

Will resume broadcasting the 1st of April

TELECINCO STRENGTHENS MULTICHANNEL OFFER WITH THE LAUNCH OF DIVINITY, A NEW TV CHANNEL TARGETED TO THE FEMALE AUDIENCE

- Divinity.es becomes the first web in Spain to jump to TV as a channel with its own identity and with women targeted content
- With the birth of Divinity, which will use the signal now being used by Big Brother 24h, Telecinco and Publiespaña will open a new commercial window around one of the profiles most demanded by advertisers.
- The new channel will reinforce Telecinco's family of channels made up by Cuatro, , targeted to the young audience, La Siete, a window to Telecinco's and Cuatro's content; Factoría de Ficción, the only just movies and series broadcast channel and Boing, targeted to children and teens

Next April 1st Telecinco will start broadcasting of Divinity, a new television channel targeted to the female audience which makes Divinity.es, Telecinco's web specialized in fashion, celebrities and social chronicle, in the first Spanish web to jump to broadcast TV, as a channel with its own identity to be complemented with other type of content. Telecinco.es's site which was launched last summer, positioned itself as one of the network most successful in only 6 months with more than 6.1 million visitors.

With this new channel, Telecinco will reinforce its multichannel offer in the DTV enhancing the content targeted to the female audience, a highly demanded profile by advertisers and with which Publiespaña opens new windows to its clients.

Divinity will this way complement Telecinco's strategy in its family of channels made up by Cuatro, targeted to the young audience, La Siete, a window to Telecinco's and Cuatro's content; Factoría de Ficción, the only just movies and series broadcast channel and Boing, targeted to children and teens