

Madrid, April 18<sup>th</sup>, 2013

**MEDIASET ESPAÑA ACQUIRES THE BROADCASTING RIGHTS OF 2013 AND 2015 EUROBASKET AND THE BASKETBALL WORLD CUP 2014**

- Viewers can follow these critical games via television or through Mitele.es during the tournament in which the Spanish Basketball Team has already qualified.
- The EuroBasket 2013 will take place in September in Slovenia, while the World Cup will be held in Madrid next year. The EuroBasket 2015 will take place in Ukraine
- With this deal Mediaset Sports expands and diversifies; its commitment to Spanish sports following the recent acquisition of the rights to the BBVA League free to air game and the broadcasting of the matches of "La Roja" until their next World Cup game in 2014, the MotoGP World Championship and the UEFA Europe League, among others

Mediaset España and the International Basketball Federation (FIBA) have reached an agreement to issue- through Mediaset Sports channels and online content platform, Mitele.es- the **European Basketball Championship in Slovenia 2013 and the World Cup to be held next year in our country**, citations for which the National Team has been already classified. The agreement also includes the **Eurobasket 2015**, to be held in the Ukraine.

*"For Mediaset Sports to be able to bring these big tournaments to Spanish households is a reason to rejoice, because basketball is a very popular sport with a lot of followers and with great potential in the future in Spain. This is the first time that Mediaset España will include the national basketball in its sports lineup and we are proud to do so now that the Spanish Team is in top form. The Basketball World Cup will be a great sporting event and a great celebration for all its fans, "* explained Ghislain Barrois, Rights Adquisition Director of Mediaset España and Telecinco Cinema CEO.

Meanwhile **Patrick Baumann**, FIBA's General Secretary and IOC member says, *"It gives us great pleasure to announce the signing of this agreement with Mediaset España, a leading media group in this country, especially when the first FIBA Basketball World Cup will be held in Spain in 2014. This agreement complements the good results achieved by the collaboration*

*program of FIBA and the FEB, this will give the Spanish people the possibility to follow the performance of their national team closely, and they have given them so many reasons to celebrate in recent years. "*

**The Spanish team will travel to Slovenia for the "EuroBasket" 2013 and will then play host for their opponents in the 2014 World Cup in Madrid**

The Spanish Basketball Team, the reigning continental champions, will go to Slovenia this September to try and defend their title as back-to-back European Champions. The team, directed by Juan Antonio Orenga, in Group C, will play the first round with the host team, Croatia, Poland, Georgia and Czech Republic. The rest of the groups include teams such as Yugoslavia, France, Russia, Britain, Germany, Italy, Finland and Turkey, a combined total of 24 countries. The Final will take place on September 22.

The following year, the city of Madrid will host the Basketball World Cup which will be the second time that it will be organized in Spain throughout the history of the sport. In this case, the Spanish team shall play host to rivals like the U.S., with whom we went head-to-head at in the final of the last London Olympics 2012, getting the third Olympic silver medal in the sport for our country (along with those obtained in Los Angeles in 1984 and Beijing 2008).

**Mediaset Sports, with Spanish sports** Mediaset Sports diversifies and expands its commitment to Spanish sport and its spectators with this agreement, to whom they currently offers free transmission of top notch sporting events such as La Liga matches, matches of "La Roja" until its next World Cup game in 2014, the MotoGP World Championship and the UEFA Europe League. Through this brand, Mediaset España has also broadcasted great feats of our athletes such as the South African World Cup, the European Cup in Ukraine and Poland, FIFA Club World Cup and several matches of the King's Cup Football.

GABINETE DE PRENSA

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