



Annual and  
Corporate  
Responsibility  
Report 2015

**ATRESMEDIA**



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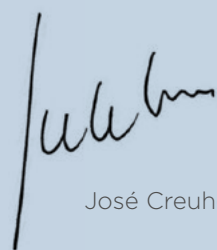
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José Creuheras

# Letter from the chairman

I am coming to the end of my first year at the helm of **Atresmedia** with the satisfaction of having beaten the targets we set ourselves at the start of the year. The year has been intense and demanding professionally and full of responsibility, but exciting on a personal level. In 2015 I took up this challenge with determination and humility, and with the confidence of having the best team and the support of the Board of Directors. One year on, we are in a position to present some extraordinary results.

**José Manuel Lara Bosch**, our chairman until last year, said that business success depends on finding the balance between management and innovation. This reflection, with its common sense, accurate vision and intuition, sums up the key elements of the strategic approach taken by **Atresmedia** in recent years and undoubtedly explains why we are the largest communication group in this country.

Indeed, the fact that our position in the market is increasingly strong is the result of our ability to adapt to the macroeconomic environment, even during the worst moments of the crisis;

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the creation of new business areas which anticipate change; the constant improvement in our management processes; our innovative spirit and the work of a highly qualified team with which I am very happy. Therefore, 2015 is the result of great work by all of us who are part of this fantastic **Organisation** and this great work has not just been seen this year, but in all previous years as well. We are who we are because over all these years we have shown ourselves to be the most capable of anticipating, innovating and, in short, preparing ourselves for change.

Our magnificent results are also the consequence of a leading, sustainable and profitable model, which has managed to combine commercial demands with audience recognition and is relevant and excellently valued by both viewers and listeners and by advertisers.

At our **Group**, we do many things and we do them all well. **Atresmedia Televisión** has established its own way of understanding the business. People can no longer doubt that audience and prestige can go hand in hand and that this is not the reserve of public television. If to these attributes we add the enormous commercial appeal of our television offer to the brands, we are looking at a successful and unique formula in the industry. In mid-2015 **Atresmedia Radio** started a renewal process for its main station, **Onda Cero**, which will serve as a lever to allow it to continue growing and to reaffirm and update a leading model of radio that is close to its listeners, balanced, participatory and diverse. Being the most profitable radio group in the market for yet another year demonstrates the strength of our approach. **Atresmedia Publicidad** has ended the year as the largest seller of multimedia advertising in the Spanish market, with 19.3% of the total investment in media, and is considered the best valued TV advertising seller in terms of the quality of the commercial service. **Atresmedia Diversificación** continues to efficiently explore new sources of income and its contribution to the **Group** is growing. It is worth mentioning the extraordinary expansion of our international channels, which now exceed 32 million subscribers worldwide. Moreover, **Atresmedia Digital** has closed 2015 as the Internet's leading audiovisual group, a huge milestone, and **Atresmedia Cine** has managed to capture a third of the box office takings for Spanish cinema with its six releases, adding to this success the highest public awards and recognitions.

Everyone at **Atresmedia** knows that our leadership, the leading position we have achieved over recent years, in all the business areas in which we operate, goes far beyond simple audience or financial figures. It also lies in our ability to set the agenda, to generate the debates that matter and the conversations in the street, and to set the pace. **7d: el debate decisivo** is a clear example of what we are capable of doing as a Group and of the position of opinion leaders that we have achieved in society. On that night we set an unprecedented television milestone, we were heavily involved in a unique event with an audience share of 48.2% and 9,233,000 viewers, and we took a step forward

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in our position as a leading news organisation. Every day at **Atresmedia** we build the story that unites society, a society that is increasingly diverse and that is reflected, like nowhere else, in the commitment to diversity made by our **Group**.

2015 has also been a year of big celebrations. The commemoration of the 25<sup>th</sup> anniversary of **Antena 3** and **Onda Cero**, two of the main brands of our **Group**, is joined by the birthdays of our longest running DTT channels, **Neox** and **Nova**, which celebrated more than a decade of success with their second best annual figures. **Fundación Atresmedia** also celebrated ten years committed to society, education and children.

In terms of our competitive environment, after years of instability and uncertainty, a direct consequence of legal and administrative decisions which seriously damaged **Atresmedia Televisión** (breaking the balance with our major competitor), at the close of 2015 we seem to be entering a new era of greater certainty that should lead to more security for our business. With the negative consequences of those decisions having been limited, we are looking to the future with two new channels, **MEGA** and **Atreseries**, whose success has demonstrated our ability to generate brands and, above all, to meet the demands of the viewers.

Likewise, the arrival of new operators in the market, as a result of the latest competition for free-to-air TV channels, creates a panorama that should not affect our position. However, the profound process of change in the industrial model, where the content is as important as its form of distribution, also linked to technological developments and, especially, to the constant changes in the pattern of behaviour in society, requires us to be alert to the entry and evolution of the new players in the audiovisual sector. Our clear and firm commitment to multi-platform communication, focused on the profitable management of content brands, protects us but does not mean that we can stop reinventing ourselves every day in order to remain in our current position.

At **Atresmedia** we are aware that our privileged position in the market carries with it a responsibility to society. With our multi-platform offer we reach almost 30 million people each day, and thanks to this effort we have a great ability to raise their awareness and mobilise them. For years, **Atresmedia's** commitment has been to use that potential to positively transform the environment in which the business operates and to enhance peoples' well-being.

Through the campaigns that make up **Compromiso Atresmedia**, in 2015 we have continued to promote new initiatives to reduce the number of road accidents, promote scientific research in our country, protect intellectual property and culture, respect the environment and encourage healthy lifestyle habits among the public.

The leadership of our company also lies in our ability to set the agenda, to generate the debates that matter and the conversations in the street, and to set the pace. 7d: el debate decisivo is a clear example of what we are capable of doing as a Group and of the position of opinion leaders that we have achieved in society



Among the achievements of our initiatives I would like to highlight the approval by the Congress of Deputies of the motion from **Ponle Freno** for the Government to make road education a mandatory subject in schools, as well as the creation of the State Research Agency driven by **Constantes y Vitales** and the gold medal awarded to **Crea Cultura** by Federación de la Propiedad Intelectual (Intellectual Property Federation). In 2015 we have added another concern to these commitments: fighting against gender-based violence, one of the biggest problems in our society.

We have also continued to support the work of other non-profit organisations by donating more than €200,000 to their causes and broadcasting their awareness-raising campaigns free of charge, with an equivalent value of more than €6 million.

We are aware that the success of **Atresmedia** depends on its professionals, and to ensure their satisfaction and well-being, in 2015 we have committed to strengthening their training and extending the measures to allow them to enhance their work-life balance. I do not want to waste this opportunity to thank all of the Group's professionals who have enthusiastically taken part in the **Corporate Volunteering Programme** by donating more than 2,100 hours of their time in 2015 to help out at soup kitchens, accompany the elderly and engage in fun activities with the disabled.

All of these commitments have been firmly and wholeheartedly ratified in the new general corporate responsibility policy produced by the **Company** in response to the new recommendations in the Good Governance Code from the CNMW (National Securities Market Commission) in this matter. This new policy reflects the values that guide the corporate responsibility strategy and the cross-cutting nature and solid position that this is acquiring within the **Company**.

Although there is still some way to go I would like to highlight the awards we have received this year on our path to becoming a sustainable and responsible company, with Randstad naming **Atresmedia** as the most attractive communication company to work for, and the "Best Improver Spain" recognition from the CDP (Carbon Disclosure Project) for **Atresmedia's** progress in its commitment to climate change.

2015 has undoubtedly been a magnificent year, and we close it with the belief that we have done a great job. All of our business areas have shown that they are capable of dealing with the challenges we have faced and they have overcome these through hard work and talent. We face the future with the certainty that we are ready for any challenge; but also with the confidence that our **Group**, more than any other, is capable of taking advantage of the many opportunities that lie ahead.

Through the campaigns that make up **Compromiso Atresmedia**, in 2015 we have continued to promote new initiatives to reduce the number of road accidents, promote scientific research in our country, protect intellectual property and culture, respect the environment and encourage healthy lifestyle habits among the public





Silvio González



# Letter from the CEO

2015 has been another good year for **Atresmedia**. Helped by the economic upturn and despite the challenges that we are constantly facing, once again this year we demonstrated the strength of our position in the market, the power of our way of understanding the business and our ability to generate value. In the most difficult times we rightly laid some strong foundations that are allowing us, now that the recovery is in evidence, to boost our growth and face the future with optimism.

We have a product that is both recognised and recognisable thanks to its quality and attributes, one that is commercially attractive and scarce because very few are in a position to offer the market a multi-format product that is this broad, powerful and comprehensive. All of this is part of a global plan based on diversity as a differentiating value, a plan that makes our **Group** unique in the sector. This strategic vision is possibly one of the greatest legacies left to us by **José Manuel Lara Bosch**.

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The success of the merger between **Antena 3** and **laSexta** is undeniable and has shown that our decision was the correct one. The channel has integrated perfectly into our model and has made us better than ever. This can be seen from the response of the industry and audiences, as well as from the profitability ratios.

Our **Group**, in its commitment to diversity, is the one that best reflects what is actually happening in Spanish society. We understand the importance of our role in the system of checks and balances necessary for democratic life. We know that the better and more diverse the information received by the public, the better founded will be their decisions. In times such as those that we are experiencing now, this certainty only becomes stronger. The facts demonstrate that we are right: 2015 was the year in which **Atresmedia** established itself as the leading source of news for the Spanish people, who turned to us to learn about the major news and election events. **7d: el debate decisivo**, broadcast simultaneously by **Antena 3** and its international signal, **laSexta**, **Onda Cero** and streamed live through **Atresplayer**, attracted almost 10 million viewers and 48% of the audience. It was the culmination of this strategic focus on diversity and a group initiative of which we can feel very proud.

The advertising market has been positive for the second year running, underlining the fact that we are clearly on the path to recovery. As a result of the strong performance of all our business areas and our effective commercial policy, among other factors, the **Atresmedia** group has managed to take advantage of this improved advertising investment and has increased its net revenue by 9.8%, higher than the overall market growth rate, to stand at €970.2 million.

With a management model that seeks efficiency and maximum profitability, the **Company's** gross operating profit stood at €165.7 million, achieving a sales margin of 17.1%; and the net profit was €99.2 million, double (+112.4%) that achieved in 2014.

By business area, **Atresmedia Televisión** has again improved its position, both qualitatively and quantitatively, which has led to an increase in net income of 9.2% compared to 2014. It is important to highlight the excellent work of **Atresmedia Publicidad** in the sale of our advertising spaces. With a customer-oriented approach and following the principles of innovation, efficiency and profitability, it has positioned itself as the largest seller of multimedia advertising space in the Spanish market, with a 19.3% share of the total investment in conventional media, and the highest rated in the sector in terms of the quality of the commercial service.

In 2015, **Atresmedia Televisión** had an average audience share of 26.8% and this figure rose to 27.7% during prime time, the slot with the most viewers, which allowed it to achieve a share of 42.1% of the total investment in television, showing significant annual growth (+0.6%).

The success of the merger between **Antena 3** and **laSexta** is undeniable and has shown that our decision was the correct one. The channel has integrated perfectly into our model and has made us better than ever



**Antena 3** (91%) and **laSexta** (56%) were again the channels with the greatest success rates for their new releases, most of them during prime time, the time slot with the higher consumption, where together the two channels were the most viewed in 2015, with 21.9%. This leadership was also extended to the commercial target (24.3%), that most demanded by the advertisers.

**Antena 3**, moreover, was again the leading channel during prime time in the commercial target with 14.9%, and was absolute leader during the afternoon (12.4%) and at weekends (13%).

**laSexta** has continued to grow every month since the merger and achieved its best year so far with a 7.4% audience share, establishing itself as the country's third private channel. It also obtained its best ever prime time figure: 8.5%, which is 2.1% more than its direct competitor.

As I have already mentioned, in 2015 **Atresmedia Televisión** also added two new channels and did so successfully. These are **MEGA**, which became the themed channel with the strongest start in the history of DTT, with 2.1%, and **Atreseries**, which is achieving excellent audience figures despite not having complete coverage as the penetration of HD television is still insufficient. These channels are in addition to established brands like **Neox** and **Nova**, which have equalled their second best annual figures with 2.6% and 2.4% respectively.

2015 has also been a good year for **Atresmedia Radio**. Suffice it to say that our Radio Division has had a historic year with its second best profitability rate, obtaining an EBITDA margin of 24.3%. This figure was produced in the context of the renovation of **Onda Cero**'s morning slot. These events have again tested our ability to tackle challenges and, as we have done before, resolve them successfully. If **Onda Cero** has demonstrated anything during its 25 years, which it has been celebrating recently, it is its strength as a brand and its great ability to overcome problems and continue to grow. Supported by the strength of the **Group**, taking advantage of the inexhaustible pool of talent that is our Radio product and with the confidence of having the best professionals in the sector, I am convinced that the transition process, which is always the result of any change, will lead, sooner rather than later, to a new momentum and the meeting of the ambitious targets we have set ourselves.

In 2015, the channels **Atresmedia Radio**, **Onda Cero**, **Melodía FM** and **Europa FM** together achieved an average audience of almost five million listeners. As a result of these impressive figures, its position as an opinion leader for listeners and its good commercial strategy, the Division's net income grew above the market rate to stand at €89.9 million, representing growth of 10.6%. The gross operating profit amounted to €21.8 million (+24.2%), compared to €17.6 million in 2014.

The world of multimedia, which I have already mentioned, is a clear focus for the **Group** and forms part of our DNA. For a long time now we have seen the reward for this commitment in

**Atresmedia Radio has had a historic year with its second best profitability rate, obtaining an EBITDA margin of 24.3%**



our results. The **Atresmedia Digital** figures led to us closing the year as the Internet's leading audiovisual group, a trend that has been confirmed during the first few months of 2016. **Atresmedia** closed 2015 with more than 10.6 million unique users in December, according to the figures from comScore. In addition, with the launch of **Flooxer**, the new on-line platform for high quality short videos, we have taken another step in the group's multi-platform strategy.

Two years ago we decided to launch the **Diversificación Division**, a new business area designed to seek alternative sources of income away from our traditional business, therefore leaving us less exposed to downward cycles in the advertising market. Over these two years, thanks to hard work and a lot of creativity, the Diversificación team has managed to make the most of our licensed products and we have taken a very important step in our internationalisation strategy: through the channels **Antena 3**, **Atreseries** and **iHOLA! TV**, we are the European commercial operator with the most subscribed households (32 million) outside our borders. It is also worth mentioning that **Atresmedia** has managed to secure a very strong position in the Spanish entrepreneurial ecosystem, participating in ten high potential start-ups through the media for equity model.

Another of the areas that has experienced most growth is **Atresmedia Cine**. The Group's Film Division has stood out notably with six productions that represented 29.5% of the total box office takings for Spanish cinema in 2015. Our mission in this business area is clear: to execute, with the utmost efficiency and profitability, the obligation that the Government has imposed on us to invest in Spanish cinema, producing top quality content as a way of attracting audiences.

At Atresmedia we have been aware for years that as well as generating value for our shareholders, we also have a duty and responsibility to generate value for society and contribute positively to its progress. **Compromiso Atresmedia** is the result of this strong conviction and brings together all of the company's Corporate Responsibility initiatives, among which are our most famous initiatives such as **Ponle Freno**, **HAZTE ECO**, **Objetivo Bienestar**, **Crea Cultura** and **Constantes y Vitales**, but also the activities of **Fundación Atresmedia** and the **Corporate Volunteering Programme** in which our employees take part.

In 2015 **Atresmedia** joined the Red de Empresas por una Sociedad Libre de Violencia de Género (Network of Companies for a Society Free from Domestic Violence). As part of this commitment, together with the Mutua Madrileña Foundation, Antena 3 Noticias launched the **Tolerancia Cero** initiative to help educate about this serious problem in our society, encourage its reporting and raise awareness about it.

**Ponle Freno**, **Constantes y Vitales** and **Crea Cultura** have also continued recording achievements that represent significant advances for road safety, scientific research and the protection

The world of multimedia, which I have already mentioned, is a clear focus for the Group and forms part of our DNA

In 2015 we have set an important milestone in our international strategy: through the channels Antena 3, Atreseries and iHOLA! TV, we are the European commercial operator with the most subscribed households (32 million) outside our borders



of intellectual property, respectively. Among these I would like to highlight the approval by the Congress of Deputies of the motion from **Ponle Freno** for the Government to make road education a mandatory subject in schools, as well as the creation of the State Research Agency demanded by **Constantes y Vitales** and the gold medal awarded to **Crea Cultura** by Federación de la Propiedad Intelectual (Intellectual Property Federation).

However, 2015 also saw the tenth anniversary of **Fundación Atresmedia**. Ten years promoting projects that ensure the well-being of children, that encourage educational improvement and normalise disability, and that have benefited from the full communication potential of our media organisations and the support of our professionals.

These achievements, together with the greater accessibility of our content and platforms, the increase in the factual offering, the measures to enhance the work-life balance of our professionals and the advances made in complying with the Global Compact, reflect the strong commitment of **Atresmedia** to sustainability. Although we are aware that there is some way to go, we will continue promoting dialogue with our stakeholders and participating in the major multi-stakeholder corporate responsibility forums in the sector to further integrate CR into the culture of our organization and promote positive change in the society.

We are therefore looking at a year that can only be described as excellent for **Atresmedia**. We close 2015 with the satisfaction of having met the objectives set. Our **Group** continues to set the pace in the sector with attributes and values that are a benchmark for a society that appreciates what we do and who we are. 2016 will bring new challenges, new goals that will once again test us, but I am convinced that with the **Group's** hard work, enthusiasm and spirit of innovation and improvement, we will face these and overcome them.

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# Key figures of ATRESMEDIA





The following table shows, by way of an executive summary, the main results of **Atresmedia** grouped into three areas: **economic**, **social** and **environmental**.

<b>Economic dimension</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>
Total net income (millions of €)	829.8	883.2	970.2
Gross operating profit (millions of €)	80.2	127.7	165.7
Net profit (millions of €)	46.1	46.8	99.2
Distributed economic value (millions of €)	585.9	635.3	707.1
Financial support received from Public Administrations (millions of €)	1.0	7.4	6.4
Ratio of advertising efficiency (adults)	1.52	1.51	1.54
Ratio of advertising efficiency (individuals)	1.49	1.55	1.58
Number of advertisers	16,877	16,077	16,124
Number of suppliers of goods and services	1,040	1,088	1,164
Number of producers	17	22	30
Average audience share of <b>Atresmedia</b> (%)	28.8	27.7	26.8
Average audience share of <b>Antena 3 Televisión</b> (%)	13.4	13.6	13.4
Average audience share of <b>laSexta</b> (%)	6.0	7.2	7.4
Average audience share of <b>Neox</b> (%)	2.3	2.6	2.6
Average audience share of <b>Nova</b> (%)	2.1	2.5	2.4
Average audience share of <b>MEGA*</b> (%)			0.94
Average audience share of <b>Atreseries**</b> (%)			0.01
Number of listeners of <b>Onda Cero</b>	2,598,000	2,650,000	2,368,000
Number of listeners of <b>Europa FM</b>	2,045,000	2,078,000	1,954,000
Number of unique users of <b>Atresmedia</b> websites (million)	12.0	17.0	22.1

\* MEGA has been operating since 1 July 2015. Its average audience share in the second half of the year was 1.95%.

\*\* Atreseries has been operating since 22 December 2015.

<b>Social dimension</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>
Hours of children's programming broadcast	2,347	1,690	1,696
Cumulative hours of subtitling	35,881	27,537	26,055
Number of employees	1,829	1,806	1,917
% of women in the workforce	48.1	49.9	49.5
Investment in training (€)	372,487	348,661	406,055
Hours of training per employee	19	22	26
Hours of corporate volunteering donated to the community	1,429	1,772	2,102
<b>Foundation</b> income contributed by <b>Atresmedia</b> (€)	300,000	300,000	500,000
Donations to NGOs through <b>Atresmedia</b> programmes	656,354	171,809	206,726
Complaints under the Self-regulation Code	0	8	0
Opportunity cost of broadcasting advertising slots on TV for NLEs** (€)	5,542,630	3,044,000	3,478,976
Opportunity cost of broadcasting advertising slots on radio for NLEs** (€)	4,697,455	3,494,228	2,543,913

\* Non-lucrative Entities (NLEs).

<b>Environmental dimension</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>
Consumption of white paper (kg)	26,908	26,844	27,566
Consumption of printer toner and cartridges (kg)	563	534	522
Consumption of fluorescent lights (units)	1,635	976	1,725
Solid urban waste (tonnes)	314	308	305
Gas consumption (m³)	12,517	15,308	13,646
Consumption of heating oil (litres)	458,148	469,696	489,032
Electricity consumption (kWh)	28,276,898	27,399,791	29,276,341
Water consumption (m³)	44,297	56,863	53,755
Direct GHG emissions (equivalent tonnes of CO <sub>2</sub> )	1,465	1,505	1,562
Environmental investment (€)	14,363	89,490	111,481





# Highlights of the year

Atresmedia Televisión strengthens its television model in a year in which it has made history

**Atresmedia Televisión** has strengthened its model in 2015. **Antena 3** (91%) and **laSexta** (56%) are the channels that enjoyed the biggest successes over the year, a figure that is reflected in the consolidation of the model that is supported by plurality, innovation and quality.

The TV division of the **Group** has obtained 26.8% audience share in 2015, figure that increases up to 27.7% in prime time. In the slot with the highest audience, **the programming of its two main channels, Antena 3 and laSexta, enjoyed the best viewing figures** (21.9%). These figures have enabled them to achieve a **market share in television of 42.1%**.





According to the Personality Media study, the professionals of **Atresmedia Televisión** are the most valued of the audio-visual panorama. **Jordi Évole**, **Sandra Sabatés**, **Arturo Valls**, **Karlos Arguiñano**, **Matías Prats**, **Dani Mateo** and **Ana Pastor** heads the ranking.

Furthermore, **Antena 3** and **laSexta** are the most viewed private channels by professionals of the advertising sector and are perceived as the most innovative by the advertising market according to the mediaScope research of SCOPEN.

In addition to this acknowledgement by the audience and advertisers, **there were also numerous awards won by Atresmedia Televisión in 2015**. Ondas Awards for **Tu cara me suena** and **Vis a vis**. FesTVa! Critics Award to **Allí abajo** and **Al rojo vivo: Especial Elecciones**. laSexta Noticias 14H, **Matías Prats**, **Jordi Évole**, the script writers of **El intermedio**, **Wyoming**, **El intermedio** won awards from the Television Academy. **laSexta Columna** won the Concha García Campoy Award. **Sin identidad** was considered

the Best Spanish Drama of 2015 at the Festival de Luchon, and **Megan Montaner** and **El objetivo** won two Zapping Awards in 2015. These are just some of the acknowledgements received by the professionals and programmes of **Atresmedia Televisión**.

**Atresmedia Televisión was the leader in information**, changing the way of holding debates following the success of the historic **7d: el debate decisivo**, and was the preferred option for the major events of the year (general elections, main electoral engagements, or the Paris terrorist attacks).





**7d: el debate decisivo** was an informative event with no precedents and also a unique program in terms of audience shares: it has been the most viewed electoral debate in a TV group, with 48.2% audience share and 9,233,000 viewers. The debate was also followed by 300,000 persons through **Atresplayer**, both in the website and in the apps (tablets and smartphones). This is the live program most viewed ever, even above Formula 1 and Champions League matches.

Moreover, in Twitter, this event was the most commented TV program, with 2.5 million twitts, more than 300,000 unique writers that generated an average of 12,500 comments per minute.

**Antena 3 was once again the leading channel in the commercial target timeslot** with an audience of almost 15% (14.9%), 1.1 points above Telecinco and with growth of 0.8 over 2014. It was the outright leader in the afternoon (12.4%) and weekends (13.0%), and the preferred option among men and viewers from 45 to 54 years of age (14.6%). It remains the favourite of the upper and upper-middle class.

**In 2015 Antena 3 Noticias enjoyed its best year since 2010.** **Antena 3 Noticias 1** was the news leader in the afternoon timeslot, both from Monday to Friday (14.5%) as well as Monday to Sunday (14.7%) and weekends (15%).





**Allí abajo** and **Mar de plástico** burst onto the scene in 2015 as the two best debuts of national drama in the last 10 years. Together with **Bajo sospecha**, **Vis a vis** and **Velvet** they account for the best drama of the year.

**Tu cara me suena** revolutionised Friday nights and became the most watched and the outright leader with 22.3% and 3,220,000 viewers, figures that equal its best season.

**El hormiguero 3.0** enjoyed its best year ever, beating its historic annual maximum and for the first time spearheading its timeslot with a 2015 average of 14.4% and more than 2.7 million (+1.2 points versus 2014).

**Espejo público** reached 16.8% and enjoyed its third most viewed year (475,000 followers). This year it has achieved its best ever broadcasts.

Once again, **La ruleta de la suerte** continues its unbeatable form with 17.1% and more than one million followers.

**Amar es para siempre** record its best year with 14.5% and close to 1.7 million viewers, while **El secreto de Puente Viejo** is the most watched evening series, with 18% more and 1.8 million followers

Since the month of September, **Antena 3** broadcasts the **Champions League**, the most popular sports championship, followed by more than 5 million viewers (26.9%).





**laSexta closes 2015 with the best audience share of its history, 7.4%** (+0.2 points vs 2014), increases the distance with its main competitor, Cuatro, and consolidates its position as the third private channel of the Spanish market.

**Since the merger, it continues to grow every month.**

**laSexta Noticias once again enjoyed the best year on record** with growth of 0.4 points over 2014. It had an average of 10.3% and 1,097,000 viewers, easily beating the figures of Cuatro (7.9% and 842,000).

**All the editions of laSexta Noticias reached in 2015 historic levels, beating the figures of their main competitor.**

**laSexta noche (10.6% and 1,200,000) finalised the year as the leading current affairs programme on Saturday night**

and was up 3.3 points on 2013, its inaugural year.

**Al rojo vivo once again beat its viewing record** with 700,000 viewers (11.7%). It is the leader political talk show of the television offer, and the one with the highest growth vs. 2014 (+1.6 points).

**El intermedio beat records both with the number of viewers (2,334,000) as well as in share (12.4%),** and was the most viewed daily program of the channel.

**Salvados was once again one of the references of the channel.** It continued to be the most viewed programme on **laSexta** and is the undisputed leader of its timeslot with 14.3% and almost 2.9 million followers on average. In 2015, the program with the highest audience ever, was broadcast: "Albert y Pablo: cara a cara" (5,214,000 spectators and 25.2% audience share).





**El taquillazo of laSexta** improved positions (8% share) and consolidates as the cinema brand of the channel.

**El objetivo de Ana Pastor** also increased its annual historic audience share (9.2%), with more than 1.7 million viewers.

**Más vale tarde** reached its annual historic maximum, 7.1% and more than 700,000 followers on average in 2015, and is currently the most viewed programme in the evening slot.

**Zapeando** also enjoyed its best year with 7% and more than 860,000 followers.

**Jugones** had its best ever year with a share of 5.2% (+0.6 versus 2014) and more than 650,000 viewers.

Two new channels have been incorporated into **Atresmedia** in 2015: **MEGA**, which accounted for the best ever TV launch of a themed channel (2.1%) and in December, the **Atreseries** broadcast began, an HD channel that

completes the **Group's** entertainment offer (0.8% audience share in March 2016).

**Neox** finalised the year with 2.6% and equals its second-best annual figure. In commercial target the channel continues to grow and has become one of the preferred channels on achieving its best ever year, with 3.8%.

**Nova** also had its second best-ever year with 2.4%, something that was matched by its commercial target (2.4%).

**There have been several major anniversaries during 2015:** 25 years of **Antena 3**, and 10 of **Neox** and **Nova**. To commemorate these, the three channels broadcast special programmes and — in the case of **Antena 3** — there was a huge institutional party presided by the reigning Monarchs of Spain.







## Atresmedia Radio renews itself to keep growing

In 2015, **Onda Cero** renewed itself to continue growing. The recruitment in April of **Carlos Alsina** and **Juan Ramón Lucas** to the new morning show **Más de uno**, and the presence of **David del Cura** on the night-time news programme, **La brújula**, in replacement of **Alsina**, reaffirms the model of a varied, close at hand and participatory radio that defines **Onda Cero**.

**Onda Cero celebrated its 25th anniversary** with a renewed commitment that looks to the future.

**Atresmedia Radio rounded off a historic 2015: its second-best year in terms of profit with an Ebitda Margin of 24.3%.**

**Income of Atresmedia Radio (+10.6%) was above market growth (+8.1%)** due to an attractive programming and an efficient commercial policy.

**The joint figures of Onda Cero, Melodía FM and Europa FM achieved almost five million followers.** Two and a half million correspond to **Onda Cero**.

**Onda Cero continues to be the leading station with regard to listening minutes per listener**, with 153 minutes, ahead of Ser, Cope and RNE.





**Más de uno**, the new morning programme of **Onda Cero** directed and presented by **Carlos Alsina** and **Juan Ramón Lucas**, achieved 1,266,000 listeners in the last General Media Study (EGM) of 2015.

**Carlos Alsina** won an **Ondas Award** for the **Best Radio Presenter**.

**Julia en la onda**, with an average of **500,000** listeners in 2015, is the **second most listened to programme** in the afternoons.

**La brújula**, directed by **David del Cura**, posted almost half a million followers, while **Te doy mi palabra**, with **Isabel Gemio** at the helm, enjoys figures of around one million listeners on the Saturday show.

**Noticias Mediodía**, with **Elena Gijón**, closed the year with almost **300,000** listeners, the second most listened to news programme on Spanish radio during that timeslot.

Sports, magnificently represented by **Al primer toque**, with **Héctor Fernández**, and **Radioestadio**, with **Javier Ares** and **Javier Ruiz Taboada**, play a prominent role in **Onda Cero**, specifically in the early morning program and on weekends.

**Europa FM** accounted for almost two million listeners.

In just five years, **Levántate y Cárdenas** has managed to reach almost 1,100,000 listeners.

**Melodía FM** reached **230,000** listeners, gradually increasing the audience with a far more contemporary offer.





Silvio González, CEO of Atresmedia, at the Management & Business Summit 2015.

## Customer focus, innovation, efficacy and profitability, the fundamental focal points of Atresmedia Publicidad

**Atresmedia Publicidad is the largest sales house of multimedia advertising on the Spanish market**, with a share of 19.3% of the total investment in conventional media.

**Atresmedia Publicidad is the top-ranked TV advertising seller** in terms of quality of commercial service, compliance with agreements and advertising efficiency, according to the results of the SCOPEN mediaScope study.

**Atresmedia Publicidad was chosen by Yahoo! to market its wide range of Premium display offers, native advertising and segmented advertising** in Spain.

With **Be Neuro, Be Effectiv, Atresmedia** improves the advertising efficiency with

‘wake-up pieces’ that are intelligently modelled throughout the advertising block.

