

Madrid, 12<sup>th</sup> of April 2012

## **MEDIASET ESPAÑA RENEWS THE BROADCASTING RIGHTS OF THE UEFA EUROPEAN LEAGUE FOR THE NEXT THREE YEARS**

- **During the last three seasons, Telecinco and Cuatro have offered the key matches of this competition**
- **The agreement with UEFA includes live coverage on Mitele.es, Mediaset España's TV platform**
- **In 2010, when Atlético de Madrid won the final, that was purchased by Telecinco, more than 7 million viewers (7.304.000) were registered, reaching 40,6% of share**

**Mediaset España has renewed the open broadcast rights of the UEFA Europa League for the next three seasons** (2012-2013, 2013-2014 and 2014-2015). This way, the Mediaset Sports channels -Telecinco, Cuatro and Energy- guarantee the coverage offered in the last three years.

The agreement with UEFA also includes live coverage of the tournament on Mitele.es, Mediaset España's TV platform that will broadcast matches live, in high quality and accessible from any PC, tablet or smartphone.

The renewal of the broadcasting rights for this tournament, following the strategic criteria of profitability of the company, adds to the bid for Mediaset Sport to purchase outstanding sports competitions, among which, the recently premiered Motorcycling World Championship and the Euro cup of Football (next June), events of maximum interest for the audience and advertisers that will offer exclusively during this season.

### **A competition guaranteed by the audience**

The first year that Telecinco purchased the rights to this tournament (season 2009-2010) Atlético de Madrid recovered the way to success in European competitions attaining the continental title in front of more than 7 million viewers (7.304.000) and 40,6% audience share.

In 2010-2011 it was Villarreal, another Spanish team that was about to achieve the same success, but remained at the door after being taken down in the semifinals by Oporto. And this season there is already a place ensured for a Spanish team in the final that Telecinco will broadcast on the 9<sup>th</sup> of May from the National Stadium of Bucharest: Valencia- Atletico de Madrid will play one of the semi-finals whereas the another eliminatory match will be between Atletico de Bilbao and Sporting de Lisboa.

In the two last quarter-finals broadcast on Telecinco, Atletico de Bilbao won last Thursday 29<sup>th</sup> of March against Schalke 04 in Germany in front of almost 5 million viewers (4.931.000) and 25,3% audience share, whereas Atletico de Madrid also achieved victory against Hannover 96 on 5<sup>th</sup> of April in the return match of this eliminatory phase almost 3 million viewers (2.838.000) and 19,6% audience share.

GABINETE DE PRENSA

**MEDIASET**españa.

