



**MEDIASET**españa.

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**On February 14, the chain is reborn as themed telenovela channel**  
**MEDIASET ESPAÑA CLOSE A STRATEGIC AGREEMENT WITH TELEVISIA TO PROVIDE CONTENT TO LA SIETE, THEIR NEW SOAP OPERA CHANNEL**

- **The agreement will allow Mediaset's thematic channel to set a schedule over the next three years with the release soap operas like " Porque el amor manda", "La tempestad", "Mentir para vivir", "La mujer del vendaval" and "De que te quiero, te quiero" together with leading internationally successful productions in recent years such as "La madrastra", "Destilando amor", "Teresa", "Mi pecado" y "El triunfo del amor" among others**
- **Aimed at a broad audience of women between 18 and 55, La Siete will explore all genres of today's soap operas with the broadcast of quality productions that delve into new topics such as suspense and intrigue, action, adventures and stories based on real events , soap operas alongside classic traditional style , vintage titles , romances and dramas already well-known**
- **The channel logo will be integrated on the 14th a new element to its image: a heart, the universal symbol of love and feelings, with the gold, red as a new color range**
- **The Channel Nueve will hold on to its most successful programming content of Telecinco and Cuatro**

Mediaset España and Televisa have signed a strategic partnership agreement to provide content to La Siete, that on February 14<sup>th</sup>, Valentine's Day , will be relaunched as a exclusive soap opera channel accompanied by a restyling of their corporate image.

Stories with international quality, adapted to today's society , feelings interpreted by modern characters , anti-heroes of today and heroines from the XXI century classics of fiction in the daily strip , period productions, thrillers, dramas and romances from the huge catalogue of Televisa leading producer of soap operas worldwide, will be broadcast on La Siete en the next 3 years .

The network will premiere the 14th unreleased productions in our country as "**Porque el amor manda**", "**La tempestad**" y "**Mentir para vivir**"- and throughout the year, "**La mujer del vendaval**", "**Por siempre mi amor**", "**Quiero amarte**" y "**De que te quiero, te quiero**", among others, along with a selection of titles already well known to the public in a series of replacements of some classics of the genre such as "**La madrastra**", "**Destilando amor**", "**Teresa**", "**Mi pecado**" or "**El triunfo del amor**

Under an added value proposition, La Siete explores its new offering with all the options of the current soap operas, taking a turn in the formats and giving an opportunity to themed innovation. For this, the channel will offer new genres like suspense and intrigue, action and adventure, as well as stories based on actual events, articulated around traditional frames titles.

A programming grid ready to meet the tastes of the three types of female audiences, identified by Mediaset España as core targets of La Siete programming: young women 18 to 35 years, contemporary, daring and groundbreaking soap operas, women 25 to 45 years, faithful programs to *thrillers*, romances and soap operas with more action , and women aged 45 years plus, for whom the chain will offer a selection of traditional classic styles, dramas and period dramas.

Nueve meanwhile, the last channel launched by Mediaset España last January 2<sup>nd</sup>, 2013, will take on its most successful programming content from the groups Channels, Telecinco and Cuatro.

**La Siete renews its corporate image and is reborn wrapped in a new claim : "Feel the beat. Feel La Siete "**

They are changing their content, change their target and changing their image. On February 14th, Valentine's Day , the channel logo will integrate a new element in their image: a heart , the universal symbol of love, as a way of representing a content grid strongly linked to feelings and emotions.



This new element, with volume and beat in its development on air, the channel introduces a new color range, including gold, red and magenta as a differentiator from other channels. These tones appear on the corporate image of La Siete depending on the type of soap opera with the application of different skins and textures that seek to innovate and create dynamic elements able to draw the attention of viewers.

