

Madrid, 17th December 2012

January 2nd 2013

MEDIASET ESPAÑA EXPANDS ITS FAMILY OF CHANNELS WITH THE LAUNCH OF NUEVE, A NEW CHANNEL DIRECTED AT ALL FEMALE AGE GROUPS

- A direct window to *realities*, soap operas, *talent shows*, current affairs programs, miniseries y daytime programs
- With the launching of Nueve, Publiespaña opens a new commercial support market segmented by gender towards one of the profiles with the largest TV consumption and will add to the advertising of Factoría de Ficción and LaSiete
- Mediaset España will launch a self-promotion campaign next week to promote the channel to its viewers and encourage them to tune in.
- The new channel complements the current female TV offering currently headed by Divinity and closes Mediaset España's family of channels, together with Telecinco, Cuatro, Factoría de Ficción, Energy, Boing and LaSiete



On January 2nd Mediaset España will increase its family of channels with the launch of Nueve, a new **televisión offer directed at all female viewers** via a programming grid where different genres coexist, such as **miniseries, soap operas, drama series, current affairs programs, talent shows, Daytime programs** and, beginning in February, a **direct window open 12 hours a day into the 14th edition Big Brother House (Gran Hermano).**

With the launch of Nueve, whose **corporate images has adopted the colour blue and shares common elements of the other channels** – such as typography, rounded shapes and a dark blue ball - Mediaset España strengthens its multichannel strategy by opening a new offer specifically aimed at the section of the public with the highest television consumption recorded historically, a profile which is highly demanded by advertisers.

Nueve's launch will be commercially **grouped into the advertising currently shared by Factoría de Ficción y LaSiete**, complementing their profiles for the

commercial chain “NSF” a product which is capable of reaching a wide range of viewers.

Prior to its launch, Mediaset España will launch a **self-promotion campaign next week to promote the channel and encourage viewers to tune in.**

Mediaset España concludes the design of the multi-channel strategy

With **Nueve**, Mediaset España finalizes the design of the multichannel strategy launched two years ago with the acquisition of **Cuatro** and further defined throughout 2011 and 2012 with the launching of **Boing**, **Divinity** and **Energy**.



During this time, **the company has built the necessary experience that permits competition and leadership in the audio-visual market through the development of a joint programming strategy** which has positioned each channel with a defined target profile and at the same time complement each other: **Telecinco** as leading network amongst the general public; **Cuatro**, aimed at young urban viewers; **LaSiete**, offers a second chance to view the anterior contents; **Factoría de Ficción**, the most viewed thematic channel with its offer of TV series and films; **Divinity**, aimed at young urban women; **Energy**, with its programming aimed at men aged 25 – 44 years and **Boing** as leader of commercial channels for children between 4 to 12 years old and their families.

To ensure that all individual channels contribute to the total of the group of channels, the Content Area of Mediaset España conducts **exhaustive programming work which allows for a varied offer in subject, genre and target.** This effort has made the company once more **leader in audiences in the TV market in our country with a cumulative average share of 28.2% in 2012.**

GABINETE DE PRENSA

MEDIASETespaña.

