



Madrid, 26 November 2009

On 2nd and 3rd December at Telecinco headquarters

TELECINCO WILL HOST THE FIRST MEETING FOR THE DEVELOPMENT OF A SECTOR GUIDE FOR THE MEDIA BASED ON GRI SUSTAINABILITY GUIDELINES

- **Alongside the Global Reporting Initiative (GRI), Telecinco will bring together representatives from nine international media groups, eight NGOs dedicated to defending working conditions for professionals in the sector, the Programme for Journalism Studies of the Javeriana Foundation, the AVINA Colombia Foundation and FNPI, the Nuevo Periodismo Iberoamericano Foundation**
- **The meeting aims to ensure that within two years media companies' sustainability reports include elements relating specifically to the sector, which has a major influence on society**
- **The media sector guide will permit the use of objective criteria when comparing the social responsibility reports of companies which, like Telecinco, draw up their reports according to GRI sustainability standards**
- **Telecinco takes another step forward in Corporate Responsibility, an area where it is a reference for the Spanish audiovisual sector**

On 2nd and 3rd December Telecinco will act as host to the first meeting between members of the Global Reporting Initiative (GRI) and representatives of nine media groups and of eight NGOs dedicated to defending viewers' rights and working conditions of professionals in the sector.

The aim of this first meeting, attended and organised by Telecinco in Madrid and coordinated by the GRI in conjunction with the Programme for Journalism Studies of the Javeriana Foundation, the AVINA Colombia Foundation and FNPI, the Nuevo Periodismo Iberoamericano Foundation, is to establish the base criteria for the development of a communication media sector guide based on GRI sustainability guidelines.

This is the first meeting of this work group which, over two years, will hold up to 6 meetings in various cities in a bid to ensure that Corporate Social Responsibility reports issued by media companies include topic areas specific to the sector and that they are comparable with each other.

In order to achieve this, the media groups Telecinco and Antena 3 (Spain), Bertelsmann (Germany), Vivendi (France), Clarín (Argentina), Australian

Broadcasting Corporation (Australia) and The Guardian and Reed Elsevier (UK) – the last two represented by the BBC - will draw on their own experiences in the area of sustainability and will hold discussions with the coordinators of the guide and the following NGOs: The Media Development, Transparency International, International Center of Journalism, Infancy and Human Rights in the Media, The Nature Conservancy, Federation of African **Media** Women, Risk Metrics and Labor Union.

Telecinco, a CR leader in the Spanish audiovisual sector

Through its involvement in this guide, the first of its kind, Telecinco takes another step forward in the area of Corporate Responsibility, where it has been a reference point for the Spanish audiovisual sector since its entry into the prestigious sustainability indices FTSE4Good Global and FTSE4Good Ibex.

This year Telecinco, which is part of the United Nations Global Compact on ethical behaviour and of the GRI in the field of transparency and accountability, became the first Spanish listed company to submit its Annual Corporate Governance Report to external review, carried out by PriceWaterhouseCoopers.

The Corporate Responsibility Report published in April 2009 was drawn up according to the principles outlined in the GRI's G3 Guidelines, qualifying it for the top category - an A+ rating. Also for the first time, Telecinco has had its content externally reviewed by an independent company.

As well as its reports, Telecinco has presented the book "Corporate Responsibility and Commercial Television: a first look at the sector" which provides an evaluation of general international trends and gives an overview of the audiovisual sector and the Corporate Responsibility policies applied both domestically and internationally.

Telecinco has recently become part of Triodos Bank's ethical investment universe, following a study of the media sector (Global Broadcasting) carried out by AIS (International Sustainability Analysts) and Triodos Research.

Publiespaña, Telecinco's advertising management subsidiary, was accredited with the Annual Certificate for Corporate Responsibility this year, thanks to its compliance with the Advertising Code of Conduct of the Self-Regulatory Association for Commercial Communications (Autocontrol).

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