** through which the management of the channel's website ([www.telecinco.es](http://www.telecinco.es)) will be strengthened, as well as the financial portal, [www.bolsacinco.com](http://www.bolsacinco.com) and Telecinco's news website, [www.informativos.telecinco.es](http://www.informativos.telecinco.es). The Publimedia subsidiary will market the audiovisual content offers that Orange users receive through 3G mobile telephones.

In these platforms, Advanced Media will market traditional media at the same time as it develops tailor-made formats for advertisers through a creative service which is personalised for each client, adapted to the singularity and language of both types of media.

This new business line will strengthen the multi-media and multi-platform character of Publimedia Gestión, a company which **expects to close the year with gross advertising revenues of more than €30 million.**

Publimedia Gestión markets audiovisual content offers on platforms that range from cable television (ONO), digital terrestrial television (Telecinco Sport and Telecinco Estrellas), analogue television (marketed in the Spanish market from Mediaset television stations in Italy, Germany and United Kingdom), written press (Bulevar 21, Mi Cartera de Inversión and the titles owned by the publishing house Mondadori) and above-the-line media (Canal Metro Madrid and Barcelona and *seat backs* on football pitches) to the creation and sale of television formats “Más que coches”, “nosolomusica” and “El mundo mágico de Brunelesky”.

Iniciativas Especiales (Special Initiatives) accounts for more than 15% of the total turnover

**On the other hand, Publiespaña has met its aim to have the Iniciativas Especiales area account for more than 15% of total turnover, a figure which stands testament to clients' growing interest in the new advertising formulas which allow Publiespaña to stay at the forefront of creation and development, made possible by the maintenance of their pricing policy as a way of weighing the value of the product in the current audiovisual environment.**

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