

Madrid, 18<sup>th</sup> April 2012

**The tournament will begin on May 28th and end on June 10th**

## **MEDIASET ESPAÑA ACQUIRES THE BROADCASTING RIGHTS FOR THE ROLAND GARROS TENNIS TOURNAMENT**

- The company will choose two matches per day, which will also be broadcasted on Mitele.es
- With the acquisition of this important event, the Mediaset Sport channels Telecinco, Cuatro and Energy-round off their outstanding offer of sporting events during 2012, alongside the MotoGP World Championship, Euro Cup and UEFA Europa League
- Roland Garros will coincide with the Gran Premio de Cataluña del Mundial de MotoGP (June 3<sup>rd</sup>) and during the final on day 10 with the debut of the Spanish team against Italy in the Euro Cup
- It will be the fourth Grand Slam broadcast by Cuatro after the coverage of the Wimbledon tournament, Australian Open and U.S. Open

Mediaset Sport extends its "Challenge Spain" with the **acquisition of broadcasting rights for Roland Garros, one of the most prestigious Grand Slam tournaments of the ATP's**. With the addition of one of the most important events of international tennis to the Mediaset España's sports channels, Telecinco, Cuatro and Energy-this offer **adds to the exclusive broadcasting rights of other major sporting events like the MotoGP World Championship, Euro Cup Football and the recent renewal of the broadcasting rights for UEFA Europa League.**

The agreement provides for a choice of two matches per day during the competition from any category-mens, womens or doubles-as well as its live broadcast on Mediaset España's Internet platform Mitele.es.

With this tournament, Mediaset España amplifies its exceptional range of sports content which is of great interest to audiences and advertisers, after following its strict cost control and profitability policy for the acquisition.

**Roland Garros reinforces the "2012. Challenge Spain "campaign, created to unite effort, spirit and enthusiasm within a single brand: Mediaset Sport**

Mediaset Sport, the brand that brings together the channels on which drives the sporting offer of the company which continues to grow and the dates on which this Grand Slam tournament takes place, starting on 28th May, this event will coincide with the broadcast of the Catalan World Grand Prix MotoGP (June 3<sup>rd</sup>).

And the final, which will take place on June 10<sup>th</sup>, will share space on the programming grid with the debut of the Spanish football team against Italy in the

Euro Cup. They represent top-level sporting events in which the Spanish sport can continue to give the fans a lot of joy and keep the spirit of "Challenge Spain" alive.

### **Tennis, other sports event supported by the audience**

Roland Garros, a tournament played on clay, is a lucky charm for Spanish players, is the fourth Grand Slam offered by Cuatro, after the FTA broadcasting of the biggest games of the Open de Australia (season 2008-2011), Wimbledon (seasons 2006-2008 and 2010-2011) and U.S. Open (2008-2009) in addition to the final of Wimbledon last year in the match between Nadal and Djokovic broadcast by Telecinco and reached a 19.6% share and 2,387,000 viewers.

In 2008 Cuatro witnessed, what for many marked the best tennis match of all time: the Wimbledon final between Nadal and Federer which maintained suspense for more than 8 hours of broadcasting to 23.6% of the audience and 2,768 000 spectators. In the final of the Australia Open 2009 that Federer beat Nadal, Cuatro earned 37.1% and 3,127,000 viewers. And in the U.S. Open in 2008, the semifinal between Murray and Nadal-which was interrupted by rain and had to be played over two days, got a 18% and 17.4% share and 1,572,000 and 2,548,000 viewers respectively.

### **Nadal, a step towards expanding his success**

Rafa Nadal could further his success in 2012. Undoubtedly, the Spaniard is the best tennis player of all time on clay. Last year, in the final after defeating Roger Federer, he added 6 Roland Garros titles to his record, reaching the legendary Bjorn Borg. If he got his seventh "the Musketeers Cup" this year, not only would he exceed the Swedish ex-tennis player in the Parisian Tournaments, but will match the number of Grand Slam achieved (11 in total).

Roland Garros, the ultimate tennis event on clay, has given maximum satisfaction to the Spanish players and their fans and there are eight national athletes who entered the legendary Parisian tournament and lifted this trophy: Manolo Santana, Andres Gimeno, Arantxa Sanchez Vicario, Sergi Bruguera, Carlos Moya, Albert Costa, Juan Carlos Ferrero and Rafael Nadal. The latter, with David Ferrer, Fernando Verdasco, Feliciano Lopez and Nicolas Almagro, have staged their best matches on this surface in recent years.

GABINETE DE PRENSA

**MEDIASET**españa.