**Atresmedia Publicidad** and Tres14 Research compiled the ROI-MAP which shows that **TV needs to form part of all planning to generate awareness**.

**In 2015 Atresmedia Eventos organised the Management & Business Summit**, the first major gathering of worldwide executives and leaders such as Ram Charam, Jose Manuel Durao Barroso or Bill Richardson among others.

**Madrid Premiere Week**, organised by **Atresmedia Eventos**, featured a week-long series of premieres, masterclasses, conferences and screening of short films.





## Atresmedia close 2015 as the leading audio-visual group on Internet

**The set of Atresmedia websites has reached 22 million** unique monthly users, 21% up on the previous year, closing the year as the **leader communication group in Internet**.

**In November 2015, Atresmedia Digital launched Flooxer, the showcase for digital talent**, a platform of creators with most talent and projection, which in January 2016 consolidated its success exceeding the December figures by +81%, and it has managed to attract more than 770,000 unique users.

**Almost nine million unique users per month** have visited [antena3.com](http://antena3.com) in 2015, 10% more than in 2014.

**The Antena 3 news website has been a fundamental pillar** of digital growth for **Atresmedia**. It exceeded the superb figures achieved in 2014 by 19%, reaching

its highest level in March with over five million users.

**The online video platform Atresplayer has managed to exceed five million users per month** during 2015, 22% more than the previous year.

**The introduction of Atresmedia contents on the international stage** has led **Atresplayer** to multiply subscriptions fivefold.

**The set of vertical channels of Atresmedia managed to achieve 42% more audience share than in 2014**, contributing more than 4.2 million monthly users to the group, accounting for 22% of its audience.

**The Atresmedia multichannel has doubled the play figures of 2014**, exceeding one million views.





## Atresmedia Diversificación, expansion as a strategy

The three international channels of the Atresmedia — Antena 3 Internacional, ¡HOLA! TV and Atreseries Internacional— exceeded 32 million subscriber households worldwide, representing a 34% increase on the previous year. Atresmedia is the European commercial operator with the most subscribed households outside our borders.

Antena 3 Internacional has reinforced its presence in Latin America, USA and Europe, by attracting new audiences and consolidating its distribution.

At the year-end, the Atresmedia portfolio totals 10 investees under the Media for Equity model, including some of the most promising Spanish start-ups.

The record label Atresmúsica was launched to exploit soundtracks from films and TV series produced by Atresmedia and music associated to major sporting events.

## Atresmedia Cine: box office and critical success

Atresmedia Cine premiered six films in 2015, representing 29.5% of box office takings for Spanish cinema. All of them are included in the TOP25.

Four “Goya” Awards for *El desconocido* (best sound and best editing) and *Palmeras en la nieve* (best art direction and best original song).

The film produced by Atresmedia Cine with the highest box office takings was *Perdiendo el norte* with over 10 million euros.

Premiered in December 2015, *Palmeras en la nieve* has achieved so far box office takings of 17 million euros and has been seen by more than 2.6 million viewers.





## Corporate Responsibility

### Economic-corporate dimension

Atresmedia follows the Corporate Social Responsibility recommendations of the CNMV's Code of Good Governance and approves its new General Corporate Responsibility Policy

In line with the **Group's** commitment to Corporate Responsibility and aware of growing external demand for transparency from companies with regard to the mechanisms that ensure responsible and committed conduct with regard to sustainability, in 2015 **Atresmedia** decided to incorporate the CSR recommendations of the CNMV's Code of Good Governance into its Corporate Responsibility strategy.

As a consequence, the **Atresmedia** Board of Directors has approved a new General Policy of Corporate Responsibility which responds to the new requirements of the document and which endows the **Organisation** with a formal tool to continue making progress in the effective integration of Corporate Responsibility.

### The Group renews its presence on the FTSE 4 Good Ibex sustainability index

Since 2009, **Atresmedia** has featured on the FTSE 4 Good Ibex sustainability index, which incorporates socially responsible companies. In 2015 it obtained a score of 4.3/5.

Atresmedia is the best communications company to work for, according to Randstad

The efforts made in management of its human resources has meant that **Atresmedia** has once again been acknowledged by the Randstad Employer Branding report as the best company to work for in the audio-visual sector and the sixth nationwide, ahead of multinationals of renowned prestige.

The Atresmedia group has joined the Red de Empresas por una Sociedad Libre de Violencia de Género (Corporate Network for a Society Free from Gender Violence)

**Atresmedia** has joined the Red de Empresas por una Sociedad Libre de Violencia de Género (Corporate Network for a Society Free from Gender Violence) by signing a collaboration agreement with the Ministry of Health, Social Services and Equality, through which the **Group** undertakes to raise awareness, both at the company and outside the business, with regard to this problem.

### Media partner of the Sustainable Brands event

**Atresmedia** was a media partner of Sustainable Brands Barcelona, the international meeting on brand sustainability that took place in Barcelona in April 2015. The event, which was held for the first time in Spain, aims to raise awareness about the problems and the opportunities of social and environmental challenges and the search for joint solutions.





Patricia Pérez, Corporate General Manager of Atresmedia, hands over the proceeds from the VII Ponle Freno Race to the Director of Fundación Puerta de Hierro, Ángel Pueyo.

## Social dimension

The Group subtitles 88% of its programming, 13% more than legally required

The subtitled programming of the **Atresmedia** channels has reached 88.3%, representing 13% more than legally required. Of particular note in 2015 was the special efforts by **Atresmedia** to extend the supply of live subtitled programming to almost 100% in the commercial timeslot and all current affairs specials.

The Group donates around 200,000 euros to social causes and provides free space for NGO advertising campaigns worth more than six million euros

**Atresmedia**, through its CR entertainment programmes and initiatives, has donated close to 200,000 euros to different NGOs such as Acción contra el Hambre (Action against Hunger) or Food Banks. Of particular note was the donation of 100,000 euros to the Centro Nacional de Investigaciones Oncológicas (National Cancer Research Centre).

In addition, to disseminate the work of different not-for-profit enterprises and raise society's awareness about what they do, **Atresmedia** has provided free advertising space on TV and radio to NGOs for a value of 6,022,293 euros.

### 20,000 runners took part in the VII Carrera Ponle Freno in Madrid

20,000 runners took part in the VII Carrera **Ponle Freno**, the largest social action driven by **Atresmedia**, with the collaboration of its strategic partner AXA. **Ponle Freno** has become one of the most popular races in Spain.

For the seventh year running, **Ponle Freno** gives all of the money raised from the race to projects and actions to support victims of traffic accidents, as it has done in the previous six events. On this occasion the money was raised for the clinical research project into cellular therapy for neurological disability of the Puerta del Hierro-Majadahonda University Hospital, spearheaded by Doctor Vaquero.





Atresmedia joins the Companies' Network for a society free of gender-based violence.



Silvio González, Chief Executive Officer of Atresmedia, receives the 'Medalla de Oro' from the Intellectual Property Federation for the Crea Cultura initiative.

Ponle Freno has helped ensure that the Lower House of Deputies is asking the Government for road safety to be a mandatory subject matter in schools

The major challenge of 2015 for **Ponle Freno** was to promote the inclusion of road safety as a mandatory subject matter in schools. This was achieved by increasing its dissemination through the broadcast of TV spots, radio slots and content on websites and social networks. As a result of media dissemination, on 27 May the Lower House of Deputies unanimously approved a proposal to include this on the school syllabus.

El Estirón became **Objetivo Bienestar Junior**

**El Estirón**, the Corporate Responsibility campaign of **Atresmedia** to promote healthy lifestyle habits among children, changed its name in 2015 to **Objetivo Bienestar Junior**. With this integration as part of the **Objetivo Bienestar** Corporate Responsibility programme, the project takes on a much broader dimension in both dissemination and scope.

Constantes y Vitales turns the creation of the State Research Agency into reality

**Constantes y Vitales**, the CR campaign of **laSexta** and the AXA Foundation means that the State Research Agency is now a reality. To achieve this, we set up a campaign to collect signatures which

was broadly disseminated using the Group's communication media. More than 80,000 people supported the petition by signing. We hope that this organisation guarantees the progress of science in Spain through efficient, transparent and politically independent management.

Antena 3 Noticias is campaigning for **Tolerancia Cero (Zero Tolerance)** in gender-based violence together with the **Mutua Madrileña Foundation**

Coinciding with the International Day against Gender-based Violence, in 2015 **Antena 3 Noticias** and the **Mutua Madrileña Foundation** set up the **Tolerancia Cero** (Zero Tolerance) initiative, targeted at raising awareness, encouraging violence to be reported and using education to help eradicate this blot on society. **Atresmedia** has thrown itself into providing coverage of the campaign through its communications media.

Crea Cultura, galardonada por Crea Cultura, awarded the "Medalla de Oro" from the Federation of Intellectual Property

The Federation for the Protection of Intellectual Property has acknowledged the work carried out by **Atresmedia** for the defence of intellectual property, driven through the **Crea Cultura** movement, from which several initiatives have been launched, including the **Crea Cultura** spot and the creation of a group of experts to teach respect and protection of intellectual property at schools.





## Fundación Atresmedia: 10 years of working with children and disability

In 2015 the **Fundación Atresmedia** celebrated 10 years of channelling the social action of the Group and promoting projects aimed at protecting children and normalising the position of people with disabilities. The history of the organisation dates back to 25<sup>th</sup> November 2005 when, for the first time in Spain, a communications group —at that time known as the **Antena 3 Group**— created a foundation and made all of its resources available to help the most vulnerable people.

## Atresmedia and FAD (Drug Addition Aid Foundation) sign a collaboration agreement with the presence of Her Majesty Queen Sofia

**Atresmedia** and the Fundación de Ayuda con la Drogadicción (FAD - Drug Addition Aid Foundation) have signed a collaboration agreement that commits the **Group** to work on spreading the drug consumption awareness campaigns that FAD has been carrying out since 1989.

## Atresmedia, media partner of the benchmark voluntary international event Give and Gain Day 2015, organised by Forética

**Atresmedia** was the media partner of the Give and Gain Day 2015, organised by Forética as part of International Voluntary Week. The purpose of the event is to encourage corporate volunteer work as a key tool in the investment in the community strategy of businesses.



Atresmedia volunteers on the educational project of the NGO Cesal, in Peru.

## Environmental dimension

### Atresmedia, rated as the Best Improver in the Carbon Disclosure Project (CDP) 2015, for its progress in the commitment to climate change

As recognition for its improved environmental commitment, **Atresmedia** has been acknowledged in the Best Improver Spain category as the Spanish company that has most improved in the Carbon Disclosure Project (CDP) 2015 report, an independent not-for-profit organisation that contains the largest worldwide database of corporate information on climate change. The Group achieved a final score of 93C, up 35 points with regard to its 2014 result.

### The Group renews its partnerships with Ecoembes, Greenpeace and WWF, through the HAZTE ECO campaign

**HAZTE ECO** is the **Atresmedia** initiative that seeks to protect and defend the environment. In 2015 it once again collaborated in the Greenpeace 'Save the Arctic' campaign, and in the environmental defence initiatives 'Earth Hour' and '#NotOneDegreeMore' of the WWF. It is also continued with its work to raise awareness about and disseminate recycling, with the collaboration of Ecoembes, and on the risk of summer fires.





# ATRESMEDIA

## Mission, Vision, Values

**Mission:** Broadcast of varied, innovative and high quality news and entertainment programmes that respond to our stakeholders in order to win their trust and thereby ensure the leadership position and sustainability of the Group.

**Vision:** To be the leading multimedia communications group with a valuable and positive contribution to the society in which we operate.

### Values:

- **Commitment:** We strive to make a valuable contribution to society, creating social awareness campaigns that resolve problems and generate a positive change.
- **Quality:** We work on continuously improving our activities, developing excellent products in both form and content, aimed at meeting the needs and expectations of our audiences.
- **Creativity:** We encourage the creative development of employees, promoting artistic freedom and freedom of

thought and respecting the democratic and cultural values of society.

- **Long-term vision:** We work to create a corporate project that is the leader in the audio-visual industry and endeavours to move closer to the future by creating it.
- **Innovation:** We promote the creation of new ideas, products, services and practices that provide value to the Company and society.
- **Leadership:** We motivate and communicate with our collaborators to encourage their development and that of the organisation, transmitting energy and inspiring confidence and a desire to help the company achieve its business objectives.
- **Teamwork:** We promote a culture based on establishing relationships of trust and respect between the employees and the Company. We develop their autonomy and participation in decision-making, based on the principles of delegation and responsibility.



## Financial results

2015 has been a year of growth consolidation that commenced in the last quarter of 2013. **Atresmedia** is already the leading Spanish communications group and the reference for all kinds of news events. Due to the excellent evolution of all of its media and supports, the Company has increased its Revenue, its EBITDA, and its Net Profit in 2015.

This has been helped by the fact that the advertising environment this year has once again been positive. In conventional media, the advertising market reached 5,016.7 million euros, up 7.5% on the previous year, according to Infoadex.

- Net Revenue reached 970.2 million euros (compared to 883.2 in 2014), which represents an increase of 9.8%.
- The EBITDA was 165.7 million euros, achieving a margin over sales of 17.1% compared to the 14.5% of 2014.
- Net Profit climbed up to 99.2 million euros, 112% more than in 2014.
- The Distributed Economic Value was 707.1 million euros.

### Atresmedia Televisión

The television division of **Atresmedia** has notably increased its revenue.

Despite having two fewer channels than its competitors in the first six months of the year and one channel less from 1 July following the launch of the **MEGA** channel, the company has been able to compile a varied and competitive TV offer, incorporating into its grid some very attractive contents that have generated appreciable audience levels.

In December, the schedule was reinforced with the launch of the **Atreseries** channel, which in its brief existence has already recorded more than half a point of audience share.

Thus the financial results of this division increased in 2015:

- Net Revenue was 857.4 million euros, compared to 785.3 of the previous year, up 9.2%.
- EBITDA totalled 133.5 million euros, representing a margin over sales of 15.6% and growth of 29.1% versus 2014.

### Atresmedia Radio

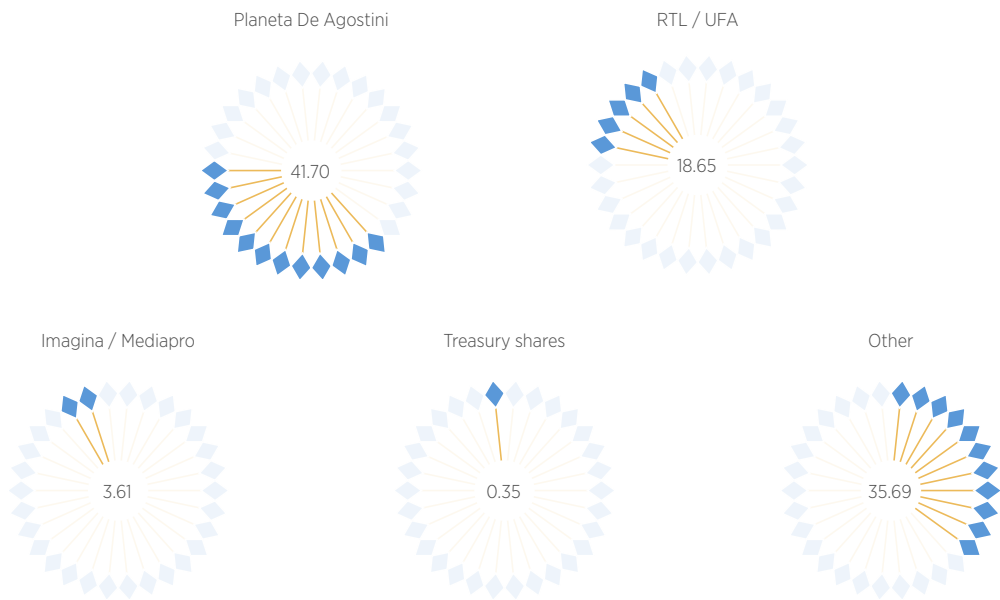
In radio, **Atresmedia** has obtained some outstanding results. The changes introduced at **Onda Cero** in April, to mark its 25<sup>th</sup> anniversary, as well as the incorporation of a new generation of professionals, has strengthened what was already an attractive radio offer from the **Group**, and 2016 has been the second-best year in its history.

Income was above market growth (8.1%) due to an attractive, balanced and varied programming that has been able to win the confidence of both the public as well as advertisers.

- Net Revenue was 89.9 million euros, compared to 81.2 of the previous year, up 10.6%.
- EBITDA amounted to 21.8 million euros, compared to 17.6 million in 2014.



Shareholder structure at 24/02/16 (%)



There have been no significant changes in the shareholder structure this year.

# Shareholder Structure

## Grupo Planeta De Agostini: 41.70%

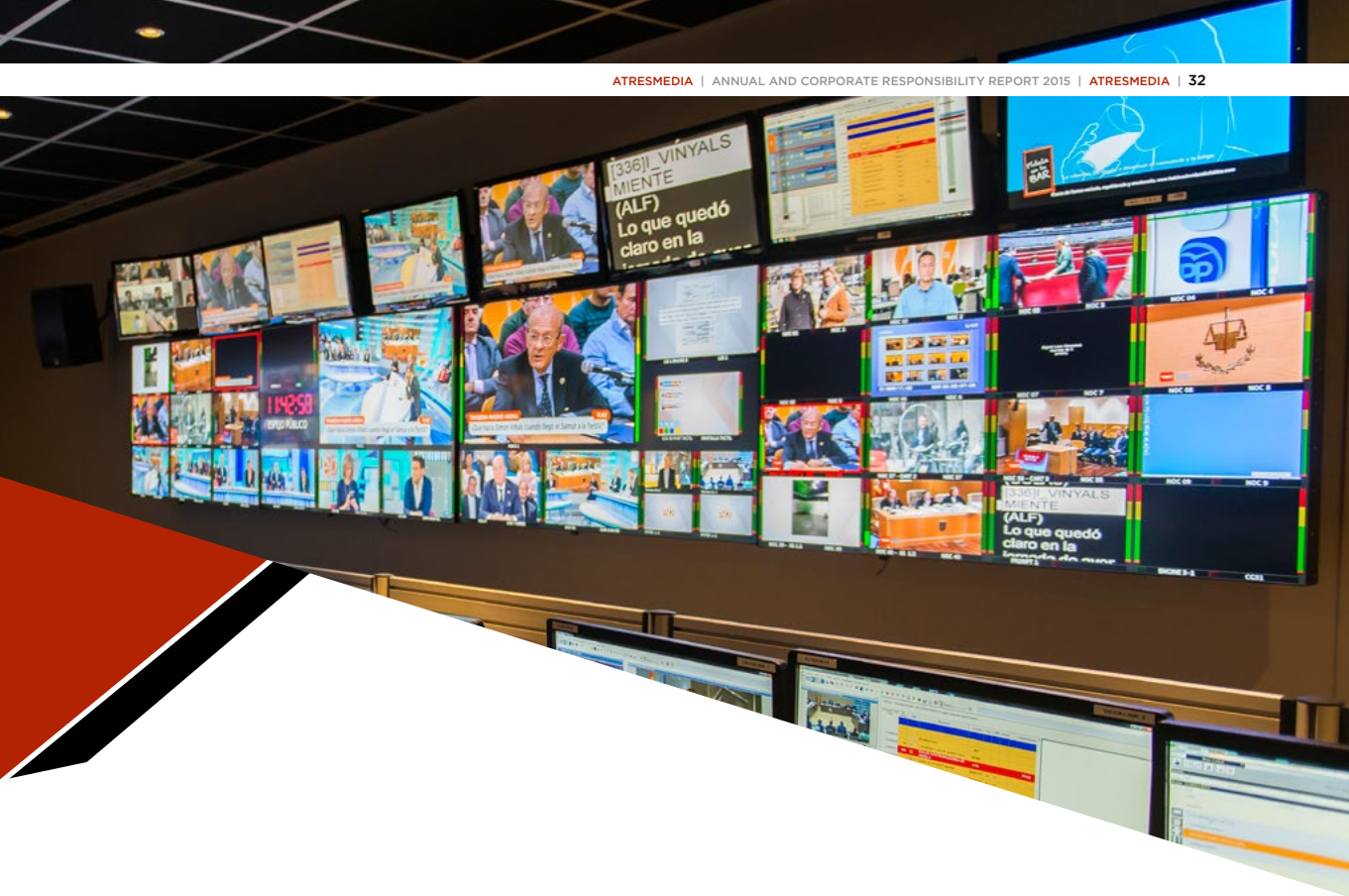
This is the result of the strategic alliance between Grupo Planeta and De Agostini. Its objective is to strengthen its leadership in the publishing world, in new sectors of the economy and, especially, in the area of audio-visual media.

**Grupo Planeta:** is the largest family-owned Spanish publishing and communications group providing a wide range of services in the areas of culture, information and audio-visual entertainment. Since the foundation of Editorial Planeta in Barcelona in 1949, the Group, currently chaired by José Creuheras, has combined a solid business background with a great capacity for innovation and a clear multinational vocation.

Grupo Planeta leads the publishing market in Spain and Latin America, it is in second position in France and is among the top eight in the world. It has more than 100 publishing companies that cover all the literary genres, and a catalogue of more than 15,000 Spanish and foreign authors, both classic and contemporary.

Internationally, Grupo Planeta extends its vocation through a strong rooting in Europe and Latin America. The group is present in 25 Spanish, Portuguese and French speaking countries, which represents a universe of more than 800 million people.





**Grupo De Agostini:** Multinational Italian group operating in different industrial sectors (publishing, gaming, media and communications) and in the financial market.

De Agostini Editore has a presence in 30 countries, largely in the collectables and mail order segments. Through IGT it operates as the leading company in the international market for gaming and lotteries, and in the market for derived services and technologies.

De Agostini Communications participates in the sector for the production of content for media organisations through its stake in the Banijay Group — together with the partners Vivendi and Stephane Courbit (Zodiak Media), present in 60 countries—, and in the broadcasting of content through **Atresmedia**, controlled jointly with its Spanish partner Planeta.

DeA Capital is present in the alternative investment sector, both with direct and indirect private equity investments and with controlling stakes in alternative asset management platforms. The group also has a total holding of 1.7% in Assicurazioni Generali.

### **RTL Group: 18.65%**

With 57 television channels and 31 radio stations in 12 countries, it is the European leader in the entertainment market. The company, which has its headquarters in Luxembourg, has interests in radio and television stations in Germany, France, Belgium, Holland, Luxembourg, Spain, Hungary, Croatia and Southeast Asia.

It is also one of the main producers of content for television offering talent shows, game shows, dramas and soap operas.

Television: RTL Group is the largest television company in Europe. Each day, millions of viewers across the continent watch something on an

RTL channel, such as RTL in Germany, M6 in France, RTL 4 in Holland and RTL-TVI in Belgium. The multinational also has interests, although to a lesser extent, in markets such as Hungary (RTL Klub, RTL



II, plus six cable channels), Croatia (RTL Televizija, RTL 2 and RTL Kockica), and in Spain through **Atresmedia**. In August 2013, RTL and CBS Studios International announced a Joint Venture, RTL CBS Asia Entertainment Network, to launch two pay-TV channels in Southeast Asia: RTL CBS Entertainment HD and RTL CBS Extreme HD.

**Contents:** FremantleMedia, the content production division at RTL, is one of the largest international producers outside the United States. Active in 29 countries, each year it produces more than 10,000 hours of programming. It is also one of the most important managers of audio-visual rights in the world, with more than 20,000 hours sold in a total of 200 countries.

**Radio:** RTL radio stations reach millions of people each day. The leading brands in radio are RTL in France; and it also has interests in Germany (104.6 RTL and Antenne Bayern); Belgium (Bel RTL and Radio Contact), Spain (Onda Cero, Europa FM and Melodía FM) and Luxembourg (RTL Radio Lëtzebuerg).

**Digital:** RTL has become the European leader in online video among the top five global operators, thanks to on demand and catch up video platforms. It also has a Multichannel Network as well as Broadband TV, StyleHaul and Divimove.

Furthermore, Freemantel Media is the largest independent TV production partner of YouTube, with more than 215 channels and 20 million subscribers. The group registered a total of 105 billion videos watched in 2015. RTL is

the major shareholder in one of the online advertising sales programming companies, SpotX.

Bertelsmann has been the majority shareholder of RTL since July 2001. The RTL shares are listed on the Frankfurt, Brussels and Luxembourg stock markets.

### **Imagina Media Audiovisual: 3.61%**

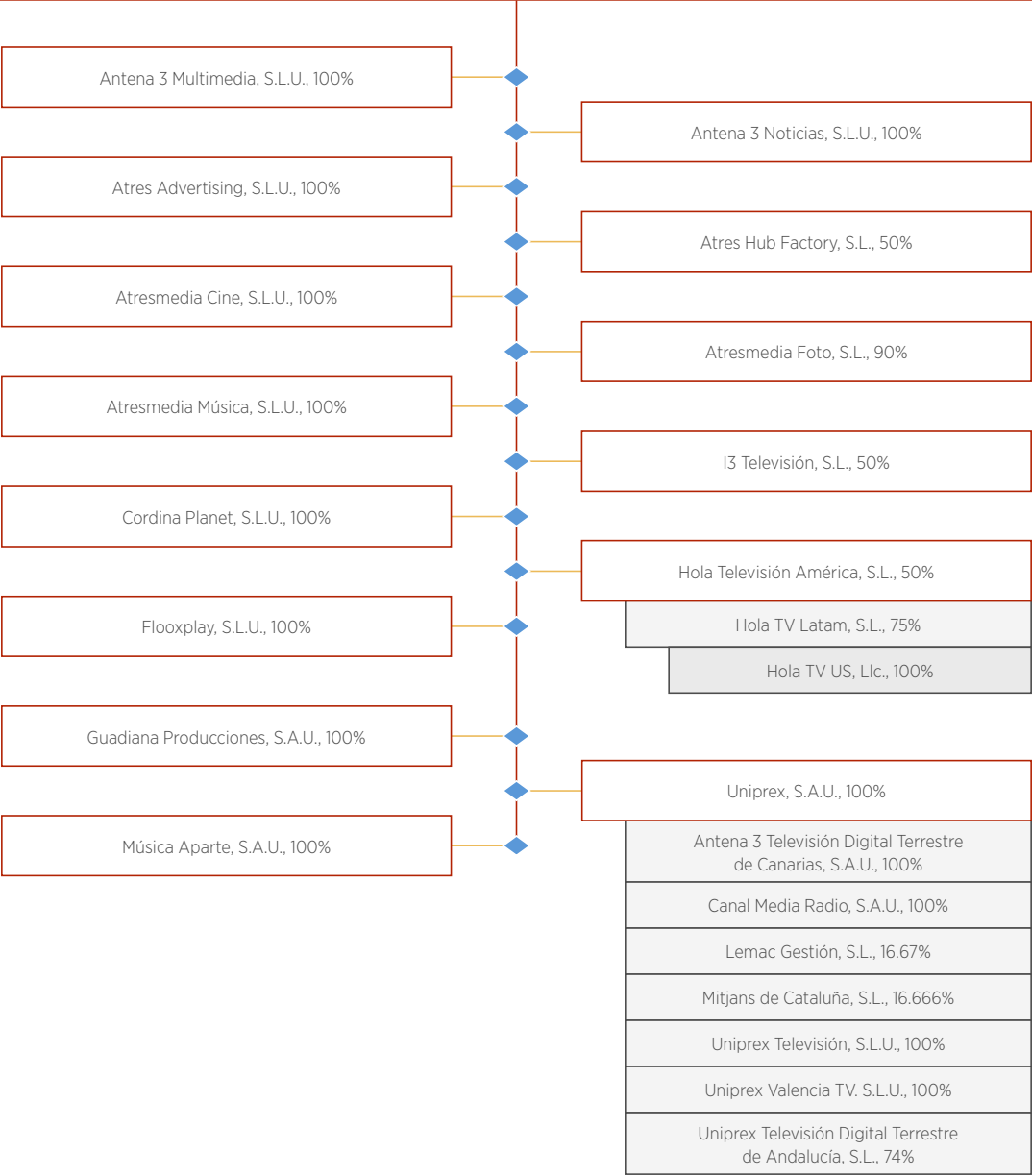
**Imagina** occupies a leading European position in multimedia content and a unique position in integration of audio-visual contents, production and distribution. With almost 4,500 professionals, turnover of 1.509 billion euros and offices in 30 cities on four continents, it provides technical and innovative solutions to create and transmit any audiovisual product.

Supplier of technical services for the audio-visual industry, it is the producer and distributor of audiovisual contents, manager and distributor of sporting events, film producer and producer of interactive contents, and it also supplies postproduction services. Technical engineering, broadcasting services, marketing and communication consultancy and advertising production, as well as the design and production of thematic channels also form a fundamental part of the activities of Imagina. The personnel and technical means of Imagina are at the cutting edge of innovation in the European audiovisual sphere and the Group accumulates in-depth experience in the marketing of audiovisual rights.



# Atresmedia Companies: subsidiaries and associates (at 24/02/2016)

Atresmedia Corporación de Medios de Comunicación, S.A.





# Management Structure

## Corporate Organisation of Atresmedia

**Chief Executive Officer**  
Mr. Silvio González Moreno

**Corporate General Manager**  
Ms. Patricia Pérez González

**Chief Financial Officer**  
Mr. Antonio Manso Marcos

**Legal Advice Manager**  
Mr. Manuel de la Viuda Fernández de Heredia

**Regulatory and Institutional Relationships General Manager**  
Ms. Carmen Rodríguez Martín

**Audit and Process Control Manager**  
Mr. Fernando Costi Pérez

**Director of Communication**  
Mr. Ignacio Mata Maeso

**Director of Strategy**  
Mr. Arturo Larraínzar Garijo

## Atresmedia Televisión

**General Manager**  
Mr. Javier Bardají Hernando

## Antena 3 Noticias

**General Manager**  
Ms. Gloria Lomana García

## Atresmedia Radio

**General Manager**  
Mr. Ramón Osorio de Rebellón

## Atresmedia Publicidad

**General Manager**  
Mr. Eduardo Olano Codesido

## Atresmedia Digital

**General Manager**  
Mr. José Manuel González Pacheco

## Atresmedia Diversificación

**General Manager**  
Mr. Javier Nuche Sanz

## Atresmedia Cine

**Chairman**  
Mr. Mikel Lejarza Ortiz

## Fundación Atresmedia

**General Manager**  
Ms. Carmen Bieger Morales





## Stock market situation in 2015 and outlook

In 2015, the Spanish stock market experienced a dramatic fall, specially in comparison with the healthy performance of the economy. The Ibex 35 dropped 7.2%, closing the year at 9,544.2 points. The rest of the European markets have had a mixed performance, but without any of the most important ones experiencing a fall such as the Spanish index. In the US market, the markets also revealed mixed performances.

2015 maintained the path of economic recovery that began in 2014. The Spanish economy as a whole grew 3.2% over the year, 0.8 points up on the previous year.

It is interesting to see how national demand contributed 3.4 points to GDP growth, whilst net foreign demand detracted 0.2 points. Household consumption increased 3.2%.

