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MEDIASET ESPAÑA, TELEFONICA AND DORNA SPORTS REACH AN AGREEMENT OF ISSUANCE OF MOTOGP WORLD 2014

- **Telecinco will offer all championship races : 9 live Grand Prix and 10 deferred broadcasts**
- **Movistar TV will offer all the live Championship with a unique experience, different and never before seen in Spain. Up to six additional channels may be viewed during the Sweepstakes**
- **This agreement of joint exploitation of sports rights reflects the strategy of audiovisual companies to provide content of high interest to the generalist free to air TV and exclusive tracking events for fans on pay television , as is already happening in much of Europe**

Mediaset España, Dorna , which owns the broadcasting rights of the MotoGP World Championship and Telefónica with its TV Platform Movistar TV have reached a tentative agreement for the joint exploitation of the sports rights of the 2014 MotoGP World Championship.

The two media companies between them would offer all of the big prize World MotoGP: Telecinco will emit 9 live remaining trials and another 10 deferred broadcasts, while Movistar TV viewers could watch all of the championship races live, the training free and qualifying sessions in high definition through a new dedicated channel where it will be possible to follow all the action happening on and off the circuit. A multi-screen offer, historical winning of Big Prizes, documentaries, movies and other content from the MotoGP World complete the programming of the new Movistar TV Channel .

This principle agreement reflects both the strategic need for media companies to move towards a mixed system in the joint exploitation of sports rights like this, offering the most important races in mainstream television while it provides pay-TV with events for a more exclusive direct monitoring by fans, as is customary in much of Europe.

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