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## Mediaset España launches Mitele Plus to distribute paid content



Spain's ratings leader in audio-visual content and videos viewed online is making its first move into the paid content distribution business through the first-phase launch in Spain of **Mitele Plus**, a **subscription service where viewers can enjoy the entire current Mitele range of programming without interruption**, to which **new products and exclusive content will be added gradually**.

As of Monday, 22 July, for **€2.50 a month or €25 a year (including taxes)**, viewers will be able to enjoy the entire Mitele catalogue and live programming **ad-free via the Mitele Plus application using their PCs, mobile devices and, coming soon, their Smart TVs**.

Through the launch of Mitele Plus, Mediaset España embarks upon a **new era for commercial television** in Spain, offering, through this first phase, **uninterrupted content** and initiating the roll-out of an ambitious digital transformation plan that will strengthen television's role as the leading medium. Mediaset España has been working with a **multi-skilled team dubbed Mediaset Data** since 2017, made up of the heads of the Technology, Content and Digital Sales divisions. They have been focused on a series of projects based on **Big Data and AI** to create new **tailored and segmented** communication channels.