In this context, the forecasts for forthcoming years is still good. The latest panel of experts published by FUNCAS in March 2016, expects that GDP would accelerate 2.7% this year, as a result, among other items, of the fall in oil prices, which will increase the disposable income of households and, therefore, consumption. There is also a favourable effect of reducing personal income tax, which will leave more money available for the domestic economies, as well as a drop in unemployment. According to this same source, household consumption is set to rise 3.3% in 2016.

Other organisations, such as the Government, the Bank of Spain and the IMF, are also optimistic and believe that 2016 will end with above a 2% increase in economic activity in Spain (3.0%, 2.7% and 2.5% respectively).

The advertising market grew in 2015. The growth in the first part of the year was bigger than the one in the second, so that analysts made a downward adjustment to their forecasts for the year as a whole, as the slower rate of growth was confirmed.



According to Infoadex, the total advertising market grew by 7.5% in 2015 compared to 2014, closing at 5,016.7 million euros. Moreover, the TV advertising market reached 2,011.3 million euros, which is 6.4% higher than in 2014.

For 2016, and at the date of closing this report, the consensus of analysts expects a TV advertising market that reaches 2,128 million euros, which will represent a growth of 5.8%.

## Atresmedia shares and its share capital

**Atresmedia** shares closed 2015 at €9.84, 15.46% below the level seen in 2014. Television broadcasters in Europe have had mixed results, with an average performance of + 4.3%.

It is difficult to give a single explanation on the reason for such a sharp fall in the share price, when the climate as a whole has been very favourable. Companies associated to the advertising market are cyclical, and highly sensitive to movements of the same. For this reason they suffer sharp falls and rises based on the evolution of investment in media. TV advertising grew more in the first part of 2015 (+10%), and less in the second part (+3%). The share price rose 34.6% until July, which was its high for the year (€15.67), and from that moment, while lower rates of growth were being confirmed, the share price began to fall, closing the year at € 9.84/share.

At 31 December 2015, the share capital of **Atresmedia** Corporación was 169.3 million euros, represented by 225,732,800 shares with a nominal value of 0.75 euros.

### 2015 Value figures

Share Capital at year end (thousands of euros)	169,299.6
Number of shares at year end	225,732,800
Capitalisation at year-end (millions of euros)	2,221.21
Price at 31/12 (euros/share)	9.84
Maximum (euros/share)	15.67
Minimum (euros/share)	9.65
Average Weighted Price (euros/share)	13.11
Average trading volume (shares)	899,610
Average trading volume (thousands of euros)	11,792.9

Source: Six Telecours

## Shareholder and investor services

Both the Investor Relations (IR) Department and the Shareholders' Office are responsible for disseminating the most important news and reporting on developments in the market and the financial outlook.

During 2015, the Investor Relations Department had an intense activity. It took part in more than 30 conferences and roadshows in different cities around Europe and the US and directly addressed almost 450 investors and analysts. In total, around 800 contacts were established with the financial community throughout the year.



169.3

million euros of  
share capital



9.84

euros per share



2,221.21

million euros of  
capitalisation





To provide easy access to quick and clear information, the corporate website [atresmediacorporacion.com](http://atresmediacorporacion.com) has a specific section where important events, financial results and other news items of interest are published.

Investors can contact the organisation by email at [ir@atresmedia.com](mailto:ir@atresmedia.com), while non-institutional investors are provided with another email address: [oficinadelaccionista@atresmedia.com](mailto:oficinadelaccionista@atresmedia.com).

The Investors Relations Department's close ties with the financial community enables it to obtain information about its doubts and concerns. Throughout 2015 the Department has been answering a great many questions related to the Company and the market. The shareholder's interest has basically focused on the evolution of the advertising market in 2015 (and the outlook for 2016), on those sectors where advertisers have invested most in each quarter, on how the arrival of new channels could affect the market, and the competition. Furthermore, the

Department has responded to questions related to cost structure, the expectations at **Atresmedia Radio** following the changes to its schedule, and on the Company's position in the digital world.

## Strategy and business model

**Atresmedia** is the largest communications group in Spain, the leader in the television and radio markets, with a growing presence in the digital market (Internet). All of these media supports are commercialised through its sales organisation **Atresmedia Publicidad**. Furthermore, and with the objective of taking part in non advertising related businesses, **Atresmedia Diversificación** has been created to include to those businesses whose revenues do not depend directly on the advertising market.



**Atresmedia Televisión** is the main division, the driving force of the Group: it generates 88% of the Group's income.

At the beginning of 2015 **Atresmedia** owned four free-to-air channels:

**Antena 3, laSexta, Neox and Nova.** At the close of 2015, it has six free-to-air channels, each with a very well-defined profile and leader among its target audience.

On 1 July, it introduced **MEGA**, a new channel targeted at an adult male audience, which replaced the pay tv channel leased from Mediapro, GoIT. Since its inception, this channel began to attract exceptional audience levels: it closed 2015 with an average in the second half of the year (the period during which it has been operational) of 1.95% and has been the thematic channel with the best launch in the history of TV.

Moreover, in December, and as a result of the process through which the Government granted new television licences in free-to-air, Atresmedia was awarded a new channel: **Atreseries**, an HD channel that rounds off the Group's entertainment offer.

## The best brand image

In this way, and with six channels with very well defined profiles and targets, **Atresmedia Televisión** is currently a brand that enjoys the best sector image, with differentiated, high-quality, varied and diverse programming which respects the viewer and tries to offer them the best product, in both news and entertainment.

The television business is subject to cyclical income, strongly linked to the performance of the advertising market.

After several years of major falls in advertising investment (50% from 2007 to 2013), the market has started to grow again. According to Infoadex, since 2013 the TV advertising market has recovered 18%.

In spite of the cyclical nature of this market, **Atresmedia** works daily to optimise its revenue. Its sales team analyses each campaign, each customer and each programme to establish the most suitable commercial strategy. This, coupled with attractive programming, has led **Atresmedia Televisión** to obtain a market share of television advertising of 42%, making it a reference television company in the Spanish market.

Consequently, the audience levels have also been excellent. **Atresmedia Televisión**, through its different channels, has the objective to entertain and inform, but always from a standpoint of diversity and quality of its programmes. As a consequence, once again this year it has gained the recognition of the public, who entrust their leisure and informative needs to the offer available on the channels of **Atresmedia**. The **Atresmedia Televisión** channels as a whole, closed 2015 with an audience share of 26.8%.

**Atresmedia Radio** generates 9.3% of the Group's income, and is the third-largest radio player in Spain in terms of listeners. It counts on three very different stations whose objective is to reach out to the largest number of listeners to inform and entertain them, yet always with a philosophy of diligence and variety. The last General Media Study (EGM) wave published in December, reveals the success of this formula. Atresmedia radio stations obtained an overall audience of more than 4.5 million listeners each day.



**88.4%**

percentage that Atresmedia Televisión contributes to the Group's income



**3<sup>rd</sup>**

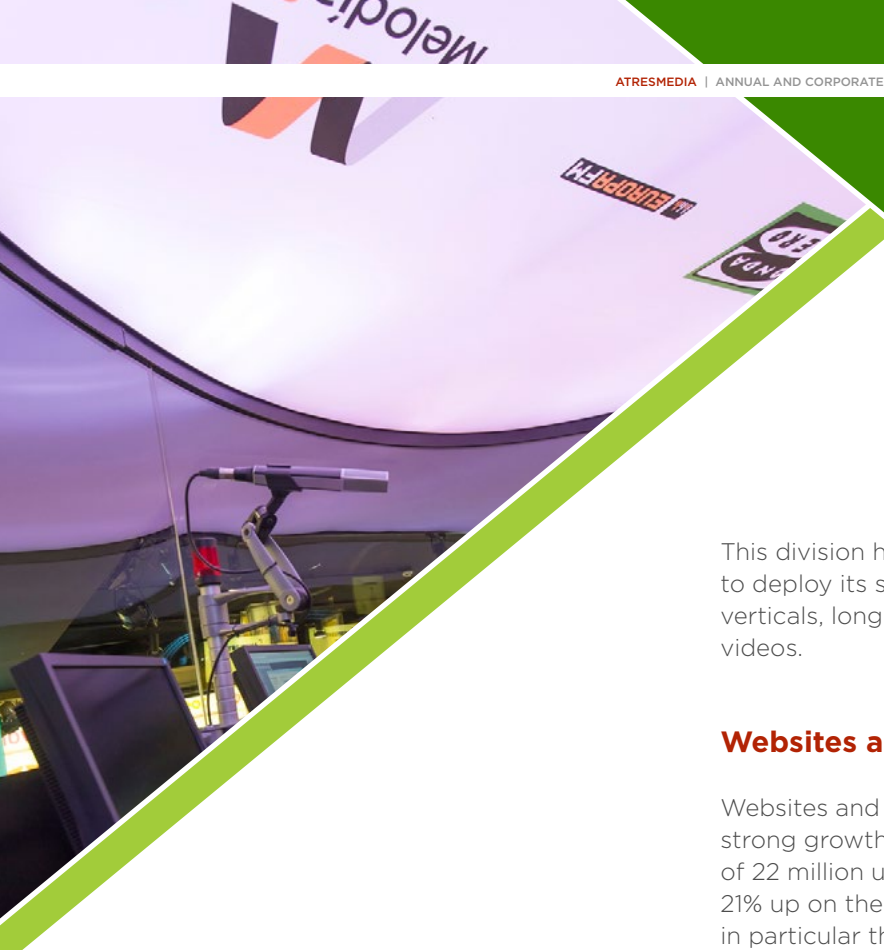
largest radio broadcaster in Spain in terms of listeners



**4.5**

million listeners each day





**Onda Cero** has tackled 2015 with a revamp, which has led it to carry out changes with the programme presenters, scheduling and collaborators. New times lie ahead, full of illusion and projects, yet always maintaining the pillars that define the station: versatility and veracity.

**Europa FM** is the third-largest music radio station in Spain and is a well known and recognised brand to many listeners looking for both contemporary and past music. It reaches almost two million listeners. Once again this year, its flagship programme is **Levántante y Cárdenas**, with which thousands of younger listeners start the day.

**Melodía FM** completes the Group's radio offer. It was relaunched in 2014, and its target audience is a little more mature than that of **Europa FM**. Since its launch, it has enjoyed uninterrupted growth of listeners month after month.

For the purpose of defining strategies and exploiting online contents, **Atresmedia Digital** was launched some years ago. This is one of the Group's areas with biggest growth, and has positioned the Company as leader in the online world.

This division has three areas in which to deploy its strategy: websites and verticals, long form videos and short form videos.

### Websites and verticals

Websites and verticals have experienced strong growth in 2015 and have reached of 22 million unique visitors a month, 21% up on the previous year. Websites, in particular the news sites, of both **Antena 3** and **laSexta**, are the driving force behind this growth. The quality of content, and major coverage of the most important events have turned the sites into an news benchmark for Internet users.

This year, the radio websites have undergone a sweeping change in their design: New apps have been created for mobile phones, meaning that browsing on these kinds of devices is up by 55%.

Another flagship product of **Atresmedia Digital** is **Atresplayer**. This is the Group's Platform that pools together all content from the different channels, with high-quality, available for all mobile devices and for connected televisions. The **Atresplayer** allows both live television as well as time-shifted TV. Moreover, there is free access to the content of current seasons or a monthly subscription payment for the remainder.

The online video platform of **Atresmedia** has managed to exceed 5 million users a month during 2015, up 22% on the previous year. The sports content broadcast, together with the splendid performance of the **Atresmedia** own content have made this the best year ever



for **Atresplayer**. And let us not forget **7d: el debate decisivo**, which became the event of the year, not only as it was the most viewed on TV in 2015, but also on **Atresplayer**, where it managed to attract a live audience of 300.000 viewers, representing an historic record for the platform.

As regards short form videos, there has also been a turnabout in the strategy, which has converted **Atrestube** and **Flooxer** two references in the digital world. **Atrestube** is the **Atresmedia** channel on YouTube, with 30 channels and more than 2.4 million subscribers. In 2015, more than 140 million clips a month were viewed.

However, the commitment of **Atresmedia** this year, with regard to the short video, has been **Flooxer**. This is a native digital site that concentrates the most in-demand video contents and the creators most followed online. Its aim is to combine an entire range of formats on a single platform, with a selection of contents and very easy to use.

The **Atresmedia Diversificación** division was created as part of **Atresmedia**'s desire to grow. This brings together businesses that are not directly linked to traditional advertising and allows them to create complementary revenue streams. Under its umbrella, **Atresmedia Diversificación** integrates the areas of **New Business** (interactive formats with the audience), **International Expansion** (**Antena 3 Internacional**, **iHOLA! TV** and **Atreseries**, channels that reach more than 32 million households beyond our borders), **Project Incubator** (**Tualbum.es**), **Music Publishing** (catalogue and exploitation of music rights, as well as the

creation of a new record label, **Atresmedia Música**) and **Media for Equity** to boost involvement in the capital of emerging companies in exchange for advertising, in line with the current international trend developed by major players in the media sector.

The **Atresmedia Cine** division is the Group's film producer. Each year it produces or takes part in the production of feature films to comply with the General Audio-visual Act which obliges television companies to invest part of their revenue in the film industry. **Atresmedia**, through **Atresmedia Cine**, has turned an obligation into an opportunity, and currently has launched more than 100 titles. In 2015 it co-produced six feature films, all included in the top 25 films premiered over the year, and its revenue represented 29.5% of all Spanish cinema box office takings.

## Powerful sales force

**Atresmedia** has a professional and powerful sales force. **Atresmedia Publicidad** is the largest seller of multimedia advertising on the Spanish market, with a share of 19.3% of the total investment in conventional media. This division sells the advertising of all the group's supports, offering solutions to its customers on all media types. Its strategy revolves around four key areas: customer focus, innovation, efficiency and profitability. Under these premises, advertisers looking to get the best return on their investment find that **Atresmedia** offers them the required media for their campaigns to reach their target audiences within an optimum time and at an optimal price.



**Atresmedia** creates, generates, manages, distribute and sells contents on all possible platforms, positioning itself as the largest communications group in Spain.

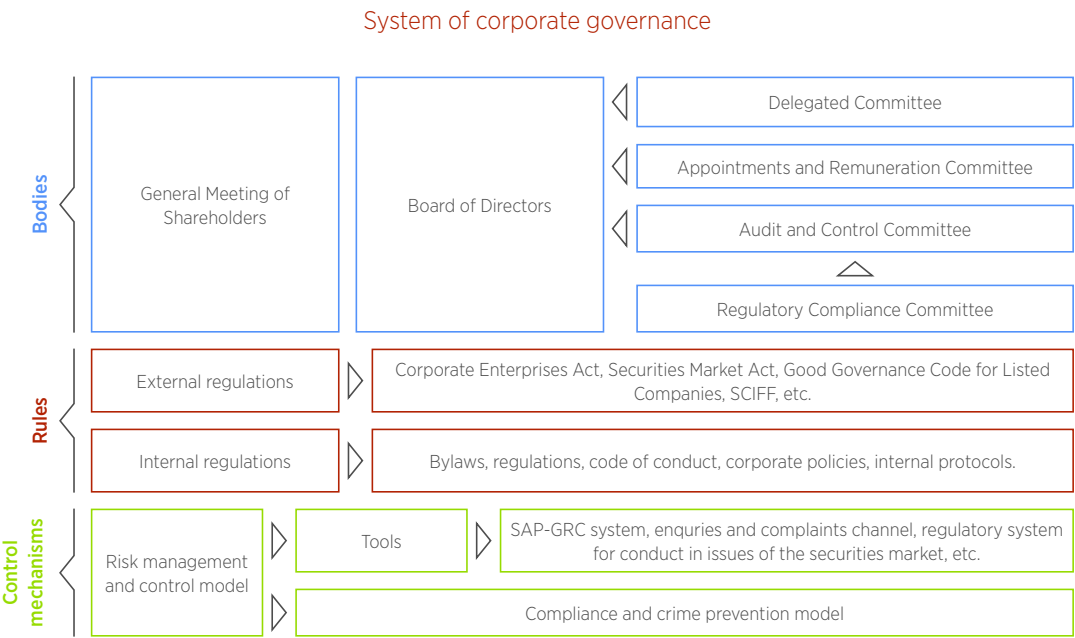




# The corporate governance system of Atresmedia

**Atresmedia** has a set of bodies, control mechanisms and internal regulations that comprise its Corporate Governance System. Its objective is to be transparent and efficient in directing and running the organisation, which generates value for shareholders and other stakeholders.

2015 has been a crucial year and one of major advances in issues of corporate governance.



Many of the initiatives that commenced in 2013, with the creation —through the Agreement of the Council of Ministers— of the Committee of Experts in Corporate Governance, have come to fruition this year:

- In the first months of 2015, companies incorporated into their internal regulations the reforms introduced through Law 31/2014, of 3 December, which serves to amend, following the proposals of the aforementioned Committee of Experts, the Corporate Enterprises Act for improved corporate governance.
- Through a Resolution of the Board of the CNMV of 18 February 2015, the new Good Governance Code for Listed Companies was approved, also drawn up with the support and advice of the aforementioned Committee of Experts.  
This Code incorporates specific Recommendations on corporate social responsibility that hitherto had been excluded from the application scope of previous Good Governance Codes. This represents a major advance in driving the commitment of companies, who need to review the monitoring of these recommendations under the “comply” or “explain” principle. It has also legally reinforced: the annual corporate governance report needs to set out the level to which corporate governance recommendations are followed or, if applicable, give an explanation as to why these recommendations are not followed.



Composition of the Board and its Committees

\*Composition at 31 December 2015

Board of Directors



Mr. José Creuheras  
Margenat  
*Chairman*



Mr. Maurizio Carlotti  
*Vice-Chairman*



Mr. Silvio González  
Moreno  
*Chief Executive Officer*



Mr. Josep María  
Benet Ferrán  
*Member*



Mr. Mauricio  
Casals Aldama  
*Member*



Ms. Aurora  
Catà Sala  
*Member*



Mr. Marco Drago  
*Member*



Ms. María  
Entrecanales Franco  
*Member*



Ms. Patricia  
Estany Puig  
*Member*



Mr. Elmar Heggen  
*Member*



Mr. José Manuel Lara  
García  
*Member*



Mr. Nicolas de Tavernost  
*Member*



Mr. Manuel de la Viuda  
Fdez. de Heredia  
*Secretary*



Ms. Margarita González  
Martín del Río  
*Vice-Secretary*

- Chairman:**

**Vice-Chairman:**

**Chief Executive Officer:**

**Members:**

**Secretary:**

**Vice-Secretary:**
- Mr. José Creuheras Margenat

Mr. Maurizio Carlotti

Mr. Silvio González Moreno

Mr. Josep María Benet Ferrán, on behalf of IMAGINA MEDIA AUDIOVISUAL, S.L.

Mr. Mauricio Casals Aldama

Ms. Aurora Catà Sala

Mr. Marco Drago

Ms. María Entrecanales Franco

Ms. Patricia Estany Puig

Mr. Elmar Heggen

Mr. José Manuel Lara García

Mr. Nicolas de Tavernost

Mr. Manuel de la Viuda Fdez. de Heredia

Ms. Margarita González Martín del Río



## Executive Committee

<b>Chairman:</b>	Mr. José Creuheras Margenat
<b>Chief Executive Officer:</b>	Mr. Silvio González Moreno
<b>Members:</b>	Mr. Maurizio Carlotti
	Mr. Marco Drago
	Mr. Nicolas de Tavernost
<b>Secretary:</b>	Mr. Manuel de la Viuda Fernández de Heredia

## Audit and Control Committee

<b>Chairwoman:</b>	Ms. Aurora Catà Sala
<b>Vice-Chairman:</b>	Mr. Elmar Heggen
<b>Members:</b>	Mr. Josep María Benet Ferrán, on behalf of IMAGINA MEDIA AUDIOVISUAL, S.L.
	Ms. María Entrecanales Franco
	Mr. José Manuel Lara García
<b>Secretary:</b>	Ms. Margarita González Martín del Río

## Appointments and Remuneration Committee

<b>Chairwoman:</b>	Ms. Patricia Estany Puig
<b>Vice-Chairman:</b>	Mr. Nicolas de Tavernost
<b>Members:</b>	Mr. Mauricio Casals Aldama
	Ms. Aurora Catà Sala
	Ms. María Entrecanales Franco
<b>Secretary:</b>	Mr. Manuel de la Viuda Fernández de Heredia

## Type of directors

### Executive directors

Mr. Maurizio Carlotti  
Mr. Silvio González Moreno

### Proprietary directors

Mr. Josep M<sup>a</sup> Benet Ferrán, on behalf of IMAGINA MEDIA AUDIOVISUAL, S.L.  
(IMAGINA, S.L. y MEDIAPRO CONTENIDOS, S.L.)  
Mr. Mauricio Casals Aldama (GRUPO PLANETA- DE AGOSTINI, S.L.)  
Mr. José Creuheras Margenat (GRUPO PLANETA- DE AGOSTINI, S.L.)  
Mr. Marco Drago (GRUPO PLANETA- DE AGOSTINI, S.L.)  
Mr. Elmar Heggen (UFA FILM UND FERNSEH GMBH)  
Mr. José Manuel Lara García (GRUPO PLANETA- DE AGOSTINI, S.L.)  
Mr. Nicolas de Tavernost (UFA FILM UND FERNSEH GmbH)

### Independent directors

Ms. Aurora Catà Sala  
Ms. María Entrecanales Franco  
Ms. Patricia Estany Puig





The Board of Directors of **Atresmedia** comprises 13 board members and there is currently a vacancy that has not yet been covered through the system of co-option set out under law. Consequently, the next General Meeting of Shareholders will need to decide whether to remove or to cover the aforementioned vacancy.

The structure of the Board of Directors and the proportion by which the different types of directors are represented responds above all to the make-up of the Company's shareholding structure, with a major concentration of ownership of economic and voting rights held by major shareholders and a smaller presence of minority shareholders on the governing bodies, with a proportion that is less than that of large companies listed on the securities markets. Thus, even before the stock market float of **Atresmedia**, its major shareholder, Grupo Planeta De Agostini, holds a stable and ongoing significant position, which has always been higher than 40% of the share capital. This interest, coupled with the holding of another two major shareholders, UFA FILM and IMAGINA, jointly exceeds 60% of the share capital of **Atresmedia**. All proprietary directors (who also account for the majority of the Board of Directors) have been appointed at the request of shareholders with stakes that represent more than 3% of the capital and in a number that is equivalent to their respective stake in the shareholding structure of the Company.

For these purposes, it should also be remembered that the Good Governance Code of Listed Companies expressly

acknowledges the singular nature that can occur in the shareholding structure of these companies. Whenever this singularity exists, it is considered to be a relevant aspect in itself, which justifies an adjusted model for optimum collegiate administration of the affected Company. According to that Code, for cases such as that of **Atresmedia** it is considered that the number of independent directors should represent at least one third of all directors as a desirable objective and one that adapts to the best practices of good corporate governance.

Lastly, the Appointments and Remuneration Committee has set itself the medium-term target of gradually adjusting the representation of women on the Board of Directors, as shown in the Directors Selection Policy, approved by the Board of Directors in 2015. Based on this Policy, the Committee has decided that the future composition of the Board shall adapt to the provisions set out in this regard in the aforementioned Good Governance Code. Consequently, the number of female board members should be at least 30% of all members of the Board of Directors by 2020. On the date of approving this report, the number of female board members already represents 25% of the Board overall.

On the corporate website [atresmediacorporacion.com](http://atresmediacorporacion.com) the content of which has been reviewed and completed in 2015 to adapt it to Circular 3/2015, of 23 June, from the National Securities Market Commission, on technical and legal specifications and information that must be shown on the



websites of listed companies and savings banks that issue securities accepted for trading on official secondary securities markets, contains all of the relevant information on corporate governance of **Atresmedia**: Information on its governing bodies and members, the shareholding structure, annual corporate governance reports (ACGR) and remuneration of directors (ARDR), financial reports, etc.

## Internal regulations of Atresmedia

All of the rules that make up the Corporate Governance System of Atresmedia: Articles of Association, Internal Corporate Governance Regulations (Regulations of the Board of Directors, Regulations of the General Meeting of Shareholders, Internal Regulations on Issues concerning the Securities Market and the Code of Conduct) and the Corporate Policies are available on the corporate website [atresmediacorporacion.com](http://atresmediacorporacion.com), in the section Shareholders and Investors / Corporate Governance.

The internal protocols and procedures of **Atresmedia** group are available to all employees through the intranet.

## Control and Management of Risks

Several years ago **Atresmedia** implemented a Risk and Control Management System that can identify, evaluate and mitigate any potential risks through implementing specific controls and action plans.

In order to continuously improve the process, this model is reviewed and updated regularly depending on the evolution of the **Group's** businesses, the materialisation of risks, new regulations and the evolution of the organisation itself.

All of the **Group's** businesses and activities are covered by this risk and control management model, and since it is a **Group** corporate system, management and responsibility for it falls to the Board of Directors with the support of the functions entrusted to the Audit Committee and with participation and coordination of the Internal Audit and Process Control Department. In addition to the risks that affect the company as a whole, there are some specific risk that only affects certain units within the organisation.

## Objectives

The main objectives of the **Atresmedia** Risk and Control Management System are as follows:

- **Consistency and uniformity**, ensuring uniformity in the definition, identification and measurement of risks in all of the **Group's** businesses.
- **Internal control environment**, through updating the existing controls and continuously measuring their degree of effectiveness.
- **Assessment and continuous improvement** of the model through tools and indicators that facilitate evaluation, identifying new potential risks and introducing the controls necessary for those risks.
- **Policies, standards and procedures** for action as a form of communication and management tool for the business areas of the **Group's** different divisions, assigning the instructions and guidelines on internal behaviour.
- **Compliance with the rules and regulations**, given that it must ensure constant compliance with all regulations and legislation applicable to all of the **Group's** businesses.



## Responsibilities

The main responsibilities related to the Risk and Control Management System are summarised in the following section:

Business units and corporate units	Responsible for the controls, evaluation and supervision. Compliance with regulations: external and internal (policies, standards and procedures).
Finance department	Responsible for most of the financial controls and the Internal Control System for Financial Reporting (ICFR). Compliance with policies and standards related to budgets, accounts and financial statements, and financial reporting.
Legal affairs department/board secretary	Responsible for most of the compliance and Corporate Governance controls.
Regulatory compliance committee (RCC)	The body that monitors the Group's regulatory compliance. Responsible for monitoring the Code of Conduct, the Enquiries and Complaints Channel and the Internal Regulations in issues of the securities market.
Criminal compliance manager	Responsible for the introduction and monitoring of the Group's Criminal Compliance Model.
Internal audit	Coordinates and administers the Risk and Control Management System. Designs policies and procedures and identifies new controls. Test controls and reports to the Audit and Control Committee.

The Audit and Control Committee is responsible for supervising the system's operation and reporting to the Board of Directors so that the action plans or new measures to be implemented can be approved or amended, as appropriate.

### Key components of the Risk and Control Management Model

The Risk and Control Management System at Grupo **Atresmedia** has various key components:

- **Definition of the objectives:** New objectives for the Group for each of its business units are revised and set each year, along with the acceptable level of risk given the Group's global strategy and the identified internal and external events.
- **Internal control environment:** An assessment of the model is regularly conducted in order to verify, on the one hand, how staff at the company perceive the risks, the establishment

of controls that mitigate the risks and the development of action plans and, on the other, the environment in which it acts. In turn, an assessment is conducted of the effectiveness and design of the controls implemented in order to introduce new ones or mitigate any impact. The risks are regularly reassessed in order to check that their control is effective.

- **Regulatory compliance:** **Atresmedia** has established a regulatory compliance model that ensures compliance with all the regulations, both those specific to the sectors in which it operates as well as generic ones that may affect it due to being a listed company or just generally (labour, tax, environmental, etc.). There are also a series of internal policies and protocols that are equally binding for the areas and businesses affected by them. The System supervises this compliance through specific controls.
- **Processes:** In order to be able to identify the risks that impact to a greater extent on one business process



- or another, the existing controls and the improvement needs, a detailed processes map has been developed where the **Group's** risks and controls are linked to each process.
- **Organisation:** Risks and controls have been defined that affect the whole of the **Atresmedia** group; as well as risks and controls that only affect certain organisational units within the **Group**. Those responsible for each organisational unit monitor the risks and controls associated with their organisation.

Risks and opportunities

The main risks and opportunities identified for the **Atresmedia** Group are summarised below:

RISKS
Worldwide economic uncertainty. Impact on the economy in Spain.
Evolution of the profile of the traditional media viewer to an aging public. Change in the consumption patterns of young persons towards traditional media.
Audience fragmentation.
Regulatory uncertainties in the digital environment.
Threat of new competing operators with major resources: Movistar +, Netflix, HBO, Amazon, Apple, Vodafone.
OPPORTUNITIES
Expectations of favourable evolution of the advertising market.
Increase of TV consumption and contents through different complementary platforms (TV, Internet, Mobility, etc.).
Greater importance of brands to attract audience and advertisers. Brand generation capability.
Development of international business. New business development opportunities.
Growing importance of technology. Capability of using the best technological media for business development.

Internal control tools

The Atresmedia Risk Management System has various tools that improve internal control and facilitate management:

- **SAP GRC System:** This is a Corporate System related to its SAP transactional system and allows the company to structure, order and document the monitoring of all of the **Group's** Risks and establish workflows that speed up and order the flows of information in the risk and control system. In addition, the effectiveness and design of the model can be continuously assessed within the same tool.
- **Internal Control System for the preparation and issuance of Financial Reporting (ICFR):** Group **Atresmedia** in its commitment to providing reliable, comprehensive, accurate and consistent information to investors and the markets, has implemented an Internal Control System relating to the process for the issuance and publication of Financial Reporting (ICFR) which ensures the reliability of the financial information issued.
- **Procedures and Protocols.**
- **Internal Code of Conduct in matters relating to the Securities Markets.**
- **Other IT control tools:**
  - Purchase management system.
  - Contracting proposal management system.
  - Quality System.
- **Code of Conduct:** Its objective is to establish the policies, principles, objectives and values that should guide behaviour within **Atresmedia** and in its relationships with third parties and society, creating a culture and structure of responsible action that is shared, accepted and respected by everyone to whom it applies.



The Code of Conduct forms part of the **Atresmedia** Good Governance and Corporate Responsibility policies. The Regulatory Compliance Committee is responsible for directing and supervising all matters relating to its effective compliance, as well as the obligation to adopt and implement the measures required for the necessary coordination of the Code with other regulatory and procedural elements of corporate governance.



The Code of Conduct mainly regulates the following aspects:

- Regulatory compliance and respect for ethical values.
- Relationship with and between employees.
- Respect between people.
- Professional development, equal opportunities and nondiscrimination.
- Teamwork, collaboration and dedication.
- The health and safety of people.
- The processing of information.
- Use and protection of assets.
- Corruption and bribery.
- Money laundering and irregularities in payment.
- Respecting free competition.
- Conflict of interest and loyalty to **Atresmedia**.
- Relationships with customers, contractors and suppliers.
- Corporate image and reputation.
- Respect for the environment.
- Social commitment.

