



Madrid, 30 October 2008

Today Telecinco our controlled company has disclosed the following press release

Net profit totals €242.38 million excluding the amortisation of intangible assets from the acquisition of Endemol

TELECINCO REGISTERS A NET PROFIT OF €28.38 MILLION DESPITE SLOWDOWN IN ADVERTISING SPENDING

- **Telecinco's net profit includes the accounting impact caused by the amortization of intangible assets in Endemol in connection with the allocation of goodwill from the acquisition. Without this impact, which totals €14 million, Telecinco's profit is down by only 7.8% on the same period in 2007, to €242.38 million**
- **Recession has not prevented Telecinco from maintaining its position as the leading television channel by advertising revenues for another quarter running, both in net terms (€670.80 million) and gross terms (€703.68 million). These figures also represent an increase in the channel's market share**
- **Strict cost control (costs have remained practically the same with only a slight increase of 0.3%) and solid EBIT (44.1%) and adjusted EBITDA (44.8%) margins reflect Telecinco's privileged position within the context of the crisis and confirms the television channel as one of the most profitable in Europe**
- **Telecinco, which maintains its leading position in regard to financial margins and cash flow generation, again emerges as the leading channel in audience share (18.4%), with a solid prime time (20.3%) and commercial target share, in both total day (20.1%) and prime time (22%)**

In the context of the current domestic and international economic and financial crisis, Telecinco has registered a net profit of €28.38 million in the first nine months of 2008, a figure which demonstrates the channel's strong position in the sector and once again places it among the most profitable television channels in Europe, with a decline of only 13.1% on the same period last year and of only 7.8% if the €14 million accounting impact caused by the amortisation of intangible assets in Endemol (*) is excluded. Excluding this item, **Telecinco's**

net adjusted profit lies at **€242.38 million**, compared with €262.82 million in the same period of 2007.

() The €14 million difference between the net profit and the adjusted figure is due to the impact of the increased amortization of intangible assets in Endemol (the product of the difference between the price paid by the current shareholders and the net book value of the group at the date of the acquisition) on the results from associates. This impact is of a purely accounting nature and does not add or detract value from the company nor does it generate any cash flow. This increased amortization is a result of assigning a part of the difference between Endemol's acquisition price and its book value at the date of the acquisition to certain assets ("Purchase Price Allocation").*

Its **audience share leadership** has once again come to the fore during a period of fierce competition, registering even stronger figures during the **prime time** – where Telecinco's share has remained unaltered compared with the same period last year – and in the **commercial target**, two areas where the channel shows a notable difference between it and the second and third most popular channels.

This strength, coupled with the commercial management undertaken by Publiespaña and a cost-control policy, has allowed Telecinco to maintain profitability ratios unequalled in the market, with an operating margin (**adjusted EBITDA**) of **€329.43 million (44.8% margin on net revenues)** and an **EBIT** of **€324.29 million**, which is equivalent to a **44.1% margin on net revenues**.

Total operating costs have effectively equalled those registered in the same period of 2007, with a slight increase of 0.3%.

Telecinco, through Grupo Publiespaña, has registered €70.80 million in net advertising revenues

Telecinco's **total gross advertising revenues** between January and September reached **€703.68 million** – down by only 6.2% on last year's figure – while **net advertising revenues** lie at **€70.80 million**, a figure which shows the success of Grupo Publiespaña in managing Telecinco's advertising space, where advertisers have once again placed their trust in order to reach the most valuable audience segments.

This means the re-statement of the channel's traditional n° 1 position in the TV advertising market and leads to an increase in its **market share**, which stood at **31.4%** as at the end of the first half of 2008.

Contributors to these figures include **Publimedia Gestión**, the Grupo Publiespaña subsidiary in charge of selling audiovisual content for platforms such as DTT, cable television, outdoor media and print media, and **Advanced Media**, dedicated to the commercial management of online and mobile platforms. The results of both companies recorded year-on-year growths.

Audience share leader for the year to date, Telecinco further stands out in the prime time slot and strengthens its share of the commercial target

Telecinco once again showed its capacity to pull in spectators, who remain loyal to the channel's range of series, in-house productions and news programmes.

Between January and September, Telecinco was **Spain's most popular television channel** with an audience share of **18.4%**, 1.7 pp ahead of TVE 1 (16.7%) and 2.4 pp ahead of Antena 3 which comes in in third position with a 16% share.

This leadership in the total day share is equally visible in the main time slots, especially at **prime time**, which receives the greatest concentration of advertising investment. In this slot, Telecinco (**20.3%**) has maintained last year's figure while significantly increasing the lead on its main competitors to new all-time highs: 4.6 pp ahead of TVE 1 (15.7%) and 4.8 pp ahead of Antena 3 (15.5%).

With respect to the **commercial target**, Telecinco once again leads this area during the first half of 2008 with a **20.1% share**, a figure that grows to **22% in the prime time slot**. These figures demonstrate a lead of 3.8 pp and 6.3 pp on Antena 3 (16.3% and 15.7% respectively) and 6.8 pp and 9.3 pp on TVE 1 (13.3% and 12.7% respectively).

TELECINCO PRESS OFFICE

Department of Communications and Corporate Image

Tel. +39 0225149156

Fax +39 0225149286

e-mail: ufficiostampa@mediaset.it

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

Investor Relations Department

Tel. +39 0225147008

Fax +39 0225148535

e-mail: ir@mediaset.it

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