- **Complaints channel:** This allows all employees to communicate, simply and confidentially, anything that constitutes inappropriate conduct or actions in light of the Code of Conduct or any other applicable regulation. In 2015 there were no enquiries or complaints.

- **Regulatory Compliance Committee (RCC):** This is a collegiate body, which answers to the Audit and Control Committee and has its own powers of initiative and control. It is the body responsible for interpretation and application of the Company's Code of Conduct and for establishing the measures targeted at compliance with this Code and other rules, in particular those targeted at the prevention of criminal offences.
- **Head of Criminal Compliance:** The person responsible for providing the necessary advice to managers and directors of **Atresmedia** when making decisions that could have criminal consequences. They are also responsible for the operational coordination of the measures necessary to apply the Code of Conduct and execute the decisions adopted by the RCC. Finally, they are responsible for implementing a crime prevention policy within **Atresmedia**.

## Most significant advances in 2015

Aware that the good governance and corporate responsibility of businesses are essential for their good reputation, public acknowledgement and valuation by the financial markets, in 2015 the Board of Directors and Senior Management of **Atresmedia** have continued the process that started some years ago with regard to **constant improvement of its Corporate Governance System**.

In 2015, the Board of Directors of **Atresmedia** and its Ordinary General Meeting of Shareholders adopted the resolutions to modify the Company Bylaws and all of their Regulations for the purpose of adapting them to legislative reform and including many of the recommendations of the new Code. In 2016, the resolutions required to adapt them to the modifications referred to in the previous section will need to



be adopted, as these were introduced through Law 22/2015, of 20 July, on Accounts Auditing.

Moreover, in 2015 **Atresmedia** has successfully completed the standards of its Corporate Governance System with the **approval by its Board of Directors of corporate policies** concerning those issues reserved to this body:

- Corporate governance policy
- Director selection policy
- Corporate tax policy
- Communication with shareholders and investors policy
- Corporate responsibility policy

These policies systematically and formally set out the set of principles, action criteria and methodologies that **Atresmedia** was already applying and all those targeted at achieving a system of corporate governance that is consistent and efficient for the promotion of corporate interest, with this understood as the common interest of **Atresmedia** and its stakeholders, as well as for the creation of shared value.

As regards the governing bodies of listed companies, we should point out that the regulatory evolution in issues of corporate

governance has consolidated the growing importance of the Audit and Control Committee, whose powers, specialisation, responsibility and level of autonomy have been progressively reinforced through all regulatory changes.

In 2015 the Corporate Enterprises Act was once again reformed through: (i) Final provision one of Law 9/2015, of 25 May, on urgent measures of insolvency matters; and (ii) Law 22/2015, of 20 July, on Accounts Auditing whereby in 2016 **Atresmedia** will adapt its internal regulations to these changes. The overall purpose of said changes is to consolidate and reinforce the independence of this Audit Committee, endowing it with all powers required to guarantee the efficacy of its qualified and independent intervention in the corporate governance of the listed company, in which it plays an essential role, with the full backing of the Company's Board of Directors.

The new regulation also reinforces the intervention and responsibility of the Audit Committee in the process of selecting the outsourced accounts auditor to protect the interests of the company and all those that work and collaborate at the company, favouring ethical and responsible behaviour, both



individually as well as collective. It also reinforces the role of the Committee in the supervision and control of other possible additional services that the auditor provides to the Company, with the limits and the prohibitions set out in the regulations on accounts auditing.

Consequently, the Audit Committee is legally configured as an independent and specialised collegiate body that contributes to the activity of the Board of Directors, with its full backing, and which has full powers of initiative and supervision for everything concerning the accounts auditing of the Company (both internal and external) the introduction and efficacy of internal control measures and the risk management systems, all of which are integrated into the corporate governance system of **Atresmedia**.

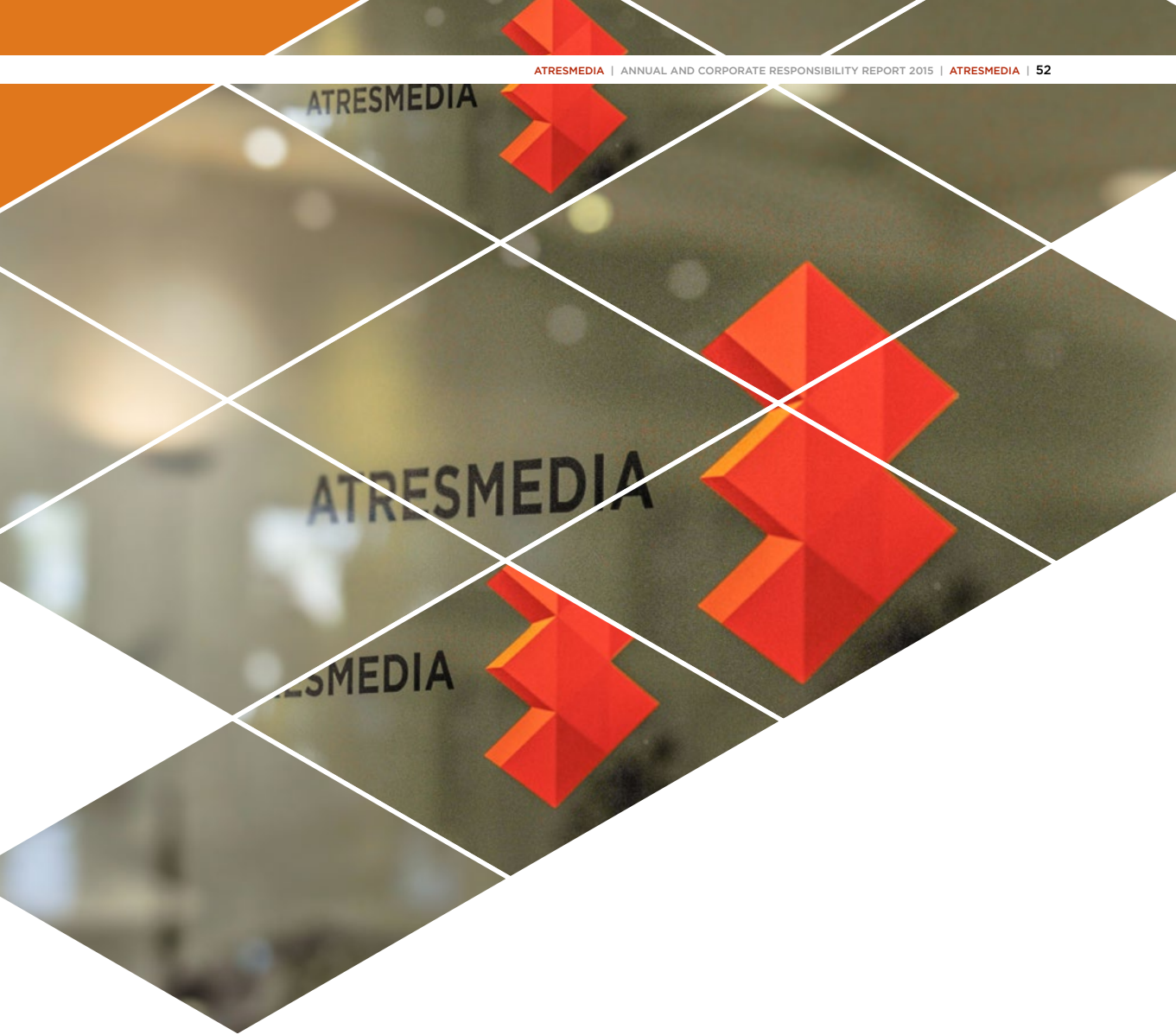
**In 2015 Atresmedia has reinforced its Internal Control and Risks System and, within this, the Regulatory Compliance and Criminal Prevention Model**, so that these are efficient in identifying, preventing and managing risks of all kinds and, particularly criminal risks, by introducing the controls necessary:

- **We have verified that the Regulatory Compliance and Criminal Prevention Model** adapts to the regulatory requirements, especially criminal liability of artificial persons and new types of crimes. The result of this analysis confirms that the Model works properly and is in line with the necessities of **Atresmedia** group, as well as having the necessary capability and flexibility to adapt itself in the future to new needs (whether business or legal) and to improve its quality and efficacy.  
In this regard, the regulatory compliance and criminal prevention model has been reviewed by an independent third party, updating the initial diagnosis of the model that was undertaken in 2011. The main

conclusions are that the **Atresmedia** model complies with the requirements that the criminal prevention model should have, likewise updating the criminal risks map of the **Atresmedia** group and assessing whether the controls implemented are appropriate for the criminal risks and offences applicable to the **Group's** activities.

- **A new Director of Regulatory Compliance has been appointed**, who shall head the Regulatory Compliance Committee and who is an independent and external professional, with greater power to take decisions and actions, given that it is a position unconnected to the **Group's** organisational structure. The person that the Board of Directives has appointed for this position is Pedro Ramón y Cajal, who has been a director of **Atresmedia** and has an in-depth legal background, as well as proven experience.
- **A new Head of Criminal Compliance has been appointed by the Board of Directors**, Fernando Costi, Direct of Internal Audit and Process Control.
- **The Regulatory Compliance Committee (RCC) Regulations have been approved**, setting out its functions, as well as its members and method of operating.
- **The complaints channel has been extended**, and now also allows enquiries to be made, thus improving its preventive and training capability for all workers that need to have a secure and reliable criterion with regard to these matters. The RCC has also approved a specific procedure that regulates the performance of this channel. During 2015 this channel did not receive any complaints or enquiries
- **Access to all information concerning Regulatory Compliance and Control has been improved** for all workers and collaborators of the **Atresmedia** group. A specific section has been enabled on the intranet of the **Atresmedia** group specifically dedicated to Regulatory Compliance and Control, containing full and updated information on the





Corporate Governance system, Internal Rules and Policies and Procedures that apply, as well as the mechanisms introduced for the proper performance of this, methods of access and use.

- **The following internal Protocols and Procedures have been approved:**

- Acceptance and handover of gifts.
- What to do in the event of Breach of the Regulatory Compliance and Crime Prevention System.
- Disciplinary System of the Regulatory Compliance and Crime Prevention Model.
- Risks related to use of Audio-Visual Material without Rights.
- Action of the Committee for Compliance with the General Audio-Visual Communication Act with regard to advertising.
- Analysis and Approval of Related-Party Transactions.

- Compliance by the **Fundación Atresmedia** with the obligations arising from the Prevention of Money Laundering and Terrorist Financing Act.

- What to do in the event of Transactions with Special Tax Importance.

- **The implementation of the SAP- GRC** system has been extended to the entire Organisation and incorporated into the normal working processes of the areas responsible for the performance of controls.

- **Appropriate training has been given in handling of the SAP- GRC System** to all workers affected by the new risk control and management systems and who are responsible for the integrated controls.



# Corporate Responsibility



**Our vision**

1. To achieve a profitable and sustainable long-term business model.
2. To transmit the corporate policies and values to the entire value chain.
3. To listen and respond to stakeholders.

CR Scorecard	2013	2014	2015
<b>Economic sustainability</b>			
Income (millions of €)	829.8	883.23	970.2 ▲
Distributed economic value (millions of €)	585.9	635.3	707.05 ▲
Financial aid received from governments (thousands of €)	1.0	7.4	6.4 ▼
<b>Human resources</b>			
% of women in the workforce	48.1	49.9	49.55 =
Permanent contracts	81	81	78.04 ▼
Turnover index	1.85	3.16	2.66 ▼
Hours of training per employee	19.10	22	26.2 ▲
Investment in training (€)	372,487	348,661	406,055 ▲
Accident severity index	0.1	0.12	0.06 ▼
<b>Society</b>			
Income provided by <b>Atresmedia</b> to the <b>Fundación Atresmedia</b> (€)	300,000	300,000	500,000 ▲
Free campaigns for NGOs and non-profit organisations (€)	10,240,085	6,538,228	6,022,293 =
Volunteering hours	1,429	1,722	2,102 ▲
Funds contributed to NGOs through <b>Atresmedia</b> programmes (€)	656,354	171,809	206,726 ▲
% of programming subtitled	76%	85%	88.30% ▲
<b>Environment</b>			
Electricity consumption (kW / employee)	15,460	15,171	15,272 ▲
Water consumption (m³/ employee)	24.2	31.5	28 ▼
Greenhouse gas emissions (tCO <sub>2</sub> eq / employee)	0.8	0.83	0.81 ▼
Environmental investment (€)	14,363	89,490	111,481 ▲

**Atresmedia** understands Corporate Responsibility (CR) as the creation of a business model which, in addition to contributing value to the company and ensuring the necessary profitability and competitiveness, also provides an active, worthy, recognisable and

positive contribution to the progress of society, and generates trust and support among its main stakeholders: audience, employees, advertisers, shareholders, investors, suppliers and society as a whole.



This conception of CR has resulted in a strategy the main objective of which is to comply positively with the following commitments:

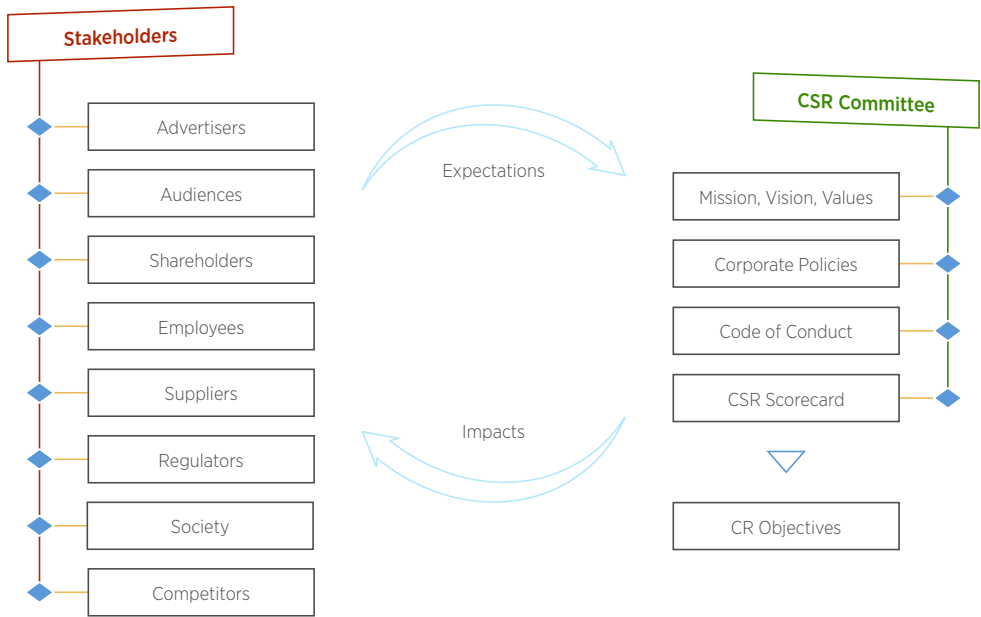
- 1. Produce and broadcast responsible news and entertainment that is accessible for all society.
- 2. Promote high quality, honest and ethical advertising.
- 3. Support employees as the company's main value.
- 4. Contribute to the progress and development of society.
- 5. Minimise the environmental impact and raise awareness in society about caring for the environment.
- 6. Strengthen Corporate Governance.
- 7. Transmit the corporate policies and values throughout the value chain.
- 8. Establish transparent relations with stakeholders.

The actions adopted to comply with these commitments and the achievements obtained are detailed throughout this Corporate Responsibility Report.

### Corporate Responsibility Management System

Atresmedia has established a Corporate Responsibility Management System with a twin purpose:

- 1. To ensure that all business processes follow the policies and values set out by the Group in issues of CR.
- 2. To give a proper and efficient response to the needs and expectations of all stakeholders.



NB: Atresmedia understands stakeholders as all those persons, organisations or institutions that affect or who are affected by the Group's decisions.





Members of the Atresmedia Corporate Responsibility Committee.

G4-24, G4-25, G4-26, G4-27

This system is structured around an **Internal CR Committee** that meets regularly and which is responsible for ensuring compliance with the corporate policies, ensuring the transversal nature of Corporate Responsibility at the Company and introducing and monitoring the objectives on social and environmental issues.

To improve the response to needs and expectations of the main stakeholders of **Atresmedia** is one of the main principles of this management system. The Group has therefore established several specific communications channels that guarantee ongoing and open dialogue. These include different corporate email addresses, newsletters for customers and audiences, the launch of surveys, organising face-to-face focus groups, qualitative studies and many social networking profiles.

One of the main communication tools is the Corporate Responsibility Report which is published annually and contains the most relevant data and issues for the Company. The 2015 CR Report been compiled in accordance with the current reporting trends and demands, so that, firstly, it complies with the latest G4 version of the guide for preparation of reports issued by the International reference enterprise Global Reporting Initiative (GRI), as well as the GRI sectoral supplement of communication media; and secondly, gradually includes (and in greater depth) the contents recommended through the international framework for the preparation of Integrated Reports created by the International Integrated Reporting Council (IIRC).



Stakeholder	Communication channel
Advertisers	Advertiser's Office
	Monthly e-newsletter from <b>Atresmedia Publicidad</b>
	Membership of sector associations
Audiences	Websites
	Social network profiles
	Periscope
	Telephone helpdesk for the audience
	Teletext
	Discussion groups, surveys and panels with experts
	Membership of sector associations
Society	E-mail: <a href="mailto:responsabilidadcorporativa@antena3.es">responsabilidadcorporativa@antena3.es</a>
	Corporate Responsibility section on the website of <b>Atresmedia</b>
	<b>Fundación Atresmedia</b>
	<b>Ponle Freno, Contantes y Vitales, Crea Cultura</b> Plataform
	Virtual press office
	Press releases through the Communications Department and press conferences
	<i>Focus Groups</i>
Employees	Electronic communications
	Notice boards
	Corporate intranet
	"Compartir el éxito" (Share the success) meetings
	MD3 Internal Magazine
	Channel for filing complaints concerning breach of the Code of Conduct
	<i>Focus Groups</i>
Competitors and Regulatory organisations	Participation on forums and events
	Membership of sector associations such as UTECA (Commercial Television Union), IMPULSA and ACT (Association of Commercial Television in Europe)
	Participation on meetings with the Administration
Suppliers	Regular meetings between the purchasing department and suppliers
	Electronic communications
Shareholders	Conferences, meetings and roadshows given by the Investor Relations Department
	Shareholder's Office
	Corporate website: <a href="http://www.atresmedia.com">www.atresmedia.com</a>
	Annual Corporate Governance reports
	Environmental information through the CARBON DISCLOSURE PROJECT
	ESG information through the rating agencies



For further information on **Atresmedia** corporate policies:  
<http://www.atresmediacorporacion.com/responsabilidad-corporativa/politicas-corporativas/>



## Aligned with the Corporate Responsibility recommendations of the new Good Governance Code from the CNMV

In line with the Group's commitment to Corporate Responsibility and aware of growing external demand for transparency from businesses concerning mechanisms that ensure responsible and committed conduct with regard to sustainability, in 2015, **Atresmedia** decided to incorporate the CSR recommendations of the CNMV's Code of Good Governance into its Corporate Responsibility strategy.

As a consequence, **Atresmedia** has drafted a new General Policy of Corporate Responsibility which responds to the new requirements of the document and which endows the Organisation with a formal tool to continue making progress in the effective integration of Corporate Responsibility.

The content of this new General Corporate Responsibility Policy is the result of the evolution experienced in this field at **Atresmedia** since the first steps were taken in 2004, and it is structured in five parts:

- a. The description of the **Atresmedia** CR focus.
- b. The objective of the policies and commitments of the Group in CR matters.
- c. The values and principles applied in each of the objectives in order to achieve them.
- d. The mechanisms of supervision, control and application of the policy.
- e. The interpretation, approval and dissemination of the policy.

The Policy was supervised by the Audit and Control Committee and approved by the Board of Directors in October 2015.



For further information on Corporate Responsibility: <http://www.atresmediacorporacion.com/a3document/2010/12/27/DOCUMENTS/00009/00009.pdf>

**In 2015, the CR Committee of Atresmedia conducted a new materiality study which delved further into the prioritisation of relevant aspects for stakeholders**

### Active dialogue with stakeholders

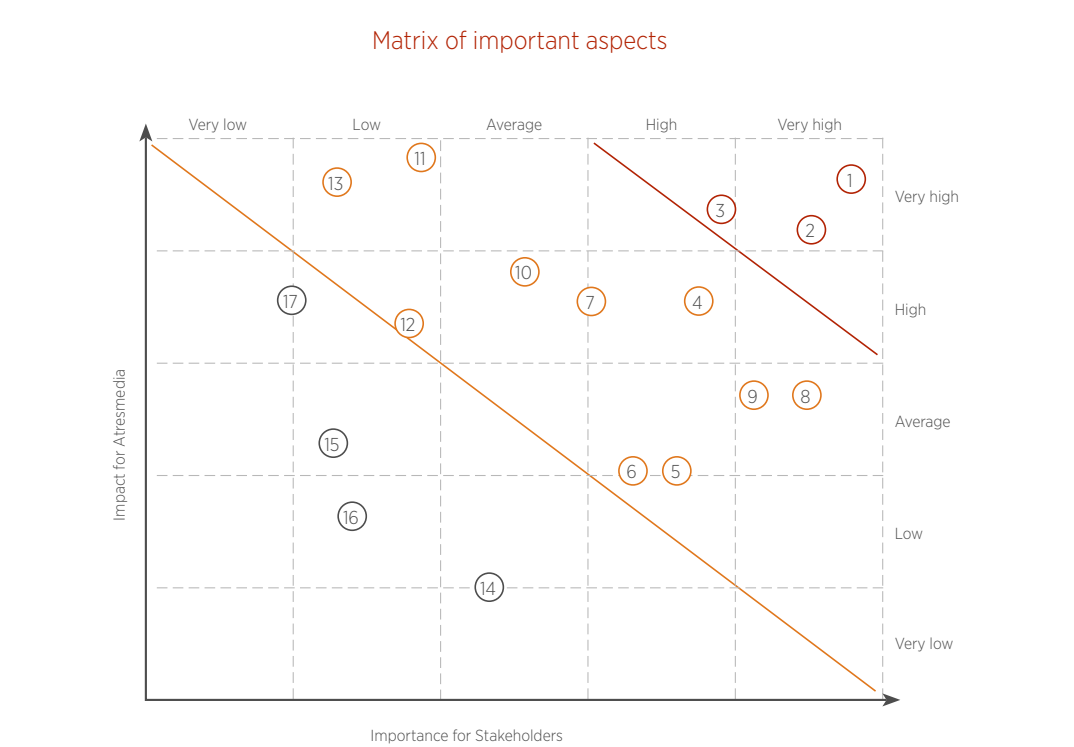
For the purpose of identifying the most important economic, social and environmental aspects for its stakeholders, **Atresmedia** regularly carries out studies where their representatives can freely express their concerns and interests.

In 2014, Atresmedia conducted a survey among more than 3,000 representatives of the main stakeholders of the Group, receiving 274 responses. As a complement to this survey, in 2015 the company performed follow-up work, in which the **CR Committee of Atresmedia** has delved further into the prioritisation of each aspect.

This new study has identified aspects such as "quality of content", "social action" and "protection of minors" as aspects with a very high priority for the **Group**.



The matters identified were already among the areas included in the **Group's** Corporate Responsibility strategy, but in keeping with the results produced from the study these will be further strengthened in future action plans.



Important aspects for stakeholders		
Priority	General aspect	Specific aspect
HIGH	Dissemination of contents	1. Quality of the content
		2. Protection of minors
	Social action	3. Social action campaigns
AVERAGE	Advertising management	4. Responsible advertising 5. Quality of the advertising services 6. Independence between advertisers and content
	Dissemination of contents	7. Satisfaction of advertisers 8. Editorial independence I 9. Freedom of expression
	Economic management	10. Strategic areas and objectives
	Corporate governance	11. Transparency 12. Control mechanisms
	Internal organisation	13. Human capital development
LOW	Economic management	14. Shareholder composition 15. Cost management
	Corporate governance	16. Governing bodies 17. Regulatory compliance



## Outstanding actions in 2015

The Group renews its presence on the FTSE 4 Good Ibex sustainability index, where it has had a presence since 2009. This index incorporates companies that are socially responsible, and the Group obtained a score of 4.3/5.

### Atresmedia, best communications media in the 2015 Reporta Report

**Atresmedia has improved its score by 2.6 points** in the 2015 Reporta Report, up to 70.3 points, placing it in the segment of companies with 'high quality' reporting. This score ranks the Group as the 'best communications media' and second in the consumer services sector.

According to the document, in 2014 the Company provided proper access to financial reporting, business setting and evolution and improved on the previous year with regard to its strategic approach and dealing with several aspects such as CR strategy or relations with stakeholders.

Further information in the Reporta Report at [http://www.deva.es/reporta2015/Informe\\_Reporta\\_2015.pdf](http://www.deva.es/reporta2015/Informe_Reporta_2015.pdf).



### Atresmedia, media partner of the biggest business and sustainability meeting

**Atresmedia** was media partner of Sustainable Brands® Barcelona, the largest worldwide meeting on brand sustainability that took place in Barcelona in April 2015. The event took place for the first time in Spain and the objective was to contribute to raising awareness about the problems and opportunities of social and environmental challenges and the search for joint solutions.

Sustainable Brands® is a global community with more than 500,000 specialists from innovative brands and businesses.

Further information on Sustainable Brands <http://events.sustainablebrands.com/sb16bcn/es/inicio/>



### Active participation on the CR committee of the Asociación Española para la Calidad (Spanish Association for Quality) and on the Media CSR Forum

**Atresmedia** takes part on the main forums used as a meeting place to debate and share best practices in Corporate Responsibility. One of these is the CR Committee of the Asociación Española de la Calidad (Spanish Association for Quality), where Atresmedia takes part with other organisations to improve the integration of CR into business strategy.

The Group also takes part on the Media Corporate Social Responsibility Forum (Media CSR Forum), a forum that specialises in CR and which comprises the largest international communication companies. The purpose is to share good practices and improve the application of CR in the sector.

### Optimising the collection of information from Stakeholders

Since May 2015, a procedure has been put in place to optimise the collection of email information created at Atresmedia to give a direct response to its Stakeholders: [responsabilidad.corporativa@atresmedia.com](mailto:responsabilidad.corporativa@atresmedia.com).

The new procedure incorporates a preliminary classification of each communication and monitors the response. In 2015, 162 emails were dealt with, of which 28% concerned issues of Corporate Responsibility, 14% were complaints about content and 13% related to technical incidents.



**In 2015 Atresmedia joined the Network of Companies for a Society Free from Gender Violence**, by signing a collaboration agreement with the Ministry of Health, Social Services and Equality, through which the Group has undertaken to externally and internally raise awareness about this issue.



Global Compact			
Principles	Area	Scope	Atresmedia Actions
Principal 1	Human Rights	Support and respect the protection of internationally proclaimed human rights	Atresmedia incorporates undertakings into its Corporate Policies and Deontological Codes that guarantee compliance with Human Rights, both internally and with its suppliers.
Principal 2		Do not be complicit in human rights abuses	<p>Atresmedia launches awareness campaigns to guarantee the rights of women and to campaign against gender violence.</p> <p>Atresmedia encourages and protects intellectual property rights through the “Crea Cultura” initiative.</p> <p>The Fundación Atresmedia works to protect children’s rights through its projects.</p>
Principal 3	Labour	Uphold the freedom of association and the effective recognition of the right to collective bargaining	Atresmedia has prevailing collective bargaining agreements that guarantee the conditions of association and collective bargaining, and dignified working conditions that forbid forced labour, child labour and discrimination.
Principal 4		Elimination of all forms of forced and compulsory labour	
Principal 5		Effective abolition of child labour	
Principal 6		Elimination of discrimination in respect of employment and occupation	<p>Atresmedia internally applies an Equality Plan and has introduced actions to encourage integration.</p> <p>Atresmedia has a Human Resources policy that ensures no discrimination in the recruitment processes.</p>
Principio 7	Environment	Support a precautionary approach to environmental challenges	Atresmedia has a Environmental Management System that reduces its impacts.
Principal 8		Undertake initiatives to promote greater environmental responsibility	<p>Atresmedia spearheads environmental awareness campaigns such as HAZTE ECO and has partnership agreements with leading enterprises in environmental care: Ecoembes, Greenpeace and WWF.</p> <p>Atresmedia includes an environmentally friendly clause in its contract with suppliers.</p>
Principal 9		Encourage the development and diffusion of environmentally friendly technologies	Atresmedia applies “Buy green” criteria with suppliers of technological equipment.
Principal 10	Anti-corruption	Businesses should work against corruption in all its forms, including extortion and bribery	Atresmedia has a Risk Management System that includes specific actions to prevent and avoid all forms of corruption.



Since 2008 **Atresmedia** has been a member of the of the Spanish Network of the UN Global Compact, thus declaring its commitment to the 10 principles concerning respect for human rights, labour, the environment and the fight against corruption.







Members of the Crea Cultura Experts Committee.

## Active contribution to the defence of the audio-visual sector

**Atresmedia** participates actively on the main forums and associations of the audio-visual sector from which, using a philosophy of an open attitude and dialogue, it contributes to the development of public policies that are positive for the sector and which defend its interests.

Sectoral forums to which Atresmedia belongs	
UTECA	Unión de Televisiones Comerciales Asociadas (Commercial Television Union)
ACT	Association of Commercial Television in Europe
CATSI	Consejo Asesor de Telecomunicaciones y para la Sociedad de la Información (Advisory Board for Telecommunications and for the Information Society)
AERC	Asociación Española de Radiodifusión Comercial (Spanish Association of Commercial Broadcasting)
ACR	Asociación Catalana de Radio (Catalan Radio Association)



Throughout 2015, **Atresmedia** has worked actively to oversee an optimal legislative framework and an environment that favours development of the audio-visual sector. Among the relevant issues in which the **Group** has been involved, we can highlight the following:

Promotion of HD television	<p>In 2015, <b>Atresmedia</b> obtained a licence to broadcast a new HD television channel and was the first licensee of a public bidding procedure to commence broadcasting, making the <b>Atreseries</b> channel available to viewers.</p> <p><b>Atresmedia Televisión</b> promotes the implementation and development of high definition television, offering the public the programming of its major channels in this technology.</p>
Supporting Spanish cinema	<p>Like the other TV networks, the <b>Atresmedia</b> group is against the obligatory nature of the “investment fee” to finance the production of films. The industry argues that its own activity already strengthens the country’s film industry, without needing to impose this exclusive tax for this economic activity.</p>
Public television funding	<p><b>Atresmedia</b> has always understood that public television should obtain its credibility and strength through offering a public service and not from selling commercial space, making television for the public and not for the advertisers. Therefore, it firmly supports Law 8/2009 regarding the funding of the RTVE Corporation, which prohibits it from obtaining income from broadcasting commercial communications.</p> <p><b>Atresmedia Televisión</b> is working, both individually and through UTECA, to achieve a true streamlining of the public television sector as a whole.</p>
Reforms relating to the collective management of intellectual property rights	<p>Throughout 2015, <b>Atresmedia</b> actively worked, inside the Group and through UTECA and AERC, on the public consultation processes for preparing the Methodology Order to determine the general tariffs of the management enterprises. This was published in the Official State Journal on 4 December and in practice entailed the actual coming-into-force of the Intellectual Property Law with regard to the application of objective, fair and appropriate criteria for setting prices that those enterprises can demand for the use of the rights they manage.</p>
Process of releasing spectrum for the digital dividend	<p><b>Atresmedia Televisión</b> has been participating, both directly as well as through UTECA, to ensure that during the process of releasing radio-electric spectrum to provide greater capacity to broadband, and on its completion, the public can continue enjoying the current television offer through their DTT receivers.</p>



Crea Cultura

**Atresmedia** has launched **Crea Cultura**, a movement that was created to defend and recognise the value of intellectual property and raise awareness about the consequences associated with its violation. The initiative is designed with a long-term view and seeks to generate meeting and discussion opportunities that could help to find solutions through dialogue.

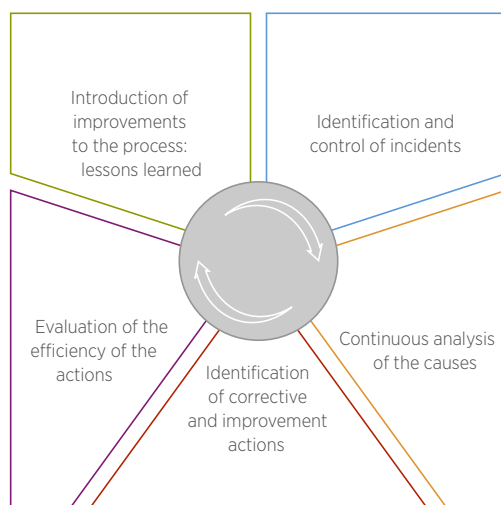
**Antena 3 Noticias**, **laSexta Noticias** and **Onda Cero** have been the main promoters of **Crea Cultura** with the broadcast of spots such as ‘Nada es gratis. Siempre hay alguien que lo paga’ (‘Nothing is free. Someone always has to pay’).

**Crea Cultura** is online at <http://creacultura.atresmedia.com>, a specialised blog, and also a profile on Facebook and Twitter where, in addition to disseminating, it encourages participation using the #creacultura hashtag.



## QUALITY capitalised

**Atresmedia** strives to attain the very highest levels of quality. To this end, it currently applies a continuous improvement cycle as part of its Quality Management System, in accordance with the following process:



The Quality Committee is responsible for analysing the detected incidents, classifying them according to the area responsible, assessing their follow-up and reporting them to the management team to try and resolve them.

### Actions for improvement undertaken in 2015

During 2015, the company extended the Group's Quality System to the radio broadcasting processes. This has entailed a very thorough identification of incidents, as it involves all areas, and the take-up of an approach targeted at introducing plans for improvements.

In addition, this year we have developed other actions associated to the Television Quality Systems, including the following:

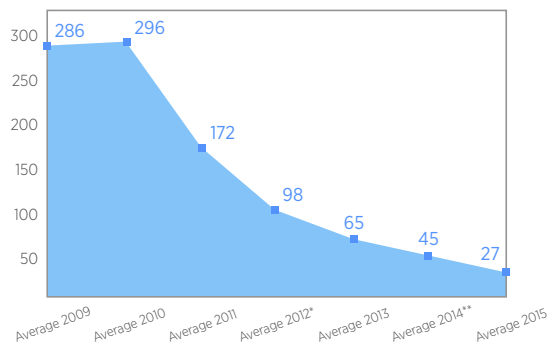
- Constitution of an **Audio-Visual Communication Law Committee** for the purpose of analysing and ensuring compliance by the Group with regard to the broadcasting of advertising, self-promotions and the areas of Corporate Responsibility and the **Fundación Atresmedia**. An action protocol for this Committee has also been prepared.
- **Training** for all those persons of the organisation involved in the advertising broadcasting process with regard to the mandatory obligations and requirements set out in the Ley General de Comunicación Audiovisual (Audio-Visual Communication Law).
- **Improvements to the processes of rebroadcasting programme.**
- **Improvements to the continuity systems**, targeted at optimising control of advertising broadcasting on secondary channels.
- Introduction of **a new system for editing news** (introduced in 2015 to LaSexta Noticias) to improve the news production and editing process.
- Intensification of the **control over possible typographic, lexical or grammatical errors** through a range of supervisory measures.



Thanks to the efficiency of this Quality Management System and the improvement plans implemented, the incidents recorded in the processes of production, recording and broadcasting of content have maintained a downward trend for several years.

In 2015, incidents fell by 40%, down from 45 the previous year to 27

Atresmedia Group. Evolution of the number of Television incidents

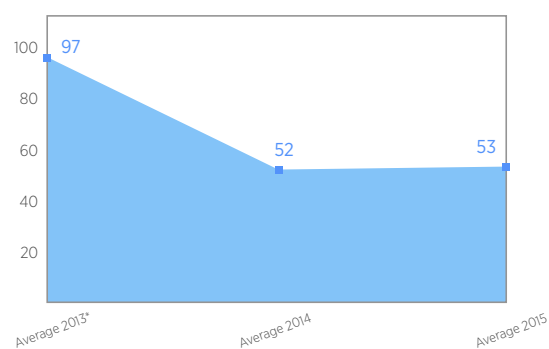


(\*) From October 2012, laSexta channel incidents have been incorporated.  
(\*\*) From May 2014 the Nitro, laSexta3 and Xplora ceased to be broadcast.

As regards the **Multimedia Quality System**, the incidents on all platforms has increased 2%, while the values of the previous year remain unchanged, a year during which there was a drastic reduction of incidents. This been achieved thanks to the improvements introduced into the work processes of the area, including the following:

- **Improvements in the existing infrastructure** against denial of service (DOS) attacks.
- **Increase in the number of servers**, which has enabled all streams to be ingested simultaneously on two servers.
- **Improvements in the CDN service**, redistributing the broadcast through different suppliers and providing better quality of service to the user.
- **Changes to the video adserver**, which has enabled us to speed up multimedia advertising management, optimise spaces and improve the transcoding of content.

Atresmedia Group. Evolution of the number of Digital incidents



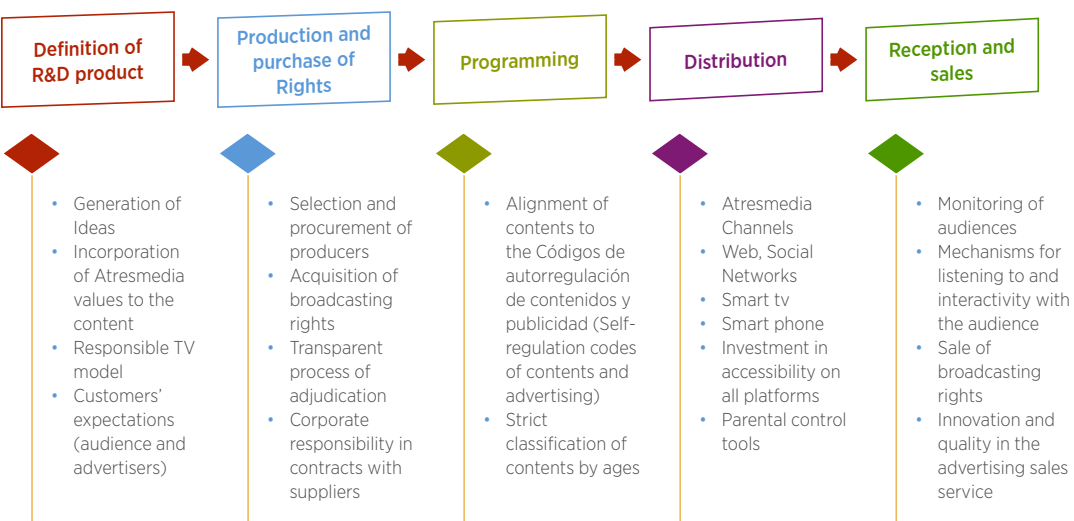
(\*) From October 2013, the Atresplayer platform incidents have been incorporated.



# Sustainability in the value chain

**Atresmedia** understands that responsible management is only possible with the involvement of all stakeholders and, more specifically, those that make up its value chain: **suppliers, audience and advertisers.**

Consequently, **Atresmedia** insists that its suppliers share the Group's mission, vision and values, and involves them in the common aim of improving sustainability and the quality of the entire value chain: from creation of the product through to the provision of different audio-visual services to advertisers and audiences.



**Atresmedia** distinguishes between two types of supplier:

- Producers and distributors who supply contents of drama, news, information and entertainment.
- Other suppliers of goods and services.

## Producers and distributors

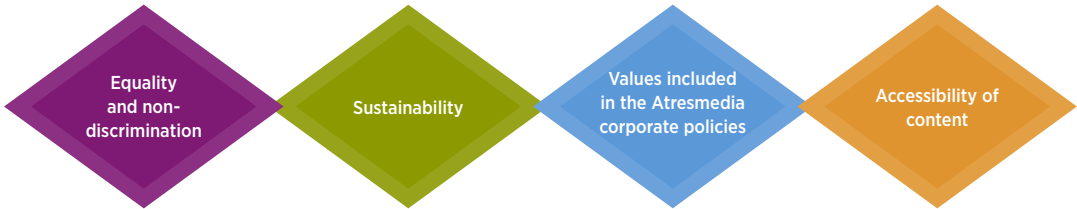
The External Production Department of **Atresmedia** is responsible for the relationship with distributors and for managing the acquisition of broadcasting rights for those products that are not exclusively produced for **Atresmedia Televisión**, such as feature films, tv-movies, documentaries or entertainment programmes.

Elsewhere, the Production Department is responsible for the selection and management of economic and operational relationships with the producers responsible for producing ad hoc content for **Atresmedia**.

In both cases, the contents and format selected must comply with strict requirements that guarantee their contribution to the Group's responsible and quality TV model. The suppliers chosen also have to sign a corporate responsibility clause that guarantees their commitment to the principles of corporate responsibility promoted by **Atresmedia** and which encourage the application of measures that respect human rights, care for the environment and accessibility to and diversity of contents.

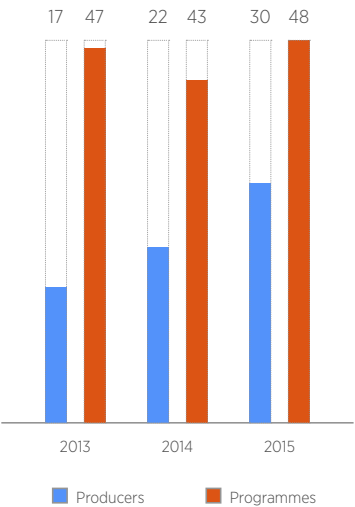


Corporate Responsibility Clause in procurement with Suppliers

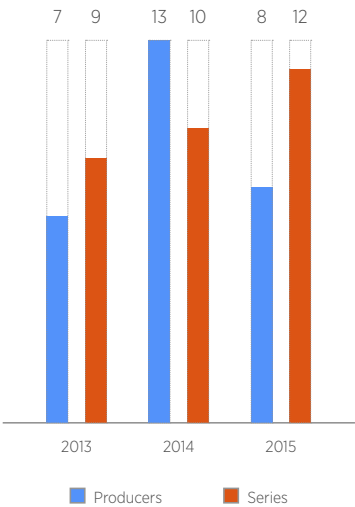


In line with the company’s increased activity in 2015, the number of collaborating producers has increased significantly, up 36% on 2014. 80% of these are national producers.

Number of producers that have collaborated with Atresmedia TV and the programmes produced

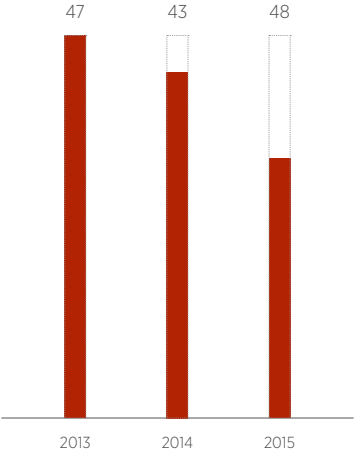


Number of producers that have collaborated with Atresmedia TV on drama series and series produced

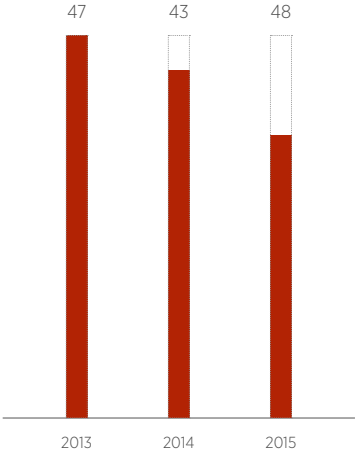


80% of the producers with which Atresmedia contracts are national producers

Number of distributors of Atresmedia TV



Number of external adjudication proposals generated by Atresmedia TV



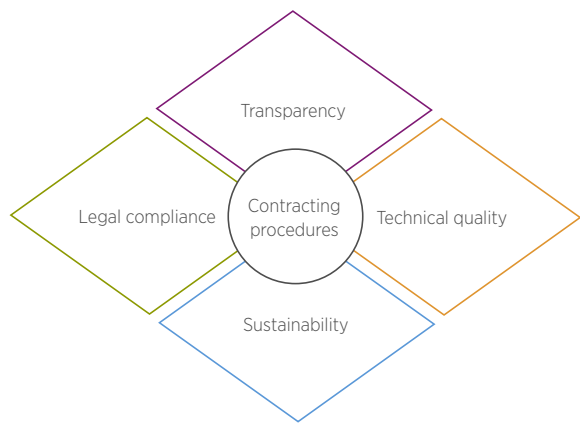


In 2015, the External Production Department generated **158 purchase proposals**, which accounts for 15% less than in 2014 as a consequence of a decrease in channels through the closure of **Xplora**, **Nitro** and **laSexta3**, despite the launch in 2015 of **MEGA** and **Atreseries**. Of the total number of purchase proposals, 50% corresponded to national distributors and 50% to foreign distributors.

In all cases, the acquisition of broadcasting rights are processed through an internal system of approvals, which guarantees the transparency of the process and provides in-house disclosure of the procurement conditions to the finance, legal advice, programming and internal audit areas.

Other suppliers of products and services

**Atresmedia** has established a unique contracting procedure that applies equally to all suppliers of products and services, and which must guarantee compliance with the following requirements:



These criteria are assessed as part of an exhaustive supplier selection process that encompasses technical and economic requirements, as well as aspects that are extremely important for **Atresmedia** such as social and environmental criteria. The entire process is internally audited to ensure transparency and reliability in the contracting.

Supplier selection process

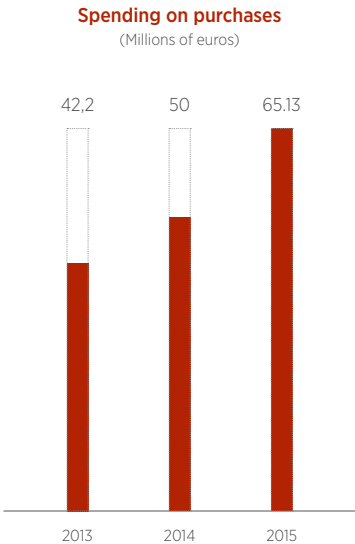




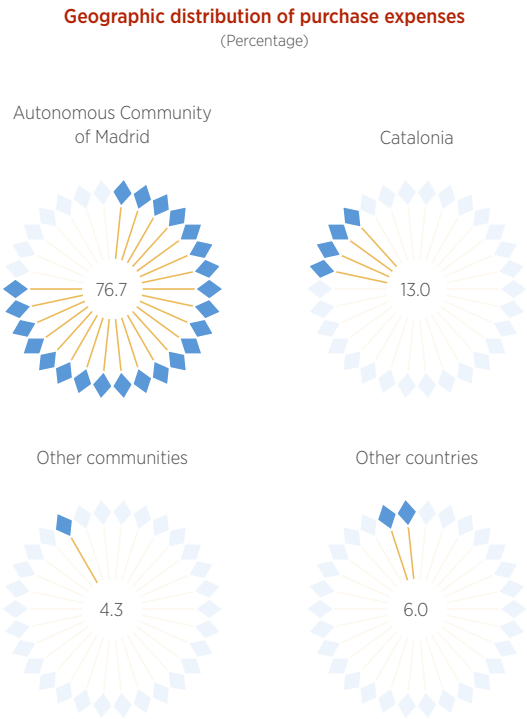
In strict accordance with this methodology, during 2015 the new “News Editing System” was awarded. This is a major project of great importance for **Atresmedia** that required special attention.

In 2015, spending on goods and services increased by more than 15%, up to 65.13 million euros. 90% of this spending was carried out with national suppliers.

Spending on goods and services has increased by more than 15% in 2015



More than 90% of the spending on goods and services was carried out with national suppliers







# ATRESMEDIA Televisión

## Leadership of a plural and quality model

**Atresmedia Televisión** has strengthened its TV model even further in a year in which it has made history for various reasons. It is the success of a way of envisioning TV, how to mix a varied, quality and innovative grid in its six channels that enjoy a differentiated personality but with a common objective: to offer the best entertainment and accurate information with the highest quality.

Magnificent audience figures have been achieved in all of its channels in this way. **Atresmedia Televisión** registered in 2015 an average audience share of 26.8%, reaching during prime time 27.7%, and achieving market share of 42.1% (+0.6 points). This and other reasons are why it is the TV of reference in Spain.





**“7d: el debate decisivo” was the most viewed in a TV group with 48.2% of share and 9,233,000 viewers**

To innovate is to take risks, and in the case of **Atresmedia Televisión**, innovation is a winning constant. **Antena 3**, with 91%, and **laSexta**, with 56%, were the channels with greatest success rates in their premieres. It was also the information leader changing how debates are organised and executed with the success of the historic **7d: el debate decisivo** and was the preferred option during major events of the year (general elections, main electoral events, or the Paris terrorist attacks).

Definitively, 2015 was the year in which **Atresmedia**, through **Antena 3**, **laSexta** and **Onda Cero** became an informative reference for Spanish citizens.

Fiction series made inhouse are notable for their magnificent acceptance, **Allí abajo**, **Vis a vis**, **Mar de plástico**, **Bajo sospecha** or **Velvet**, and in terms of entertainment **Tu cara me suena**, **El hormiguero 3.0**, **El intermedio**, **Constructor a la fuga** or **Zapeando**.

The prime time grids of its two main channels, **Antena 3** and **laSexta**, emerged as the most viewed (21.9%) compared to Telecinco and Cuatro (21.6%) and were also the best option both on a general level and during the highly desired commercial target.




 A photograph showing three individuals on a red carpet. On the left, a man in a black shirt and trousers. In the center, a man in a dark suit. On the right, a woman in a gold dress and yellow heels, holding a microphone. Behind them is a large orange backdrop with the 'A3S ATRESERIES' logo.
 

**A3S**  
**ATRESERIES**

**Antena 3, which celebrated its 25<sup>th</sup> anniversary in 2015, became once again the leading channel during prime time in terms of commercial target with almost 15% (14.9%) and growth of 0.8 points compared to 2014**

The combination of entertainment, fiction, information and movies played a decisive role, making it a success.

**Antena 3**, which celebrated its 25th anniversary in 2015, became once again the leading channel during prime time in terms of commercial target with almost 15% (14.9%), 1.1% above Telecinco and a growth rate of 0.8 compared to 2014. It was the absolute leader in afternoons (12.4%) and weekends (13.0%) and the preferred option among men and viewers aged 45 to 54 (14.6%). It remained favourite among upper and middle classes.

Furthermore, **laSexta** achieved the best year of its history (7.4%), surpassing Cuatro (7.2%) for the third consecutive year. It also obtained its best results ever during prime time: 8.5%, 2.1 points above its direct competitor.


 A photograph of two men on a stage. The man on the right is wearing a blue suit and is gesturing with his hands while speaking. The man on the left is wearing a grey suit and is looking towards the speaker. Behind them is a large screen displaying the text 'MEGA PREPÁRATE' in bold red and blue letters.
 

**MEGA**  
**PREPÁRATE**

**Atresmedia's** thematic offer also recorded very notable results. After the switch off in May 2014 with the disappearance of **Xplora**, **Nitro** and **laSexta3**, **MEGA** and **Atreseries** were launched this year. **MEGA** recorded the best historic premiere of a TDT channel and closed its first month with 2.1%, and **Atreseries** debuted with a prominent 0.5% share despite the HD receiver limitations (technology in which it broadcasts) and not have full coverage.

The veteran **Neox** and **Nova** celebrated their first 10 years in November. Two highly consolidated brands: **Neox** (2.6%) and **Nova** (2.4%) recorded their second best results in their history.

In addition **Neox** achieved its best year in commercial target (3.8%) and **Nova** was the most viewed female channel (3.1%).





### Antena 3 and laSexta, leaders in commercial target during prime time; the most sought by advertisers

The varied combination of entertainment, fiction, information and movies offered by the group during the highest consumption segment has revealed itself again as the preferred by viewers. The prime time grid of **Antena 3** and **laSexta** (21.9%) emerged as the most viewed in the market ahead of Telecinco and Cuatro (21.6%). Its hegemony in the commercial target was even more firm: reaching a notable 24.2%, 2.3 points more than the leading Mediaset channels (21.9%).

Furthermore, **Atresmedia Televisión** was the prime time leader during the fourth quarter both in total individuals (29.6%) and among viewers of greatest interest for advertisers (34.1%).

### Antena 3 (91%) and laSexta (56%) repeat as channels of greatest success indices in their premieres

In addition to offering the preferred grid by viewers during the segment of greatest commercial interest, prime time, **Antena 3** and **laSexta** were again the channels with the greatest success indexes in their premieres. Ten of the 11 new programs of **Antena 3** surpassed the average of the channel.

In addition, the fiction portfolio was extended with the arrival of **Allí abajo**, **Mar de plástico**, **Bajo sospecha** and **Vis a vis**. **Algo que celebrar** bade farewell with an audience share above the average of the channel and the foreign **Forever** and **The Flash** also achieved excellent results in the summer. But **Antena 3** not only renewed its fiction brands; it also successfully added new entertainment products: **Pekín Express**, **Casados a primera vista** and **En tierra hostil**.

Furthermore, **laSexta** widened its grid during 2015 with the series **Refugiados** and **Extant**, as well as the programs **El precio de los alimentos** and **Constructor a la fuga**.





**Spectators chose Antena 3 and laSexta for news and Atresmedia Televisión writes history with 7d: el debate decisivo:**

**laSexta Noticias (10.3%) achieved once again its best year: all its editions reached maximum levels: growing 0.4 points and exceeded those of Cuatro (7.9%) for the fourth year in a row**

**Atresmedia Televisión** lived a historic year in the news field. It was the media of reference to follow major events, such as general elections, where it became the preferred option, the Paris attacks, or the Rajoy-Sánchez face-to-face of the TV Academy. Of all them, the 7 December debate stood apart, which hosted the four main political leaders. **7d: el debate decisivo** was the most viewed in a TV group since 2008 with a 48.2% share and 9,233,000 viewers becoming the most viewed of the year until then.

The **Antena 3** and **laSexta** news programs continued to harvest highly positive results. **Antena 3 Noticias 1** was the leading table talk edition, from Monday to Friday (14.5%) and during weekends (15.0%). **Antena 3 Noticias 2**, from Monday to Friday, grew 0.6 points compared to 2014 with a 12% share and almost 1.7 million followers.





Moreover, **laSexta Noticias** (10.3%) achieved again its best year: all its editions achieved maximum figures: growing 0.4 points and exceeding those of Cuatro (7.9%) for its fourth consecutive year, **la Sexta Noticias 14h**, with **Helena Resano**, was the most followed with 13.2% and almost 1.4 million; while **laSexta Noticias 20h**, with **Cristina Saavedra** at the helm, also achieved its annual maximum with 9.7% (+0.4 vs. 2014) and more than a million followers. **Cristina Villanueva** set double record on weekends: the first edition grew 0.7

points and recovered leadership from Cuatro, with 10% and over 900,000 followers; and the second increased 0.5 points with 7.2% and 870,000 followers.

But the analysis of current affairs is not limited to news programs at **Antena 3**. **Espejo público**, led by **Susanna Griso**, registered a 16.8% share and over 470,000 viewers. It achieved its best audience share figure last 9th January with 23.5% and in terms of viewers on 18<sup>th</sup> November, with an audience of 798,000 persons.





**laSexta** also consolidated its current affairs portfolio. **Al rojo vivo**, with **Antonio García Ferreras** and **Más vale tarde**, with **Mamen Mendizábal**, achieved their best annual figures: 11.7% and 684,000 viewers and 7.1% and 705,000 respectively.

Evenings during weekends are also a field for current affairs at **laSexta**. It consolidated the tandem **laSexta columna** (7.8% and 1,289,000) and **Equipo de investigación** (7.2% and 1,252,000), and on Saturdays **laSexta noche** positioned itself as the leading current affairs programme with a new record (10.6% and 1,194,000). On Sundays, **El objetivo de Ana Pastor** also grew and achieved record figures with 9.2% and 1,715,000.





## Atresmedia series, success continues

Fiction at **Antena 3** revalidated its dominant position in the market, becoming synonymous with quality and audience success. **Velvet** continued to lead during its new seasons with 19.2% and 3.4 million viewers, and **Sin identidad** ended its second season with a 14.4% and almost 2.5 million followers on average.

But undoubtedly it is the fiction catalogue of the channel that continues to be renewed by adding new products with great success. They all won over the favour of the audience and exceeded the channel's average in 2015. **Allí abajo** broke the moulds and beat records: its premiere became the most viewed of a series in 10 years, with over 6.3 million followers and 32.4% it is simultaneous broadcast in **Antena 3, laSexta, Neox** and **Nova**. The series was leader in all its episodes and concluded with an average of over 4.2 million followers and a 22.4% share. **Bajo sospecha** was another of the new success titles and was the second most viewed of

the channel. It started in February before over 4.2 million viewers and hooked over 3.7 million followers and 19.7% in share during its first season.

The thriller genre included more success: **Mar de plástico** premiered in September as another of the most viewed fiction premieres in the last 10 years. After that, it became the absolute audience leader and ended with over 3.7 million followers and a 21.4% share. In addition, **Vis a vis** delved for the first time into the prison thriller and was one of the most acclaimed series by the critics and audience after conquering over 3.5 million followers and a 19.9% share. Its female cast won the Ondas Award.





In addition, **Algo que celebrar** was broadcast in 2015; a family comedy that ended as the leader in its segment with an average 14.2% share and over 2.5 million followers.

Fiction also enjoyed magnificent results in the table talk and afternoon segments. The tandem **Amar es para siempre** and **El secreto de Puente Viejo** revolutionised the afternoon grid in January 2013. **Amar es para siempre** completed its best year with 14.5% and almost 1.7 million viewers and **El secreto de Puente Viejo** was the most viewed series in the afternoon with 18% and 1.8 million viewers; since then it has not stopped gaining the sympathy of the audience.

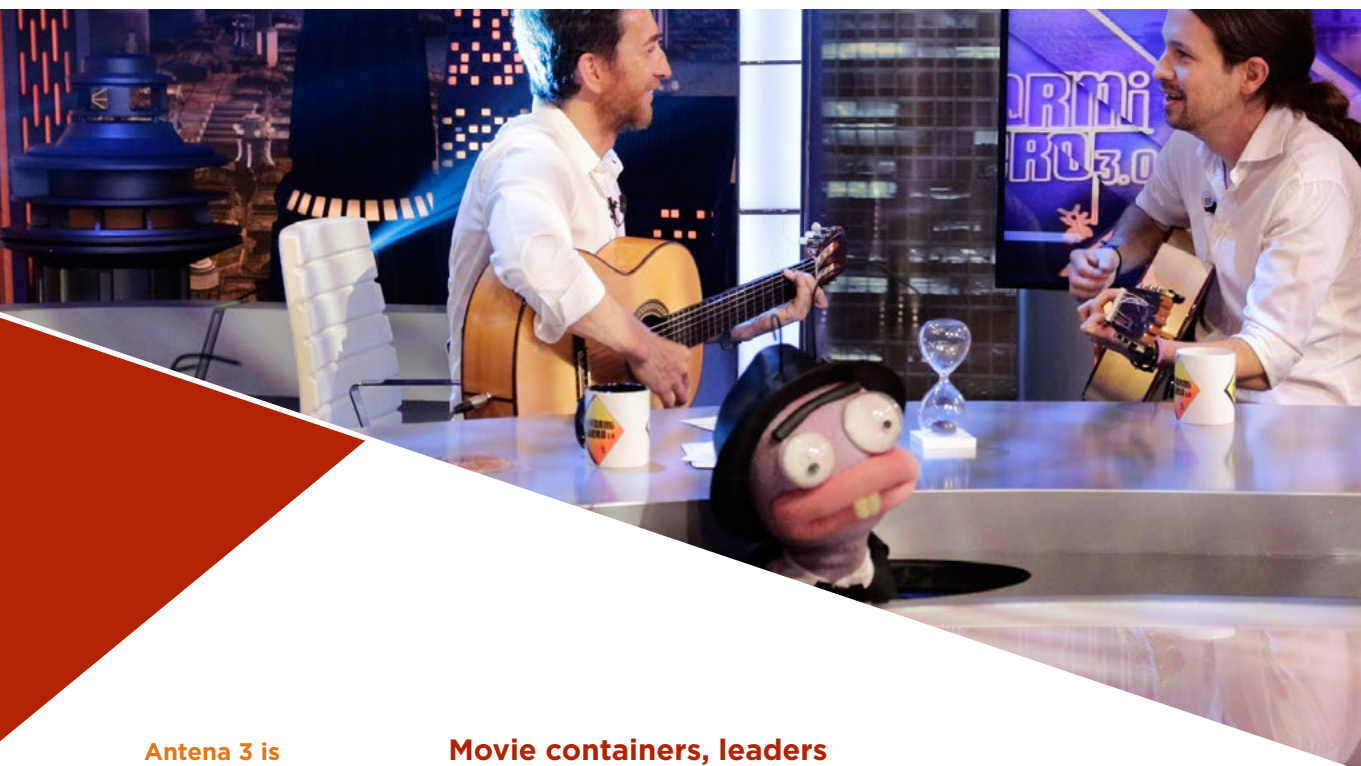
Furthermore, **laSexta** recovered fiction in its own grid with **Refugiados**. The simultaneous broadcast of its first chapter in **Antena 3**, **laSexta**, **Neox** and **Nova** attracted almost 4.4 viewers and a 24.9% share.

## Great results with foreign fiction

The success of **Atresmedia** in fiction is not limited to in-house production. The external fiction titles also achieved great audience results. **Forever** and **The Flash** ended has leaders in their segment in **Antena 3** with over 1.6 million viewers and 15.0% and 14.6% share, respectively.

**laSexta** offered the final season of **The Mentalist**, which was the most followed fiction series of the channel and one of the most watched foreign series in the market with almost 1.8 million viewers and 8.8% share. In addition, it broadcast new chapters of the veteran **Bones**, another of its banners of the genre, and premiered **The Glades**. But undoubtedly its main contribution in foreign fiction was the premiere of **Extant** with Halle Berry. The science fiction series debuted with a notable 14.9% on its first day and ended with an average exceeding 1.3 million followers.





**Antena 3 is responsible for the most watched movies in 2015. Six of the ten most watched movies have been broadcast in this channel**

## Movie containers, leaders

**El peliculón** and **Multicine** of **Antena 3**, and **El taquillazo** of **laSexta**, continued as the three most consolidated movie brands in the market. **El peliculón** (15.4% and 2,401,000) and **Multicine** (14.9% and 1,812,000) were absolute leaders in their segment yet another year. **El peliculón** erected itself again as the movie container with greatest share, ahead of La película de la semana of La1 (13.5%).

Movies started the year with great results in **Antena 3**. The premiere of **Karate Kid** attracted 6,031,000 viewers (34.5%) and became the most watched movie of the channel since 1994, and the most viewed in the year in a single channel. In fact, **Antena 3** is responsible for the most watched movies in 2015. Six of the ten most watched movies have been broadcast by this channel.

Furthermore, **El taquillazo** of **laSexta** achieved positive results once again. It ended with 8.0% and 1,345,000 and **Untraceable** (14.4% and 2,742,000) as its most watched title of the year

## The most varied entertainment portfolio

Other major achievements in 2015 were, on one hand, the consolidation of the veteran entertainment portfolio and, on the other, the successful premiere of new products.

**El hormiguero 3.0** set a new record by once again achieving the best year of its history and emerging as the absolute leader of its segment with an average 14.4% and more than 2.7 million viewers (1.2 more than in 2014). Also in 2015, it registered the most viewed broadcast in its history with over 4.1 million viewers - 16 November - and the best share with 21.7% it is broadcast on 3 November with Pablo Iglesias.





One of the most notable changes in 2015 was the change of **Tu cara me suena** to Fridays. The program, also a complete success internationally and winner this year of the Ondas Award to the best entertainment program, revolutionised Friday nights and led the segment from the start. With 22.3% of audience and 3,220,000, achieved its best season's rate.

In addition, **Top Chef** repeated positive results in its third season and concluded as leader among the private offer with a 14.1% share and over 2.1 million viewers.

New products were added to the grid in 2015 which introduced **Antena 3** to new genres and reinforced its commitment to attract new audiences. **En Tierra Hostil**, **Casados a primera vista**, **Al rincón** and **Pekín Express** successfully renewed the portfolio and consolidated the diversity of the **Group**.

En **Tierra Hostil** arrived as audience leader with its revealing documentary on coltan exploitations in El Congo (16.3% and 3,217,000) and concluded with an average of 14.1% share and almost 2.3 million viewers. It peaked with its visit to the hermetic North Korea, which attracted the attention of almost 3.6 million viewers (20.9%).

With **Casados a primera vista Antena 3** entered the dating genre with good results. It closed with 15.3% and almost 2.7 million viewers and renewed for another season. **Risto Mejide** joined the portfolio of channel faces with **Al rincón**, where he carries out intimate interviews to various relevant celebrities. It averaged 9.3% during its two seasons.

In addition, **Antena 3** delved into the adventure and travel reality world with **Pekín Express** led by **Cristina Pedroche**. The voyage concluded with almost two million followers and an average 13.6% share, leader in its final with 14.9%.





In addition to the success during prime time of veteran and new products, **Antena 3** continues to shine with its entertainment offers during day time. **La ruleta de la suerte** continued yet another year unbeaten in its segment with over a million loyal viewers and 17.1% share. Furthermore, **Karlos Arguiñano en tu cocina** improved its registers and closed its best year with a 15.1% and almost 600,000 spectators.

The afternoon continued to be a territory of competitions with the effective block consisting of **¡Ahora caigo!** and **Boom**. The program led by **Arturo Valls**, which introduced changes to its mechanics at year end, closed 2015 with 14.9% and over 1.4 million viewers (+0.3 compared to 2014). The game show of **Juanra Bonet** achieved 12.9% (0.4 more than in 2014) and almost 1.5 million viewers.

**laSexta**, moreover, maintained the good results of its emblematic programs such as **Salvados**, **El intermedio**, **Zapeando**, **Pesadilla en la cocina**, **El jefe infiltrado**, **El club de la comedia** and introduced new offers such as **Constructor a la fuga** and **El precio de los alimentos**.

### Salvados makes history again

**Salvados** was once again the most viewed program of the channel and leader in its segment with a 14.3% share

and almost 2.9 million viewers. It rewrote history with the face to face between Albert Rivera and Pablo Iglesias, absolute leader in its segment and most watched broadcast of the channel in 2015 with 5,214,000 viewers and 25.2%.

**El intermedio**, another of the flagships of the channel, surpassed again its annual record with 12.4% share and over 2.3 million followers. The ironic vision of current affairs by **Gran Wyoming** and **Sandra Sabatés** reached this year the most viewed broadcast of its trajectory with almost 3.3 million followers and the best share (17.6%).

**Zapeando** also achieved highly positive results. Its funny entertainment formula led by **Frank Blanco** singled it out during the table talk segment with 7.0% and over 860,000 followers, surpassing its followers in 2014 by 0.6 points. It celebrated its 500 programs in the best way possible, with record: 9.4% and 1,196,000 viewers.

**Pesadilla en la cocina** and **El jefe infiltrado** continued to progress with good results. The program led by **Alberto Chicote** concluded the year with 11.0% and almost 2 million viewers, and





**El jefe infiltrado** with 10.2% and 1.9 million followers. This genre also added a new successful program: **Constructor a la fuga**, which premiered as one of the most watched entertainment programs in the history of the channel (2,482,000 and 13.1%) and closed its five programs with a notable 9.7% and over 1.8 million viewers

Another of the most emblematic programs is **El club de la comedia**, which added **Alexandra Jiménez** and presenter and concluded the season with a 7.3% and over one million loyal viewers.

In addition, **laSexta** broadcast a new season of **Policías** (7.3% and 1,165,000) and premiered a similar format, **Comandancias**. It ended the year with 6.5%.

### The Champions is played in Atresmedia Televisión

**Atresmedia Televisión** also broadcast several top level sports events. The **Champions** was televised in 2015-16 by the group, averaging 26.9% and over 5 million viewers during the groups

phase, improving on the results of the previous year obtained by La1 (4,981,000) and positioning itself among the most viewed. The Real Madrid-Paris Saint Germain match attracted almost 6.6 million viewers to **Antena 3** and became the most watched match of the season broadcast by a single channel and in the group phase match of greatest interest for two years.

**Formula 1** closed its cycle in **Atresmedia** with a 19.7% share and almost 2 million viewers in 2015. **The Copa del Rey** (King's Cup) obtained 11% and 2,324,000, where the most watched game in a group's channel was the first leg of the round of sixteen in **Antena 3** with a 14.8% and almost 3 million viewers. **laSexta** broadcast the second division League, which again improved its audience with 5.1% and 644,000, +0.4 points compared to 2014.

**laSexta** continued to stand out in sports analysis. **Jugones**, with **Josep Pedrerol**, grew again and again recorded its best annual figure with 5.2% and 650,000 viewers (0.6 more compared to 2014).





## Two consolidated thematic channels and two new ones of great success

2015 was also a year of milestones in theme channels. **Neox** and **Nova** celebrated 10 years in full form and two new channels emerged: **MEGA** and **Atreseries**. The two debuted with great audience results.

**Neox (2.6%) maintained its 2014 result and repeated its second best annual results.** It continued to stand out especially among young audiences (7.0%) and reached its maximum in the commercial target (3.8%). Its afternoon portfolio based on US sitcoms continued to build its backbone and achieved positive results. In fact, it positioned itself as the leading theme channel in the afternoon among viewers between 13 and 54 years (5.2%) and in the commercial target (5.3%). But it also achieved good performance with movies. Its container **Neox y acción** was the leader among the theme portfolio with 3.0%. In addition, its brand for the younger audience, **Neox Kidz** surpassed channels exclusively for children such as Disney Channel (10.5%) and Clan (11.6%) among children between 10 and 12 years old (12.2%).

**Nova (2.4%) became the leading female themed channel yet another year.** It surpassed again its immediate competitor, Divinity (2.3%) and remained as the favourite afternoon themed option (3.1%) with its soap opera portfolio.

In addition it increased its spectrum again and gained diversity, especially on weekends, where it grew to 2.0% (0.3 more than in 2014). In addition, in 2015 **Nova** registered the most viewed program of its history with the final chapter of **Pasión de gavilanes**: more than one million spectators and 6.4% share on 20 March.

**MEGA was born in July and enjoyed the best launch of a themed channel in history:** 2.1% in its first month of life combining factual spaces with adult fiction and sports. It ended the year with an average of 1.9% (in the second half of the year) and has already turned into a powerful brand with its own identity. **El chiringuito de jugones**, leading sports talk program with **Josep Pedrerol** and his team is one of its emblems and, with an average of 3.8% and over 200,000 viewers, it was the first themed option on several occasions.

Furthermore, the channel also offered the summaries of Champions matches, which attracted 400,000 followers and a 2.5% share.

**Atreseries** was the last to arrive. It started on 22 December. Despite the limited HD coverage and that it is not possible to be seen on all TV sets, its series and movie portfolio achieved 0.7% in its third week. The premiere of the film **Pancho, el perro millonario**, on its first day was the most watched program with 157,000 viewers and 0.8% share.





## A year to celebrate

During this quarter of a century, Antena 3 has accompanied the Spanish society each day informing, entertaining, dazzling, and always offering plurality

In 2015, several important anniversaries have coincided: 25 years of **Antena 3** and 10 of **Neox** and **Nova**. To celebrate, the three channels prepared special programs and celebrated —in the case of **Antena 3**— a major institutional party headed by the Royal Highnesses, the Kings of Spain.

**Antena 3** hosted last 29 January 2015 over 800 guests in an institutional act that gathered the greatest celebrities from the administration society and culture of our country, as well as numerous professionals from the audio-visual industry.

"During this quarter of a century, **Antena 3** has accompanied the Spanish society each day informing, entertaining, dazzling, and always offering plurality", stated King Felipe VI at the start of the party organised in Madrid. A day later, **Antena 3** broadcasted the gala **25 años emocionando**, hosting the most representative faces of the channel, over one hundred historic guests, performances and emblematic moments in the history of **Antena 3**.





## Innovative and committed TV



### Our vision

The vision of Atresmedia Televisión is to broadcast a diverse, innovative and high quality mix of information and entertainment. The following principles are considered in both the creation and production and the broadcast of content:

1. To ensure the quality and interest of the content.
2. To respond to social concerns.
3. To protect the most vulnerable audiences, especially children.
4. To promote accessibility to audiovisual content.
5. To bring the media closer to society.

### For a responsible TV

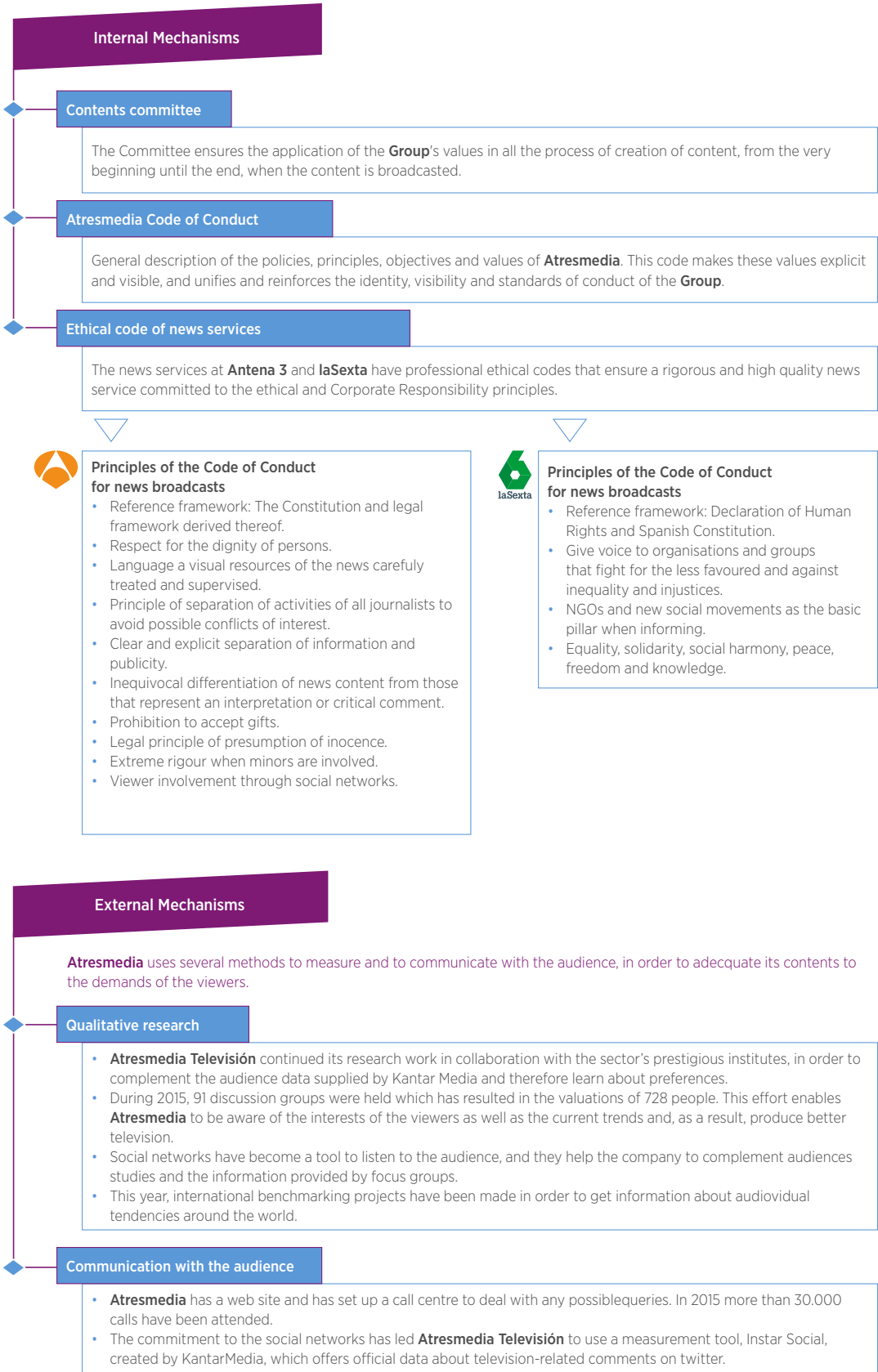
**Atresmedia** assumes the responsibility of offering quality content that are accessible and reflect the various realities, environments and voices that comprise society, and that respond to the needs and expectations of the audience. Therefore, it has made a commitment to its own TV model based on quality, diversity of genres, plurality, innovation and commitment.

#### Content control mechanisms

**Atresmedia Televisión** carries out a content selection and control process that guarantees that every program complies with the values, ethics codes and policies of the **Group**.



This process entails various mechanisms, internal and external:







The viewers of **Atresmedia** highly appraise the Corporate Responsibility actions led by the Group. According to various investigations, **Ponle Freno** is perceived as the most veteran of campaigns; **HAZTE ECO** has raised the awareness of the youngest audience; **Objetivo Bienestar** is highly appreciated for its work in schools; and **Constantes y Vitales** is considered the most novel and original action.



**The Atresmedia channels,  
preferred by viewers**

According to the latest Personality Media study, citizens prefer the TV channels of the **Atresmedia** group, which repeat as the channels with the best image. **Antena 3** and **laSexta** are the preferred by consumers (17% and 18%), the most entertaining (26% and 26%) and of greatest quality (24% and 23%). In addition, it is considered to have the most varied grid (27% and 22%) and the best news programs (23% and 24%).



For further information on Personality Media: <http://www.personalitymedia.es/sitio/index.php/noticias/notas-de-prensa/item/137- cadenas-de-television-para-los-espectadores.html>





"Zapeando" gets wet again for the ELA and "El Intermedio" travels with UNHCR to refugee camps in Ghana.

## Social content

**Atresmedia** proposes a TV model that works as a social loudspeaker and positioning current affairs on different social problems in the media agenda. Furthermore, it has made a commitment towards entertainment with space for solidarity actions.

The program **laSexta Columna** has been awarded in the first edition of the 'Concha García Campoy' awards, of the TV Academy for its documentary 'I+D: Indignación más destierro', recognising its public information work

### Raise awareness and inform on social problems

**Atresmedia Televisión**, by selecting its content, is aware of its public information potential, hence, in addition to providing citizens with the necessary information so they can build their own and founded opinion, also seeks to raise their awareness on certain social affairs. To achieve this, both **Antena 3** and **laSexta** have spaces that contribute to generate a critical sense in the audience:

- Some of the programs broadcast in 2015, include the documentary **Los antivacunas**, produced by **Equipo de investigación**, which exposed what a world without vaccines would be like and what these meant to humanity. Also relevant was the program dedicated to fighting against chauvinism by **El objetivo**, which was broadcast on International Women's Day; or the program prior to general elections of **Espejo público**, which examined the problems faced by Spanish citizens abroad in order to exercise their right to vote. Furthermore, **El intermedio** travelled with ACNUR to Ghana to raise awareness of the harsh reality about refugee camps and, a year after the awareness campaign on amyotrophic lateral sclerosis (ALE), the program **Zapeando** reminded the audience that this cause continues to need help.





Maurizio Carlotti, Vice-chairman of Atresmedia, and José Ángel Sánchez Asiain, Chairman of FAD, sign a partnership agreement between both enterprises.

- News programs also contribute to this committed publicising. **Antena 3 Noticias** launched a fundraising campaign for the Red Cross to help refugees. Thanks to the solidarity of thousands of people the campaign raised more than one million euros. Besides the space **A fondo** of **Antena 3 Noticias** researches the most fiery current matters. Of the documentaries broadcast in 2015, two stand out on gender violence, which approached the matter from the 016 calls perspective and the restraining orders requested by many women. It is also worth highlighting the documentary on the 3,500 Syrians that applied for asylum in Spain during the first half of the year. In addition to social dramas, scientific subjects have been analysed such as space garbage and the dangers it entails.
- The series of **Atresmedia** also include in their stories different social awareness subjects. A clear example is the series **Sin identidad**, which covers the normalisation and integration of people with disabilities, or **Amar es para siempre**, which delves into the fight against gender violence, for which it was recognised by the Women's Area of the Ubeda City Hall for its "serious and impeccable work".

Furthermore, in 2015, **Atresmedia** and the Fundación de Ayuda con la Drogadicción (FAD - Drug Addition Aid Foundation) have signed a collaboration agreement that commits the Group to work on publicising the drug consumption awareness campaigns that FAD has been carrying out since 1989.

In addition, the program **laSexta Columna** has been awarded in the first edition of the 'Concha García Campoy' awards, of the TV Academy for its documentary 'I+D: indignación más destierro', recognising the awareness activities carried out by this program.



### Celebration of Women's Day in Nova

**Nova** joined, on 8 March, the celebration of the Internal Day for Women's Right and International Peace. The **Atresmedia** channel kicked off a TV and social media campaign, to raise the awareness of its viewers on this importance of this day and to invoice viewers and users to congratulate women every day of the year.





**Atresmedia has distributed 16 tonnes of food to the most needed families of our country through the Federación Española de los Bancos de Alimentos (Spanish Federation of Food Banks)**

### Solidarity specials

In 2015, the various TV channels of **Atresmedia** have broadcast several solidarity spaces that have echoed the Corporate Responsibility campaigns of **Atresmedia** and its **Foundation**, as well as the work of non-profit organisations it has helped to collect funds and raise awareness on their causes:

- Coinciding with the 25th anniversary of **Antena 3**, the channel kicked off a solidarity auction that ended with the collection of over 8,000 Euros converted into eight tonnes of food that, together with the other eight tonnes provided by **Atresmedia**, were donated to Federación Española de Bancos de Alimentos (Spanish Federation of Food Banks).
- **El club de la comedia** had a special program on Christmas eve in favour of the NGO Acción Contra el Hambre and its activities to eradicate the neglect situations that threaten the life of many worldwide.
- **La ruleta de la suerte** celebrated the Día del Maestro (Teacher's day) with a special program together with **Fundación Atresmedia**, which aimed to pay a tribute to teachers. The money collected was invested in different solidarity projects.
- **Boom!** dedicated a special End of year solidarity program to Fundación Educo to support its scholarship dining program in Spain.





laSexta takes part in the charity football match "Corazón Classic Match" to raise funds for the Red Cross.

In 2015, **Atresmedia** donated 206,726 Euros to different social projects through its entertainment and current affairs programs

- **iAhora caigo!** made a solidarity special in cooperation with Fundación Isabel Gemio in favour of researching neuromuscular illnesses, especially in children.
- **laSexta**, through its spaces **laSexta Noticias**, **Más vale tarde** or **Zapeando**, launched the campaign **#CadaPasoEsVital**; social action that converted exercise kilometres achieved by citizens into funds for cancer research. Thanks to the citizen cooperation action, **Atresmedia** donated 100,000 Euros to Centro Nacional de Investigaciones Oncológicas (CNIO - National Centre for Oncological Research).

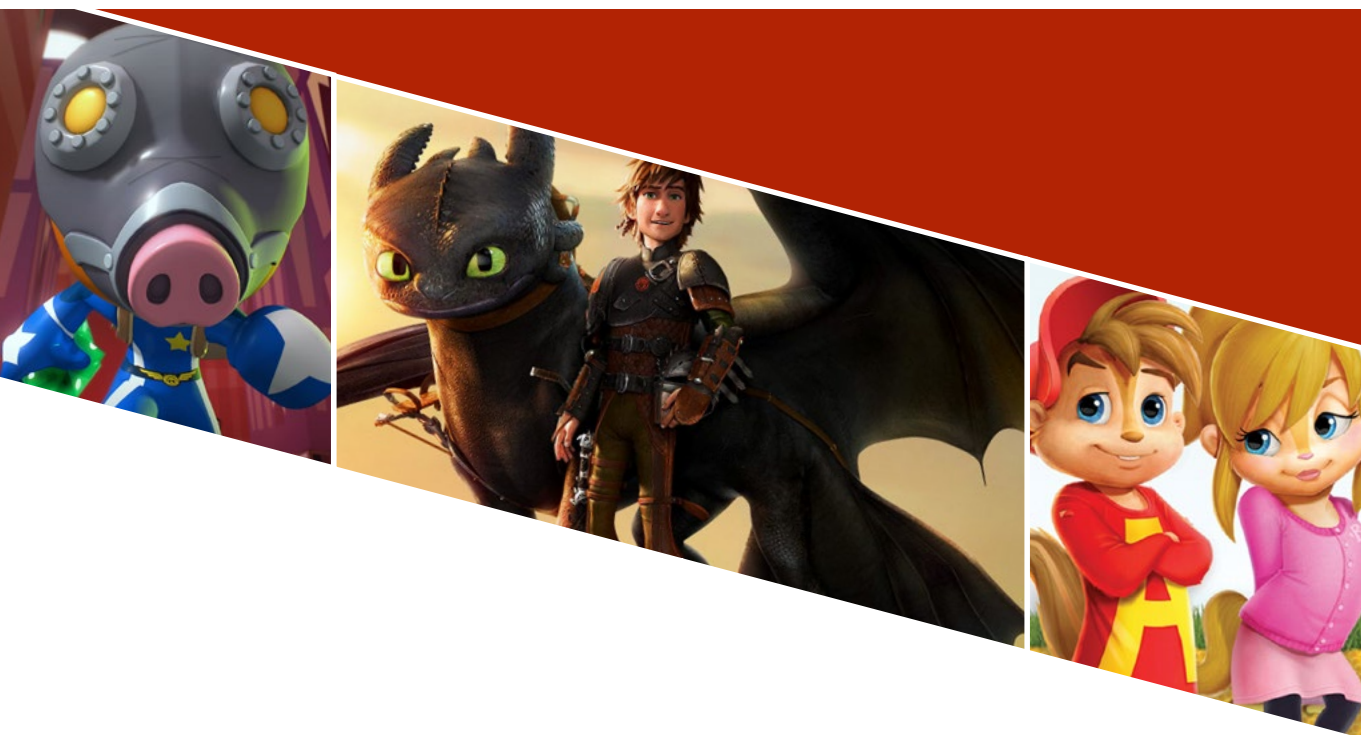
In 2015, the **Atresmedia** Group donated a total of 206,726 Euros to different social projects through its entertainment and current affairs programs



### laSexta works with Corazón Classic Match 2015

In 2015, **laSexta** worked with the solidary football Corazón Classic Match, organised by Fundación Real Madrid on behalf of the Red Cross. In addition to retransmitting the match, the channel carried out a funds collection campaign that included the viewing of a specific spot and special mentions and interviews through its daily current affairs programs **Zapeando**, **Jugones** and **Más vale tarde**. All funds obtained were destined to the 20,000 children in the Red Cross program "Promoción del Éxito Escolar" (Promotion of School Success), aimed at reducing absenteeism and school failure indices in children in danger of exclusion.





## Protection of infancy

**Atresmedia** establishes strict control on the classification and broadcasting of its content and commercial communication during children hours. In 2015, the Group worked on reinforcing the quality family content and providing spaces suitable for parents and children at home.

### Quality TV for the youngest

**In 2015, Neox Kidz broadcast a total of 1,696 hours of programs dedicated to children audiences**

**Atresmedia Televisión** continued its firm commitment for quality content for the youngest, with more premieres and innovative fiction through its channel **Neox Kidz**, which in 2015 broadcast a total 1,696 hours of programs dedicated to children audiences. In 2015, the channel premiered **Mutant Busters**, first children animation project of **Atresmedia Televisión** with Planeta Junior; European leader in family entertainment content, the Spanish toy manufacturer Famosa and the Kotoc firm. This production was followed by **Cómo entrenar a tu dragón**, the new deliverables of **Alvin and the chipmunks** and **Super 4**.

The children's portal [neoxkidz.com](http://neoxkidz.com), created in 2014, offered a selection of the best content of the channel, in addition to online games. The objective of **Atresmedia** with this portal is to offer a fun and educational environment for children based on four concepts: entertainment, education, browsing safety and usability. For the youngest, with ages between 0 and 4 years, there is a baby environment with content adapted to those ages including educational videos, stories, songs and cartoons.

In addition, during 2015, the **Antena 3 Televisión** games **La ruleta de la suerte**, **Boom!** and **Ahora caigo** have made several special editions for children.



Control and self-regulation on content and childhood

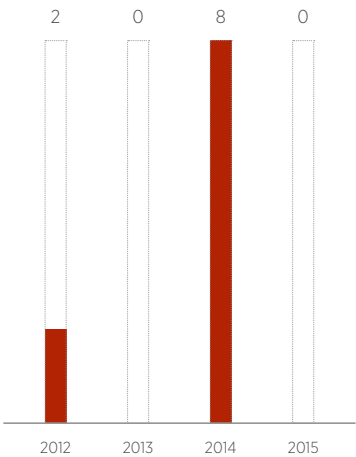
**Atresmedia Televisión** has subscribed to the **Código de Autorregulación sobre Contenidos Televisivos e Infancia (Code of Self-Regulation on TV Content and Childhood)** since **2005**. It is a sectorial code of conduct, voluntarily applicable to any subscribing companies, that veils to protect minors in TV content. Moreover, **Atresmedia** is part of its Comisión Mixta de Seguimiento (Joint Follow-up Commission) in charge of ensuring its proper application.

After several months of work and permanent cooperation at the core of the bodies in the Code with audio-visual authorities of the Comisión Nacional de los Mercados y Competencia (National Commission of Markets and Competition), **Atresmedia** subscribed the updated text of the Code modifying the content rating system by age group, as well as the criteria to determine such ratings. This change seeks greater objectiveness and automation in applying the Code and, especially, facilitates parental control for responsible adults.

In 2015, the Atresmedia Group has not breached the Código de Autorregulación sobre Contenidos Televisivos e Infancia (Code of Self-Regulation on TV Content and Childhood).

During 2015, the Comité de Autorregulación (Self-Regulation Committee) has not accepted any claim of those presented due to broadcasts in **Atresmedia** channels. After the number of claims raised in 2014, **Atresmedia** has made an effort to comply with the new interpretation of the rule derived from the assumption by the Comisión Nacional de los Mercados y la Competencia (National Commission of Markets and Competition) of its sanctioning responsibility on this matter.

Claims Código Autorregulación (Self-Regulation Code) accepted by the committee



In 2015, two claims from viewers were registered for broadcasts considered inconvenient, both linked to broadcasting images in **Antena 3** news programs on the Charlie Hebdo magazine attacks, without previously warning about their harshness. Although news programs are not rated by age, the Code demands that viewers be clearly warned in the event of broadcasting extremely harsh content or that may hurt their sensitivity.





Y cuando cogimos los corazones  
del techo para hacer otra trastada.

## More accessible

In 2015, Atresmedia has audio described 910.4 hours of programs and signed 717.5 hours, surpassing the requirements made by the Law by 89% and 49%, respectively

Once of the commitments of **Atresmedia** with society is to guarantee equal rights and opportunities. Hence the reason to facilitate access to audio-visual content to everyone, regardless of their hearing or visual capacity, is a priority for the Group.

In this line, yet another year, **Atresmedia** has met all requirements in terms of accessibility established in the Ley General de la Comunicación Audio-visual (General Audiovisual Communications Act), often surpassing them with initiatives and voluntary actions and using the audiodescription, signing and subtitling tools.

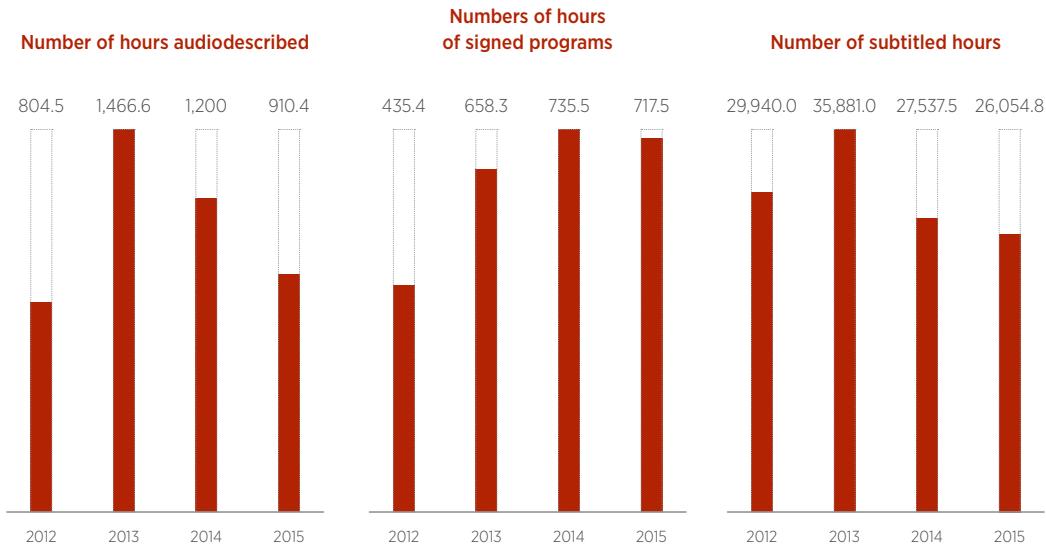
In 2015, we should highlight the special effort made by **Atresmedia** to extend the live subtitling program portfolio, reaching almost 100% of the commercial segment and all specials derived from current affairs. Hence, the following spaces have been subtitled: **Noticias 6.15, Espejo público, Al rojo vivo, El intermedio, Zapeando, Más vale tarde, laSexta columna, El objetivo, El chiringuito de jugones**, sports and weather information and all news casts of **Atresmedia** and **laSexta**. Subtitled programs of **Atresmedia** channels reached 88.3%, which represents 13% more than what is legally required.

In order to reach these results, **Atresmedia** has continued to innovate on this matter and kicked off many projects that increase and improve the accessibility of its broadcasts. These include the following:

- **Signing** in the **Atresplayer** platform of the four-way debate held for the general elections, the Rajoy-Sánchez debate and the specials made for the regional, municipal and general elections



- Involvement in the **'Indicadores' (Indicators) workgroup of the TV Subtitling and Audiodescription Services** convened by the Real Patronato sobre Discapacity (Royal Disability Society) in cooperation with Centro Español de Subtitulado y Audiodescripción (Spanish Subtitling and Audiodescription Centre) in order to establish subtitling and audiodescription quality indicators as required by users of accessible services.
- Cooperation in the **'EU Brigde' project**; European initiative focused on research and development of voice technology systems applied to live subtitling.
- Contribution of subtitled content for broadcasting with accessibility in the **Atresplayer** online content platform.
- Quarterly information to the Comisión Nacional de los Mercados y Competencia (CNMC - National Commission of Markets and Competition) of all accessibility data on TV, to control legal obligations.



Publicity subtitled has increased by 50% compared to 2014, going from 10.1 h to 15.2 h

	Subtitled hours			% of titling		
Channel	2013	2014	2015	2013	2014	2015
	5,060.4	5,353.1	5,420.8	79.4	85.0	86.9
	4,587.8	4,943.2	5,326.6	73.9	81.6	85.7
	5,138.2	5,651.0	5,844.0	80.2	86.3	88.2
	4,722.2	5,390.8	5,747.6	72.7	84.0	91.0
	5,279.3	1,886.3		71.8	80.7	
	4,846.6	1,820.8		70.0	78.4	
	6,247.1	2,492.3		80.4	95.1	
		3,494.4			88.5	
		221.4			90.0	



Also the new channels of the family **Atresmedia**, **MEGA** and **Atreseries**, have made a commitment to accessibility and positioned from the start at the top of the most accessible channels of the Group. In both cases, the obligations have increased considerably in terms of accessibility and positioned percentage-wise above the channels **Antena 3**, **laSexta** and **Neox**.

In 2015, **Atresmedia** has continued to work with its advertisers to drive subtitling of commercial communications, which have increased by 50% compared to 2014, going from 10.1 hours to 15.2.



### **Atresmedia leads audiodescription services for visually impaired persons**

**Antena 3** and **laSexta**, the two general content channels of **Atresmedia**, rank first in the audiodescription services portfolio, facilitating TV access for the visually impaired, according to the 2014 DVB-T subtitling and audiodescription monitoring report, published in 2015 by the Comité Español de Representantes de Personas con Discapacidad (CERMI - Spanish Committee of Representatives of Persons with Disabilities). This survey details the notable increase in the evolution of audiodescription in both stations.

As a consequence of the conclusions offered by this report, the most significant points and improvements have been identified in order to be tackled in the following years. For this, a workgroup has been created in coordination with the Centro Español de Subtitulado y Audiodescripción (CESyA - Spanish Subtitling and Audiodescription Centre) in which **Atresmedia** and **Fundación Atresmedia** play an active role.

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Winners of the fifth edition of Proyecto Mañana.

Winners of the fifth edition of Proyecto Mañana.

24 hours behind cameras.

## Education of critical audiences

**Atresmedia**, aware of the influence of the media among the public opinion, invests in the education of future media professionals to be competent and capable of promoting quality projects that are free, independent and plural. In addition, it opens its doors to society in order to promote education on the operation of the media.

In this sense and in order to continue taking steps in the knowledge of the sector by society, **Atresmedia** develops the following activities:

### Fifth edition of Proyecto Mañana (Tomorrow Project)

Students of the Social Science and Communication Faculty of Universidad de Vigo have won the fifth edition of the 2015 Proyecto Mañana, which is driven by the **Atresmedia Group in order to obtain innovative ideas to improve the service rendered by the media.** The students

worked during the year to generate a specific app for mobiles, a memes portal, the creation of a unique user and the drafting of social network style guides for Group programs. Their reward: winning students have carried out trainee activities in **Atresmedia**.

### Cameras in laSexta

**Atresmedia Digital** has created a section to discover what really happens in TV. **24 hours behind cameras** is the title of this web section in [www.laSexta.com](http://www.laSexta.com), where users can discover curiosities of programs and everything that occurs during the production of TV content.

Some of the first documentaries produced by the team of **Atresmedia Digital** are the 24 hours after the cameras of **El intermedio** and **Zapeando**.





Visit to Atresmedia Headquarters.



Radio-caravan of Onda Cero.

## The magic of radio comes to Hospital de Basurto

Children admitted in Hospital Universitario de Basurto (Basurto University Hospital) were able to discover the magic of radio thanks to **Fundación Atresmedia** and the program of **Onda Cero Bizkaia en la Onda**, and thanks to the help of **Roberto Forcen**, **Gorka Acitores** and **Isabel Molina**.

The purpose of these radio workshops, which are alternated in the more than 140 hospitals that **Fundación Atresmedia** currently works with, is to contribute to a more enriching relation between minors and the media and to make the stay of children in hospitals more agreeable.

## Radio on wheels

For the 25th anniversary of **Onda Cero**, professionals of the radio in Castilla y León have initiated a commemorative campaign **sobre ruedas** (on wheels), which consists in travelling through the Community with a radio-caravan from which they produce local and regional spaces for **Onda Cero**, giving users the opportunity to see how a radio program is made.

## More than 2,500 persons know the day-to-day of Atresmedia

In 2015, more than 2,500 persons distributed in 106 groups (schools, universities, associations and advertisers) have been able to visit the facilities of **Atresmedia** and see live what is the day-to-day of the Group. As a novelty and to celebrate the 25th Anniversary of **Antena 3**, open door days were held for the families of Group employees.





# ATRESMEDIA Radio

## Renovation to continue growing

Renovation is the word that best defines the reality of **Atresmedia Radio** and in particular of **Onda Cero** during 2015. The changes introduced in the grid of the station in April, coinciding with the celebration of its 25<sup>th</sup> anniversary, have meant a new commitment towards innovation and proximity to audiences. This way, the channel has closed as the second best year of its history in terms of profitability.

This translates into an innovative program mindful of new habits that are emerging in the 21st Century Spanish society. **Onda Cero** faces this new phase from the solvency backed by an excellent brand image, based on credibility, product quality and proximity to listeners. **Onda Cero** conforms, together with **Antena 3** and **laSexta** the leading portfolio in the audio-visual sector





**Onda Cero obtained the best profitability indices per listener in 2015 and the best business results of its history**

The strength and solidity of the three radio products of **Atresmedia Radio** —**Onda Cero**, **Europa FM** and **Melodía FM**— can be seen reflected in the Estudio General de Medios (General Media Study) dated December 2015, where the sum of the three channels was very close to five million followers. With a total audience of 2,368,000 listeners, **Onda Cero** is the second most listened general radio content station in Spain. **Europa FM**, which adds almost two million —1,954,000—, ranks third among musical radios. And **Melodía FM** adds 230,000 listeners, gradually increasing the audience with a more recent portfolio.

These results must be considered and placed in the framework of a series of changes that have emerged in the radio market considering the greatest implementation of online media offer. **Onda Cero**, aware of these transformations, has intensified in the last year the involvement of listeners through social networks, while not ignoring the balance and moderation of its editorial line. The station achieved, as in prior years, the best profitability indexes per listener in 2015 and one of the best business results of its history.





## Onda Cero: the most modern radio

**Onda Cero is the only generalistic radio that includes extended regional and local disconnects in its programs, and dedicates most time to news from each autonomous community and city**

The changes introduced in the program of **Onda Cero** in 2015, after the departure of Carlos Herrera, have helped to renew a grid that had remained practically unchanged since 2004-2005. The new arrivals in April of **Carlos Alsina** and **Juan Ramón Lucas** to the new morning program **Más de uno** and the presence of **David del Cura** in the night news broadcast **La brújula**, substituting **Alsina** have not entailed a break with the plural, close and participative radio model that defines **Onda Cero**. The voices have been renewed, but the identity signs of the station continue to be very similar. In addition, professionals entrusted with driving this new era are professionals trained in the office and studios of **Onda Cero**.

### At street level

In 2015, the radio moved some figures, adapting them to new social demands. The teams have been strengthened and renewed, but insisting on those clearly recognisable objectives of a friendly, open and entertaining radio, avoiding confrontation and agitation. The station has continued to promote and strength its commitment to information that is close to listeners. The microphones of **Onda Cero** have continued at street level, while others abandoned it. In fact, it is the only major radio station that includes extended regional and local disconnects in its programs, and dedicates most time to news from each autonomous community and city





**“Más de uno”, the morning magazine of Onda Cero led and presented by Carlos Alsina and Juan Ramón Lucas, had in the last wave of the Estudio General de Medios 2015 (2015 General Media Survey), 1,266,000 listeners**

For the almost two and a half million listeners that have tuned into **Onda Cero** each day during 2015, the voices of **Carlos Alsina**, **Juan Ramón Lucas**, **Julia Otero**, **Héctor Fernández**, **Isabel Gemio**, **Esther Eiros**, **Javier Ares** or **Javier Ruiz Taboada** are guarantees of trust and credibility. They have the responsibility as mediators and spokespersons for a renewed grid, with room for different opinions and sensitivities found in modern Spanish society.

#### Más de uno

**Más de uno**, the new morning magazine at **Onda Cero** driven and presented by **Carlos Alsina** (6:00 to 10:00) and **Juan Ramón Lucas** (10:00 to 12:20), obtained in the last wave of the Estudio General de Medios 2015 (2015 General Media Survey), when the program had only been on the air for a few months, 1,266,000 listeners. **Carlos Alsina**, who Luis del Olmo defined in the late nineties as “the white hope of Spanish radio”, and **Juan Ramón Lucas**, backed by a brilliant professional trajectory, both in radio and TV, are a firm proposal for the future and in charge of driving a new way of doing radio in the morning and appropriately interpreting the new consumer trends emerging in Spanish society.

The morning magazine added qualified collaborators to its new trajectory, such as **Rubén Amón**, **David Jiménez**, **Francisco Marhuenda**, **José Antonio Marina**, **Goyo Jiménez** or **Dani de la Cámara**. Valued professionals that have become part of a great team, with names such as **Fernando Ónega**, **Carlos Rodríguez**





**“Julia en la onda”, with an average of 500,000 listeners in 2015 is the second most listened to program in the afternoon**

Braun, Pilar Cernuda or Pepe Oneto. Up to 10 in the morning, with Carlos Alsina, the content are defined by current news and their analysis, while in the following segment, that of Juan Ramón Lucas, focuses on social matters, involving listeners and humour.

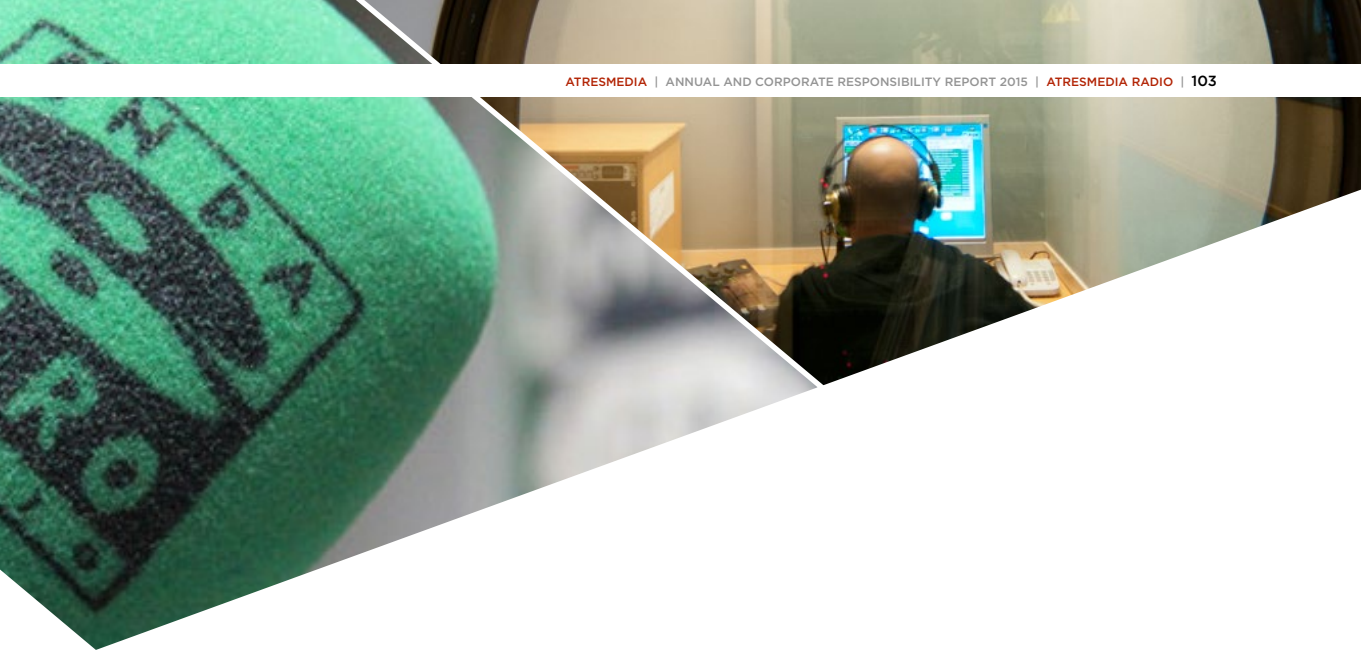
#### Julia en la onda and so on and so forth

Julia en la onda, with Julia Otero, is the second most listened to program in the afternoon, despite its duration being one hour less than the competition. It has consolidated above the half million listeners throughout 2015 - specifically an average of 516,000 -, with content defined by current affairs and the involvement of loyal listeners that are actively involved in its development through social networks. The collaborator team of the program has been improved in its ninth season with the inclusions of Rosa Díez, Juan Manuel de Prada and Noelia Adáñez, extending the range of voices in El gabinete; one of the emblematic spaces of the program Julia en la onda.

La brújula, driven and presented by David del Cura since 31 August 2015, is listened to by almost half a million followers, while Te doy mi palabra, with Isabel Gemio at the helm, has about one million listeners on Saturdays and is close to that figure on Sundays.

Sports, magnificently represented by Al primer toque, with Héctor Fernández, and Radioestadio, with Javier Ares and Javier Ruiz Taboada, play a prominent role in Onda Cero, specifically in the early morning program and on weekends. The station broadcasts live all major sporting events and Al primer toque, with almost 250,000 followers, benefits for the interpretation and analysis from the experience and seniority of Santiago Seguro or Ángel Cappa in its commentator staff. Furthermore, Radioestadio combines each weekend hundreds of thousands of listeners in what could be qualified as the major sporting marathon of the radio.





For **Gente viajera**, 2015 was a special year due to its 25th anniversary. **Esther Eiros** and her team have travelled more than ever and taken the program to Milan and Jerusalem, in addition to visiting numerous corners, landscapes and scenarios of Spanish geography. The many special editions of **Gente viajera** in the last season, its presence in FITUR and the recognition received for its silver wedding anniversary are the best demonstration that we are listening to the most important travel program in Spanish radio.

**"La brújula", registers almost half a million followers, while "Te doy mi palabra", with Isabel Gemio at the helm, has about one million listeners in the Saturday edition**

### Timely and rigorous information

One of the fundamental pillars of the **Onda Cero** grid is, undoubtedly, the news section. The microphones are always open to transmitting any relevant news, even if it requires altering regular programs, without waiting for hour bulletins or the corresponding news spaces.

Some of the objectives of **Noticias mediodía**, and in particular of **La brújula**, are offering listeners the keys to current affairs and analyse the most important information produced in Spain and world. In the news section led and presented by **Elena Gijón** it collects and organises the news generating at that time, with a space dedicated to confidential information, **El bisturí**, signed by **Pilar Cernuda**. **Noticias mediodía** closed the year with 270,000 listeners, being the second most listened news section in Spanish radio during that time slot.

In the new phase of **La brújula**, which started in late August, **David del Cura** reviews the most important news of the day, which is then analysed by the participants depending on their various appreciations and sensitivities. "It is a program for all, away from sectarianism and focusing on current affairs as its primary axis", announced **Del Cura** during the presentation of the season. The most important aspect of these four hours of radio, which accumulate an audience of around half a million listeners, is to ensure that citizens can end their day being properly informed.





Some of the novelties of **La brújula**, after **David del Cura** joined, are the incorporation of journalists **Raúl del Pozo**, **Pablo Sebastián**, **Emilia Landaluce**, **Alberto Artero**, **Carmen Morodo**, **Ana I. Martín** or **Javier Cancho**.

The news services of **Onda Cero**, headed by **Julián Cabrera**, have tested in 2015 its capacity to react and solvency to face, with its regular rigour and professionalism, some of the major challenges presented today. The autonomic and municipal elections on 24 May, the Catalan elections on 27 September and the general elections that took place on 20 December have been three decisive events that **Onda Cero** has responded to with an important rollout of material and human resources. **Carlos Alsina** took charge, on the other part, of directing and presenting the special programs, with interviews, valuations and analysis of results during the electoral night of these three convocations.

**Carlos Alsina** himself travelled to the border between Austria and Hungary in late August to transmit the drama of refugees to the audience, and the again to Paris a few hours after the attack on 13 November. The special envoys of **Onda Cero** also reported from the French Alps on the Germanwings tragedy.

In terms of sports, the station was up to the task when informing fans of Barcelona's football success (Champions winner, League and Copa del Rey (King's Cup)) and the success of Real Madrid's basketball team, European champions, League champions and Cup champion. The various final matches were retransmitted in several other editions of **Radioestadio**. The same occurred with the exciting MotoGP race in which Valentino Rossi and Jorge Lorenzo fought for the world title.





**“Levántate y Cárdenas” managed to congregate almost one million one hundred listeners in only five years**

## The great feeling of musical radio

**Europa FM** continues to be one of the most notable references in Spanish music radio. With almost two million listeners, that make it the third most listened to theme radio in Spain in 2015, has surpassed Cadena 100 for the fourth year in a row and its next objective is to be the second place currently held by Cadena Dial. The station also reinforced some of its content and added new communicators such as **Wally López**.

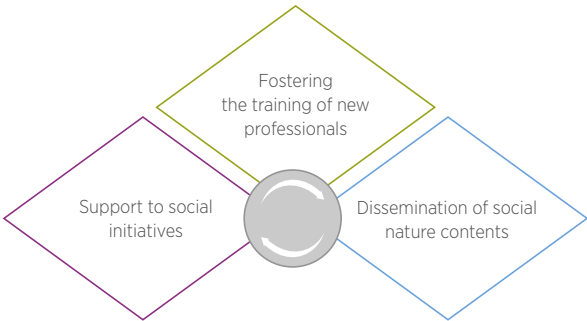
Among the good results of **Europa FM**, the program **Levántate y Cárdenas** plays a prominent role; a morning show that is fun, entertaining and with a careful musical selection. The space led and presented by **Javier Cárdenas** has managed to congregate almost one million one hundred thousand listeners in only five years, being the second most listened morning show in its time slot last year.

**Melodía FM**, the third product of **Atresmedia Radio**, offers an interesting contribution to the group, through an offer that has consolidated itself since the re-launch of the station in January 2014. Using the morning show **Lo mejor que te puede pasar** as a reference and starting point, with **Nuria Roca** and **Juan del Val**, **Melodía FM** offers listeners a selection of the best music from the 80s and 90s. A repertoire that encompasses different musical genres aimed at an adult and contemporary audience. Songs that arouse emotions and stay in the memory of many of us. “Siente la buena música” (feel good music) is the message that best defines the intentions and philosophy of **Melodía FM**.



# Radio with a service vocation

The **Atresmedia Radio** stations want to be differentiated for their high social commitment and vocation to provide a service for citizens. This responsibility translates into transmitting content of social interest and tackles problems that affect listeners, raising awareness and proposing solutions based on values such as truth, diversity and freedom. With this objective, **Atresmedia Radio** leads and takes part in several initiatives and social campaigns around the following lines of action:



## Transmitting content of social nature

**Atresmedia** integrates in its radio program, sections and content that respond to the main concerns of society and that focus from a positive and decisive point of view, in order to help listeners gain a critical opinion and find real solutions.

Main areas of social interest and the programs that cover them	
Social action	<ul style="list-style-type: none"><li>• Change.org of 'Julia en la onda'</li><li>• Levántate y Cárdenas</li><li>• La brújula</li><li>• Ponte a prueba</li></ul>
Environment	<ul style="list-style-type: none"><li>• Territorio Gallego of 'Julia en la onda'</li><li>• Rosa de los vientos</li></ul>
Culture	<ul style="list-style-type: none"><li>• Cultureta</li><li>• Gente viajera</li><li>• Movie and theatre agenda in Onda Cero news programs</li><li>• Literature and poetry, and scientific content sections of 'Te doy mi palabra'</li></ul>
Healthcare	<ul style="list-style-type: none"><li>• En buenas manos</li><li>• Objetivo bienestar section of 'Te doy mi palabra'</li><li>• Psychological support section of 'Te doy mi palabra'</li></ul>
Animal wellbeing	<ul style="list-style-type: none"><li>• Como el perro y el gato</li></ul>

The “**Fin de Semana Solidario**” (Solidarity Weekend) of **Atresmedia Radio** collected **250,000 Euros**

For the second year in a row, the **Fin de semana solidario** was put on antenna; an initiative driven by **Isabel Gemio** within the scope of her program **Te doy mi palabra**, with the support of **Onda Cero**, aimed at getting funds for research of rare and minority illnesses. The program collected almost 250,000 Euros and, above all, it helped to raise awareness about these illnesses and send a support message to affected parties, through the multiple stories and testimonies of persons that were obtained.





Onda Cero Radio Masters.

**In 2015 Atresmedia Radio has broadcast over 21,000 seconds of publicity spots at no cost in support on NGO valued at €2,543,913**

## Support for social initiatives

The involvement in social initiatives both own and those driven by non-profit organisations, is one of the identity signs of all stations of **Atresmedia Radio**. In 2015, this commitment worked out in the following actions:

- Support for the main Corporate Responsibility campaigns of the Group, such as **Ponle Freno**, **HAZTE ECO**, **Objetivo Bienestar** and **Crea Cultura**, transmitting road safety, environment and healthy life habit messages, among others.
- Cooperation as media partner of the initiative **Comparte y recicla** by Fundación Crecer Jugando.
- Transmission through interviews and sections in programs and news sections of initiatives that are initiated by **Fundación Atresmedia**, such as the initiative **Juntos por la educación**, the **Día del niño hospitalizado** or the **Cuentos por la integración** campaign.
- Drive corporate volunteering cooperating as media partner of volunteering reference events in Spain: the IX edition of Día Solidario de las Empresas (Corporate Solidarity Day) together with Cooperation International ONG and Semana Internacional del Voluntariado (International Volunteering Week) "Give and Gain Day" 2015 together with Forética.



Radio workshop with hospitalised children.

- Transmission of over 21,000 seconds of publicity spots at no cost in support of social initiatives driven by non-profit organisations such as FAD, X Solidaria or Fundación Desarrollo y Asistencia, representing over 2.5 million Euros.

## Training of new professionals

During 2015, the Group radios have been especially active in their commitment to train new professionals:

- The second year of the **Máster de Radio Onda Cero** (Onda Cero Radio Masters) was initiated in cooperation with Universidad de Nebrija, involving professionals from the Group radios of all departments, from management to editors. 17 students joined this edition; four more than the first year.
- Furthermore, both **Onda Cero** and **Europa FM** and **Melodía FM** have worked on the design and development of
- the 2015 edition of the **Pro Project**, with **Fundación Atresmedia** and Universidad Rey Juan Carlos. Within the scope of this initiative, the Especialista Universitario en Contenidos y Producción de Radio (University Specialist in Content and Radio Production) course was held, aimed at students with disabilities; it was a success and a gratifying experience for everyone involved.



Distinctions received in 2015

In recognition to work and effort made, several professionals and programs of **Atresmedia Radio** have received several awards and distinctions throughout 2015:

<p><b>Juan Manuel Gonzalo Award from the Academia de la Radio (Radio Academy)</b> for the 'Radioestadio' program with Javier Ares and Javier Ruiz Taboada, as the 'Mejor programa deportivo' (Best sports program).</p>		<p><b>Antena de Oro Award of Federación de Asociaciones de Radio y Television de España</b> (Gold Antenna Award from the Spanish Radio and TV Associations Federation) to Javier Cárdenas, director and presenter of 'Levántate y Cárdenas'.</p>	
<p><b>Luis del Olmo Award from the Radio Academy</b> for the space Los Fósforos, of the program 'Herrera en la Onda'.</p>		<p><b>Silver Medal by Centro de Iniciativas Turísticas de Teruel</b> (Centre for Tourist Initiatives of Teruel) to Onda Cero for its 25th anniversary.</p>	
<p><b>Universidad Antonio de Nebrija Award</b> for 'Gente viajera', as 'Best tourism information program'.</p>	<p><b>Delantal del Oro (Gold Apron) Award</b> to Esther Eiros, granted by the gastronomy brand Sabores de Castellón.</p>	<p><b>2015 Ondas Award</b> to Carlos Alsina as best radio presenter for his work in 'La Brújula'.</p>	<p><b>Award for the best travel program on radio in 2015</b> for 'Gente viajera', granted by Comunicación Turística RV Edipress.</p>
<p><b>Sociedad Civil Award 2015</b> to Carlos Herrera for his defence of freedom.</p>	<p><b>Denominación Award Originating from Castilla - La Mancha</b> for the program 'Más de Uno', led and presented by Carlos Alsina and Juan Ramón Lucas for their solidarity.</p>	<p><b>Special award to 'Onda Solidarity'</b>, program of Onda Cero Cantabria granted by the Fundación La Caixa.</p>	



Onda Cero rewards solidarity

**Onda Cero** and the Barcelona Zona Franca Consortium handed the Ciudad Solidaria Awards, which after several years recognise the social work of entities in the fields of solidarity, childhood, education and social reinserction in the city of Barcelona.

This year, the winning entity was Fundació d'oncologia Infantil Enriqueta Villavecchia, with a runner up for Associació Catalana de Persones amb Malalties Neuromusculars (ASEM Catalonia).





# ATRESMEDIA Publicidad

Focus on customers, innovation  
and maximum profitability

**Atresmedia Publicidad** is the largest sales house of multimedia advertising on the Spanish market, with a share of 19.3% of the total investment in conventional media. This division sells the advertising of all the **Group's** supports, offering multimedia solutions to all its clients.

The most important event of the year was undoubtedly the celebration of the 25<sup>th</sup> anniversary of **Antena 3**. **Atresmedia Publicidad** has taken the claim "25 years full of emotions" as far and wide as possible, working with all the stakeholders in the advertising market: audiences, content, institutions, companies and, of course, advertisers.

In 2015 **Atresmedia** also added two more channels to its offering: in July it began broadcasting the men's channel **MEGA**. And in December another channel, **Atreseries**, joined the Group after **Atresmedia** won a licence in October through the tender held by the Government.





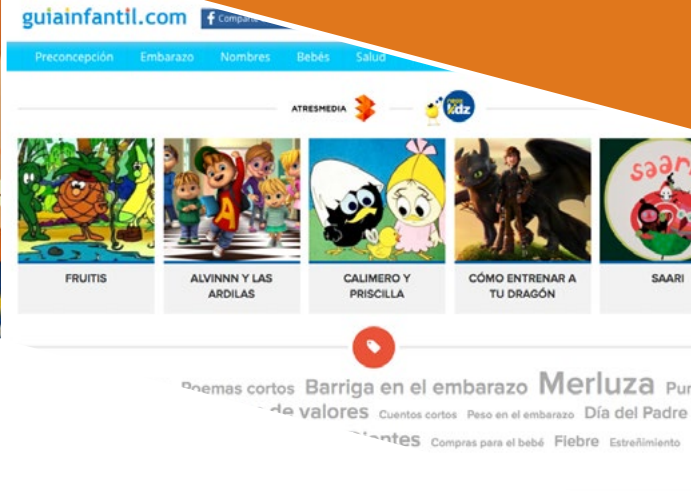
**Atresmedia Publicidad was chosen by Yahoo! to market its wide range of products in Spain**

**Atresmedia Televisión** also acquired the rights to broadcast the UEFA Champions League free-to-air for the seasons 2015/16, 2016/17 and 2017/18.

Moreover, **Onda Cero** remains the second most listened to radio station following the departure of Carlos Herrera, and **Europa FM** has been established as third in the ranking of music stations. These figures confirm the strength of the different offerings from **Atresmedia Radio** and, in the case of **Onda Cero**, it is worth mentioning the extensive changes made to the programming in order to adapt it to developments in society and consumption.

In the online arena, **Atresmedia Publicidad** was chosen by Yahoo! to market its wide range of Premium display, native ad and audience ad products in Spain. The collaboration between these two major brands has allowed advertisers to benefit from an online product that is high value from both a qualitative and a quantitative perspective. According to the latest data from November 2015 provided by Comscore, the online **Atresmedia** and Yahoo! product achieved coverage of 71%.





**Atresmedia Publicidad** also began to market [Guaiainfantil.com](http://Guaiainfantil.com).

This strengthens its commercial offer for the mass consumption sector in the family target and in the children's sector, which originally began with the portal [neoxkidz.com](http://neoxkidz.com).

Yet again this year, a focus on customers, innovation, efficiency and profitability are the four key areas for **Atresmedia Publicidad**.

**Atresmedia Publicidad continues to maintain its service vocation, as seen from the Advertisers' Office, whose function is to deal with and resolve any customer incidents or complaints**

## Customer focus

In 2015, **Atresmedia Publicidad** continued its focus on service and maintained the formulas it launched in 2014, such as the Advertisers' Office, whose function is to address and resolve any incidents or complaints made by customers involving professionals from any area of the company (Legal Advice, Internal Auditing, Communication, and Corporate Responsibility).

Another formula is the **Spot de Oro** (Golden Spot), which was created in order to recognise the most effective advertisements on the **Atresmedia** channels. In this way, **Atresmedia Publicidad** broadcasts the most viewed advert free of charge on its channels, accompanied by a banner showing the number of television viewers it has had.

A variant of the **Spot de Oro** is the **MVP Spot**. Viewers choose the best advertisement of the month from all those broadcast on the **Atresmedia** channels, doing so through the website [lapublicquemegusta.com](http://lapublicquemegusta.com). The one with the most votes for that month becomes the **MVP Spot** and is broadcast free of charge on all **Atresmedia Televisión** channels.





Social documentary about the journey travelled by the chefs Paco Roncero and Susi Díaz, and the journalist Jalis de la Serna, to the Ampain refugee camp in Ghana, together with the Spanish committee of UNHCR.

## Innovation: the success of the new formulas for the brands

**Atresmedia Publicidad** continues innovating with new formats, such as the Next Coming from Seguros Pelayo. The insurance company launched an innovative and original campaign based on a series of special initiatives at **Atresmedia**, with a special focus on prime time on **Antena 3** and **laSexta**. The campaign, which was carried out in conjunction with Ymedia, took advantage of the parallels between Pelayo and **Atresmedia**, a great brand which "insures people's lives" and a great media group which "brings emotion to people's lives".

Branded content also has a great reception at **Atresmedia**. **La red naranja: cambian las reglas** is a 30 minute programme which hears from people who have decided to take control of their lives, break with the established and create new ways of doing business, consuming and living. It is a collaborative guide, supported by ING DIRECT, which suggests new ways to save, easily and quickly. The aim is to offer ideas which are practical and available to everyone,

ranging from fashion to food and including tourism, knowledge and culture, among many other aspects.

Ikea has also signed up to branded content. In this case on **laSexta** with **La escuela de decoración**, a programme teaching people how to decorate. This branded content works thanks to the human factor, as it involves people who need to change their lives. This aspect is transferred to the qualities that the consumer perceives for the brand. **La escuela de decoración** is understood as a trans-media project that places a lot of importance on its website and the social networks. It has a section where those interested in the subject can register and find courses and tutorials.

Another branded content initiative supported by **Atresmedia** is that for UNHCR. **laSexta** released **Mano a mano: mi última comida**, a social documentary about the journey travelled by the chefs **Paco Roncero** and **Susi Díaz**, and the journalist **Jalis de la Serna**, to the Ampain refugee camp in Ghana, together with the Spanish committee of UNHCR.





Mission Impossible is another of the brands that decided to focus on the productions of **Atresmedia** to promote the release in cinemas of its latest film. Two well-known faces from the channel, **Frank Blanco** and **Anna Simón**, were chosen and a fake trailer was used to make it seem as if they were involved in the plot of the film.

For the second year running **Atresmedia** supported the CINERGÍA Initiative from Gas Natural Fenosa. This new project brings together cinema and energy. The companies renewed their agreement to broadcast and transmit the importance of the rational use of energy and therefore contribute to the sustainability of the energy sources of our country and caring for the environment.

For another year, **Atresmedia Publicidad** sponsored the third edition of the **Neox Fan Awards**, the Fanta branded content that allows the audience to vote for their favourite artists or programmes. Fanta once again showed its faith in this innovative and novel initiative on **Neox**, a channel with which it shares values such as fun, modernity, non-conformism and interactivity.

In the internet area, in 2015 **Atresmedia Publicidad** launched **#XtremeCities**, a window for the digital branded content, with the participation of **Atresmedia** and the Desperados brand from HEINEKEN España. **#XtremeCities** is a short video format that can be viewed, with bi-weekly releases, on the digital platforms of **Atresmedia** and on the **Antena 3** Youtube channel.





**Atresmedia**, together with Carat España, chose Tumblr to carry out a Fanta campaign. Tumblr, a Yahoo! social network, is an ideal platform for brands that want to focus on branded content, accessing an audience that is extremely passionate and linked to the original content. Fanta launched a Sponsored Day with some exceptional results, achieving engagement ratios of over 7% and overall results much higher than the average for other markets.

In terms of radio initiatives, in February **Herrera en la onda** travelled to the Ford factory in Almussafes, Valencia, to coincide with the visit being made by the President and Chief Executive Officer of Ford, Mark Fields. The initiative was completed with a promotion broadcast over the four days prior to this event as a way of publicising it. On the same day as the programme, **Herrera en la onda** broadcast a mention at 8:30am and another at the end of the programme, as well as at the start of the interviews with the Ford executives.

To mark the 125th anniversary of Mahou, the programme from **Carlos Alsina** and **Juan Ramón Lucas**, **Más de uno**, travelled to the headquarters of Mahou San Miguel on 18 November. The programme involved asking listeners about the moments they had celebrated by drinking beer.

**Fernando Ónega** also became the face and voice of the new Conservas Cuca campaign in **Más de uno** from **Onda Cero**. The mentions of the campaign on the radio were made with **Carlos Alsina** and **Fernando Ónega** as opinion leaders.

During November, on **Europa FM**, Verti Seguros promoted the NEUMAN concert in Madrid, a commercial indie-rock music group. The insurance company Verti invited its customers to enjoy the music of the indie-rock group on Saturday 28 November at the La Riviera hall in Madrid. Its latest albums feature the songs Turnit and Tell you, which are the soundtracks for the spots for the **Ponle Freno** fun-run and the book from **Objetivo Bienestar**, both projects of the **Atresmedia** group.



Carrefour has been one of the first advertisers to use the new Atresmedia formats which guarantee improved recall and increased impact

Atresmedia Publicidad and Tres14 Research developed the ROIMAP study which demonstrates that television must be present in any plan if the aim is to generate recognition

## Demonstrable effectiveness

In keeping with previous years, **Atresmedia Publicidad** continued offering the best service to advertisers, carrying out research in the area of advertising effectiveness. The best example from this year was the proposal to improve the effectiveness of the block named "Be Neuro, Be Effective", which was also winner of the "Mejor Ponencia (Best Presentation)" award from Aedemo TV. **Atresmedia** carried out various "neuroscience" studies in collaboration with the Brain House Institute, the only Spanish institute that predicts human behaviour by integrating neuroscience, big data and artificial intelligence. As a result of these studies, new variables were obtained which have allowed it to come closer to the spectators/consumers through short pieces (4 seconds), called "wake-up call pieces", which are intelligently positioned throughout the advertising block.

Carrefour, together with Starcom Mediavest Group, was one of the first advertisers to launch the new **Atresmedia** formats that ensure better recall and improved impact, according to the neuroscience studies undertaken by the chain.

For the second consecutive year, **Atresmedia Publicidad** and Tres14 Research carried out the ROIMAP study (ROI of multimedia campaigns) which once again demonstrated that television must be present in all plans if the aim is to generate an optimal recognition scenario, and it is also the most profitable and effective media source in terms of brand recall. Its conclusions confirmed that advertising investment in television is the most effective. In fact, not having this media source in the planning represents a loss of recognition of 58%.

The study also established the ideal investment share of each media source to maximise recognition. Television is identified as the main media source with a minimum share of 63%, two points higher than in the first edition of the study. With this investment share, television is capable of generating 76% brand recognition, and is the media source with the highest ROI (121).

In June, **Atresmedia Publicidad** carried out a study to explain that advertising investment in television is a key factor when it comes to achieving brand recognition. The study demonstrated the direct correlation between the increase or decrease in GRP and the recognition obtained by brands.

According to another study by **Atresmedia Publicidad** and Kantar Worldpanel, it was shown that the brands committed to television advertising obtain a better result in terms of sales and a positive ROI.

The role of television is essential to help brands grow sustainably, even in a difficult economic environment. There has also been a study of the actual purchasing behaviour of 10 large consumer brands

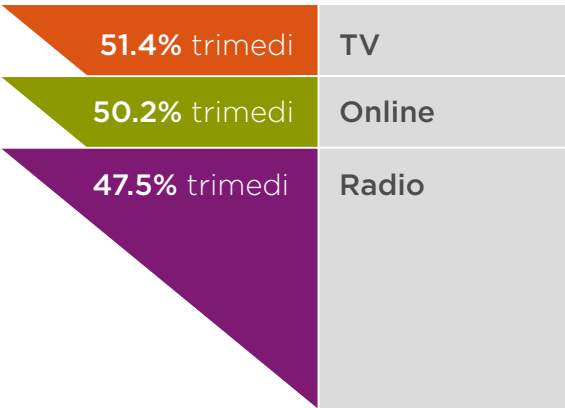


The role of television is essential to help brands grow sustainably, even in a difficult economic environment. There has also been a study of the actual purchasing behaviour of 10 large consumer brands who increased their advertising investment during 2014. Their performance was compared with that of two comparable control groups from the same market, one formed by advertisers who had reduced their investment and another with those who had not carried out any advertising campaigns on television during 2014. The 10 brands were representative across all the mass consumption categories, but specifically in food, beverages, personal care and cleaning. Those committed to increasing their television advertising managed to increase their market share by 1.6%. It was demonstrated that advertising contributed an average of 6.4% of sales for the "top 10 television brands" and also that the greater the investment in television, the better the performance obtained. The average ROI in television obtained by these 10 brands is €2.1 (€1.1 profit for every euro invested in advertising).

Profitability: the driving force of the company

Profitability continued to be one of the driving forces of the **Atresmedia** group in 2015. The synergies between the different media it markets continued to be responsible for the positive evolution of the company.

More than half of the advertising investment on the **Atresmedia** television channels is accounted for by tri-support advertisers, or in other words, customers who are present on all the **Atresmedia** supports. This segment of "multimedia" advertisers also constitutes 50% of advertising revenue in the internet channel, as well as 48% of turnover in radio.



In 2015, advertising investment "returned" to television for the third consecutive year, its share compared to the other conventional media outlets remaining almost unchanged.

The evolution compared to the level seen last year was 6.4%. This trend is the result of an improvement in the macroeconomic variables, but it is undeniably strengthened thanks to the efforts to contain prices that **Atresmedia** began a couple of years ago, a strategy that seems to have finally been followed by the other major market players.



# MABS 2015

MANAGEMENT & BUSINESS SUMMIT

Una iniciativa de

**ATRESMEDIA**



Patricia Pérez, General Corporate Director, welcomes Pau Gasol to the MABS 2015.

## ATRESMEDIA EVENTOS

### New ideas in conferences, sport and festivals

**Atresmedia Eventos organised in 2015 the Management & Business Summit, the first major gathering of international executives and leaders**

**Atresmedia Eventos** wanted to take a step forward and generate new business opportunities and it did this by adding the running of conferences to its existing business areas involving the organisation of sports and music events.

The key example in 2015 was the **Management & Business Summit**, the first major gathering of international executives and leaders organised by **Atresmedia**. This event came about from the clear need for Spanish executives and entrepreneurs to have access to specialised training workshops run by international experts in the areas of economics, business management, innovation, marketing and human resources, among others.

Over two days, in sessions led by **Atresmedia**, figures of the stature of **Gordon Brown**, **Durão Barroso** and **Pau Gasol**, among others, shared their knowledge on different areas of management and business, gained through their professional and personal experiences. In short, they provided exclusive and innovative content, capable of inspiring those holding positions of responsibility in companies.

The first edition was a success, with more than 1,200 attendees, 800 networking connections, 100 ideas to apply in businesses to improve productivity, a trending topic during the two days of the forum and more than 6 million hits on Twitter.

Within this same area, and to coincide with the celebration of World Heart Day, **Atresmedia Eventos** organised the **1er Congreso de los Corazones Contentos** (1st Happy Hearts Conference) promoted by Puleva. **Emilio Duró**, **Paco Roncero** and **Toni Nadal** were the experts responsible for sharing their knowledge to lay the foundations for leading a healthy life para llevar una vida saludable.





## Passion for sport

After seven years of breaking attendance records in Madrid, the Ponle Freno Fun-Run jumped to the Canary Islands. The first edition, organised in Tenerife, managed to position itself as the island's biggest event with more than 2,000 runners

Running continues winning over fans and this is why **Atresmedia Eventos** keeps organising large events based around this sport in various Spanish cities.

After seven years of breaking attendance records in Madrid, the **Ponle Freno Fun-Run** jumped to the Canary Islands. The first edition, organised in Tenerife, managed to position itself as the island's biggest event with more than 2,000 runners.

**Rexona Street Run**, the first 10km race circuit approved by the Real Federación Española de Atletismo (Royal Spanish Athletics Federation) was held for the second time. Seville, Oviedo, Valladolid, Madrid, Espluges (Barcelona), Palma de Mallorca, Albacete and Valencia were the eight cities to host this sporting event, in which more than 15,000 runners took part.

As a new commitment, in 2015 **Atresmedia Eventos** was the co-promoter of the Seville Marathon, the best known such event in Spain and one of the five best marathons in the country.

For the second consecutive year, **Atresmedia Eventos**, together with the Proactiv group, brought the only live WWE wrestling show to Spain. The show visited Madrid and Barcelona and was a complete sell out each time with more than 20,000 spectators.





## Large concerts and festivals

**Madrid Première Week** saw a week of film premières, master classes, talks and screenings of short films

For another year, large concerts and festivals represented a very attractive line of business for the company. With more than 10,000 people and a performance from Thirty Seconds to Mars as headliners, the **Neox Rocks** festival became established in its second edition not only for its success with the public but also for the great support received by commercial brands such as Ecovidrio, Oxford, Monster, Beefeater, Randstad and Hawkers.

Following its second edition, the **Barcelona Beach Festival** has not only claimed its place in the music scene of the Catalanian capital, but has also already become a key EDM (Electronic Dance Music) event with the best DJ's in the world. In the last edition, 30,000 people attended the festival to listen to artists of the stature of Hardwell, David Guetta, Axwell & Ingrosso and Martin Garrix, among many others.


**Atresmedia Eventos** is also committed to emerging music groups, for example IZAL, a pop/rock music group from Madrid. After playing several cities across Spain to great acclaim, they ended their tour by filling the Palacio de los Deportes and seeing 'sold out' written across their posters.

The visit from Juan Luis Guerra to Madrid and Barcelona as part of his international tour was also supported by the company to mark the celebration of its 25th anniversary. Both events achieved great success at the box office: all the tickets were sold out two months before the concert in Madrid.

Finally, another of the group's main activities focused on the world of cinema and the hosting of major premières. For another year, **Madrid Première Week** was a great triumph, and included the new feature of MadridCortoFest. The festival saw a week of film premières, master classes, talks, screenings of short films and an exhibition about the film **Palmeras en la nieve** at Escuela TAI in Madrid.



# Leaders in advertising innovation: however, wherever and whenever you want



**Our vision**

1. To promote transparency, effectiveness and innovation in commercial communications.
2. To enhance the industry's self-regulation.
3. To improve the effectiveness of the quality controls.
4. To encourage social commitment from the advertisers.

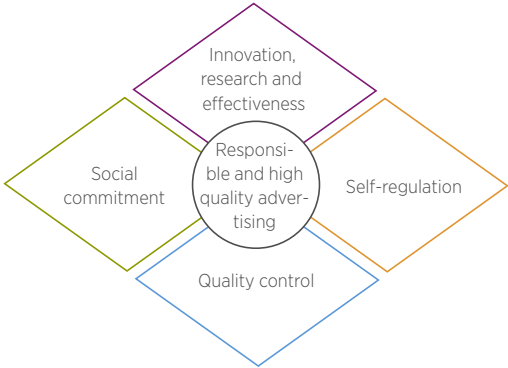
In figures	2013	2014	2015
No. of legal consultations	153	139	150
No. of copy advices	677	772	876
No. of violations	16	7	14
Fines due to television advertising (in Euros)	780,233	0	565,976
Fines for advertising on all other media (in Euros)	1,000	0	0
Value of free NGO spots (in Euros)	5,542,630	3,044,000	3,478,976
Value of free NGO radio spots (in Euros)	4,697,455	3,494,228	2,543,913

**Atresmedia Publicidad** promotes an advertising communication model based on respect and customer service which sets itself apart through innovation, quality and responsibility to the listeners, television viewers, agencies and media centres.

With this objective, since its creation **Atresmedia Publicidad** has followed some solid ethical working principles based on the responsible management of advertising communication and marketing management, as can be seen from its **Responsible Advertising Policy**. These principles, which go beyond mere compliance with the law, are based on the firm commitment to ensure that the advertising content reflects the essential values of accuracy, honesty and respect for human rights.

This working philosophy is implemented through a strong commitment to advertising self-regulation, in order to establish an ethical framework for responsible and accurate communication.

Under these premises, in 2015 work was carried out on different initiatives and processes that seek to reaffirm this innovative leadership.





Further information on Responsible Advertising Policy <http://www.atresmediacorporacion.com/a3document/2010/12/27/DOCUMENTS/00007/00007.pdf>



# Primer Estudio Eficacia Multimedi



In 2015, Atresmedia broadcast more than 17,000 seconds of free television spots, valued at €3,478,380, and more than 21,000 seconds of free radio advertisements valued at more than €2,543,913

## Commitment to transparent marketing

Within the framework of the agreement reached with Kantar World Panel to learn more about the behaviour of consumers in relation to television, three different studies have been carried out on television planning that allows for the search for product purchaser targets. These studies have shown the great benefits obtained with these types of initiatives.

The **Marcas TOP** (TOP Brands) study was also carried out with Kantar World Panel. This analysed the financial impact of television campaigns in terms of the increase in sales in the mass consumption sector. The results show that brands placing greater trust in television obtain better sales results.

In collaboration with Tres14 Research, in 2015 **Atresmedia Publicidad** worked on two new projects:

- The Second Study on multimedia Advertising Efficiency, which measures the effectiveness and profitability of the different media when generating advertising recognition.
- The development of online software which helps simulate the optimal media combination given the advertising investment.

**Atresmedia** participated in the development of the effective frequency on television econometric model (MEFE TV), which helps explain brand recognition and can even make predictions about the performance of the campaigns depending on the characteristics and distribution of contact. During 2015, 32 advertisers were subject to this analysis.

Cross-media studies were undertaken which established the perfect media complementarity between the web and mobility environments and traditional television, given the new forms of audiovisual consumption.





Award for the Be neuro, Be effective study

The **Be neuro, be effective** study, presented by **Marta Rojo**, director of audience research at **Atresmedia Publicidad** and **Antonio Ruiz**, co-founder and executive director of the Brain House Institute, was awarded Best Presentation at the 31st AEDEMO TV Seminar, held in Seville in February. The research reveals how to maximise the attention and recall of the advertising block, thanks to neuro-scientific techniques. Its conclusions have allowed different pieces to be created which, positioned strategically in the advertising break on all the channels in the **Atresmedia** group, increase the level of recall.

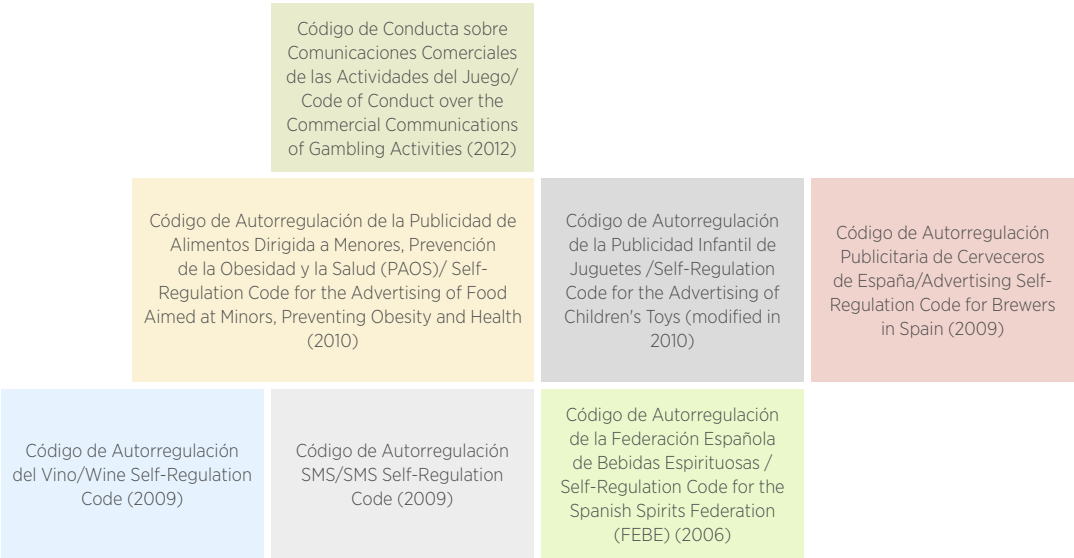
Strong commitment to the self-regulation of the sector

In line with its commitment to responsible advertising and audiovisual content, **Atresmedia** goes beyond strict compliance with the laws governing the matter and actively promotes self-regulation in this field within the sector.

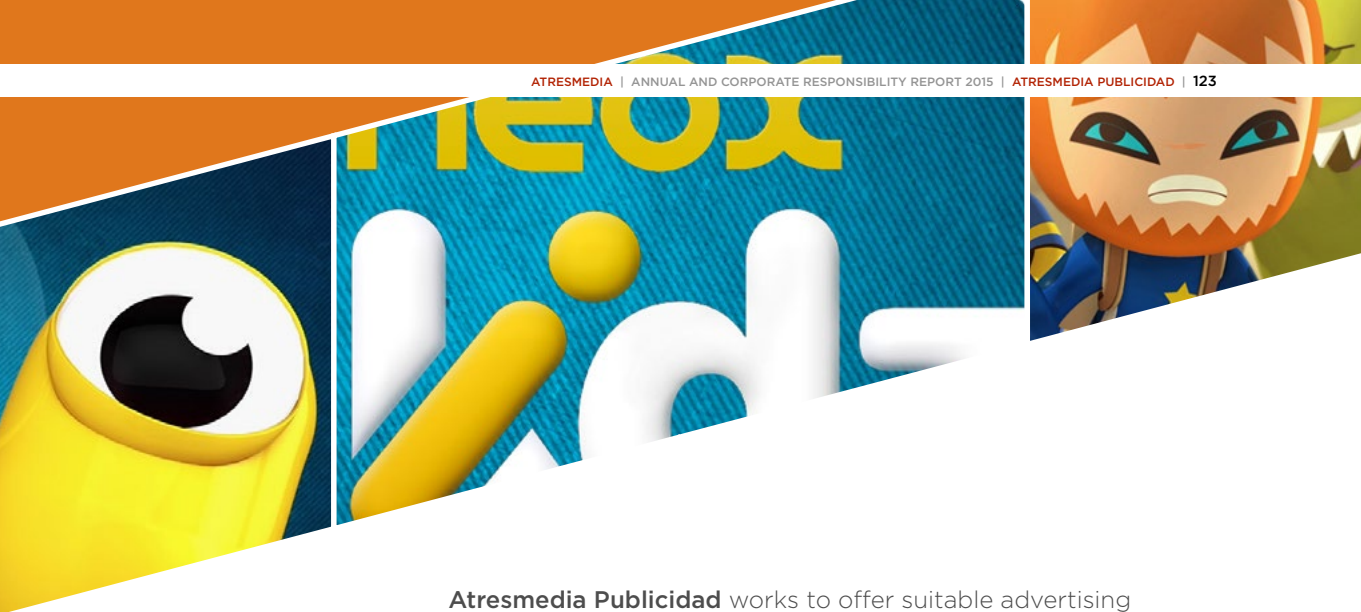
For this reason, **Atresmedia** has voluntarily signed up to various self-regulation codes which ensure ethical advertising and the protection of the rights of citizens, especially those of children, beyond strict compliance with the Law.

**Atresmedia Televisión** is also an active member and part of the founding group of Autorregulación de la Comunicación Comercial (Association for the Self-Regulation of Commercial Communication, Autocontrol), through which it works to improve compliance with the advertising and competition regulations, as well as to extend the guarantees of the advertisers, the television chains and, especially, the consumers.

Self-regulation codes signed by **Atresmedia** and the date from which they are valid







**Atresmedia Publicidad** works to offer suitable advertising for all audiences, especially protecting the younger audience. Therefore, yet again this year, the Group has voluntarily chosen to extend the enhanced protection schedule on **laSexta** and **Neox**, the channel on which the children’s programming slot **Neox Kidz** is broadcast. Moreover, on the children’s vertical space **Neox Kidz**, the advertisers have a multi-platform environment with specific content for children aged between 0 and 11, in which their adverts can be inserted without the risk of exposing them to unsuitable advertising messages.

Atres Cobertura schedule of enhanced protection for children	
M-F	From 8 am to 9 am and 5 pm to 8 pm
Weekend	From 9 am to 12 noon

Atres Afinidad schedule of enhanced protection for children	
M-F	From 8 am to 10 am and 5 pm to 8 pm
Weekend	From 9 am to 12 noon

Neox schedule of enhanced protection for children	
M-F	From 8 am to 10 am and 5 pm to 8 pm
Weekend	From 9 am to 3pm

### More effective quality control

In 2015, 13% more legal consultations were made to Autocontrol than in 2014 in order to prevent the broadcasting of adverts that could violate the self-regulation controls

All **Atresmedia** advertising content is subject to strict controls prior to its broadcast, which ensures compliance with the law and the self-regulation codes. This control is carried out through a triple filter applied by the broadcasting department, the advertising area and Autocontrol. In 2015, 150 legal consultations and 876 copy advice requests were made to Autocontrol to prevent the broadcast of adverts that could violate the self-regulation codes.

Three time controls have also been established, and daily and weekly monitoring reports are produced to ensure that the advertising content is broadcast during the suitable time slot and that the maximum permitted times are not exceeded.



Moreover, there is a Quality Control Committee made up of managers from the areas of content, broadcasting, internal auditing, production and marketing. It meets regularly to detect any incidents that have occurred and is responsible for assessing these and undertaking the actions necessary to resolve them and improve the procedures.

In 2015 the Committee of the General Audiovisual Communication Law was also created. Its main objective is to analyse and ensure compliance with this Law by the **Atresmedia** Group, in matters referring to the broadcasting of any space that is not considered a programme (advertising, self-promotions, and disclosure of the actions of Corporate Responsibility and **Fundación Atresmedia**, among others). The Committee's rulings are binding for all areas.

In order to continue improving the quality controls, in 2016 it plans to implement a new commercial management system which will include a common container of advertising times. This new system incorporates technical improvements which offer greater speed and flexibility in data processing. It also adapts better to the special features of each media segment (television, radio, and internet) and their management characteristics.

While **Atresmedia** strives to create controls that ensure compliance with the General Audiovisual Communication Law, in 2015 five cases were recorded of breaches of the advertising broadcasting time limits, banners and the number of advertising breaks during a programme, which led to penalties amounting to €565,976.

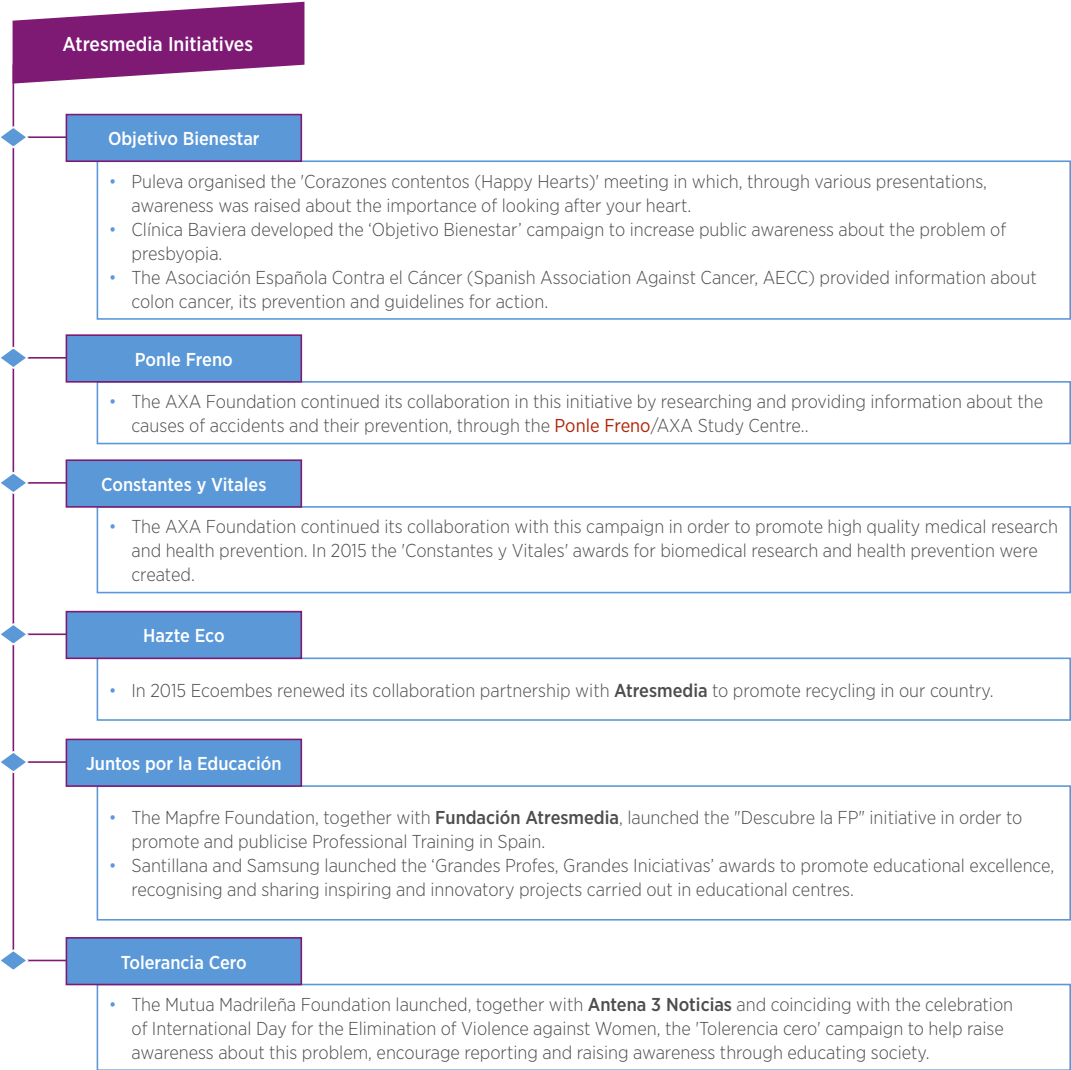
	2013	2014	2015
No. of cases	10	3	5
No. of violations	16	7	14

	2013	2014	2015
Fines due to violations in television advertising (in Euros)	780,233	0	565,976
Fines due to violations in advertising through other media sources (in Euros)	1,000	0	0
<b>Total</b>	<b>781,233</b>	<b>0</b>	<b>565,976</b>

Encouraging social commitment in the advertisers

**Atresmedia** is strongly committed to society and promotes the participation of its advertisers in the Group's Corporate Responsibility actions and campaigns which are most relevant given their CSR strategies and corporate values. Highlighted below are the most noteworthy initiatives undertaken in 2015:

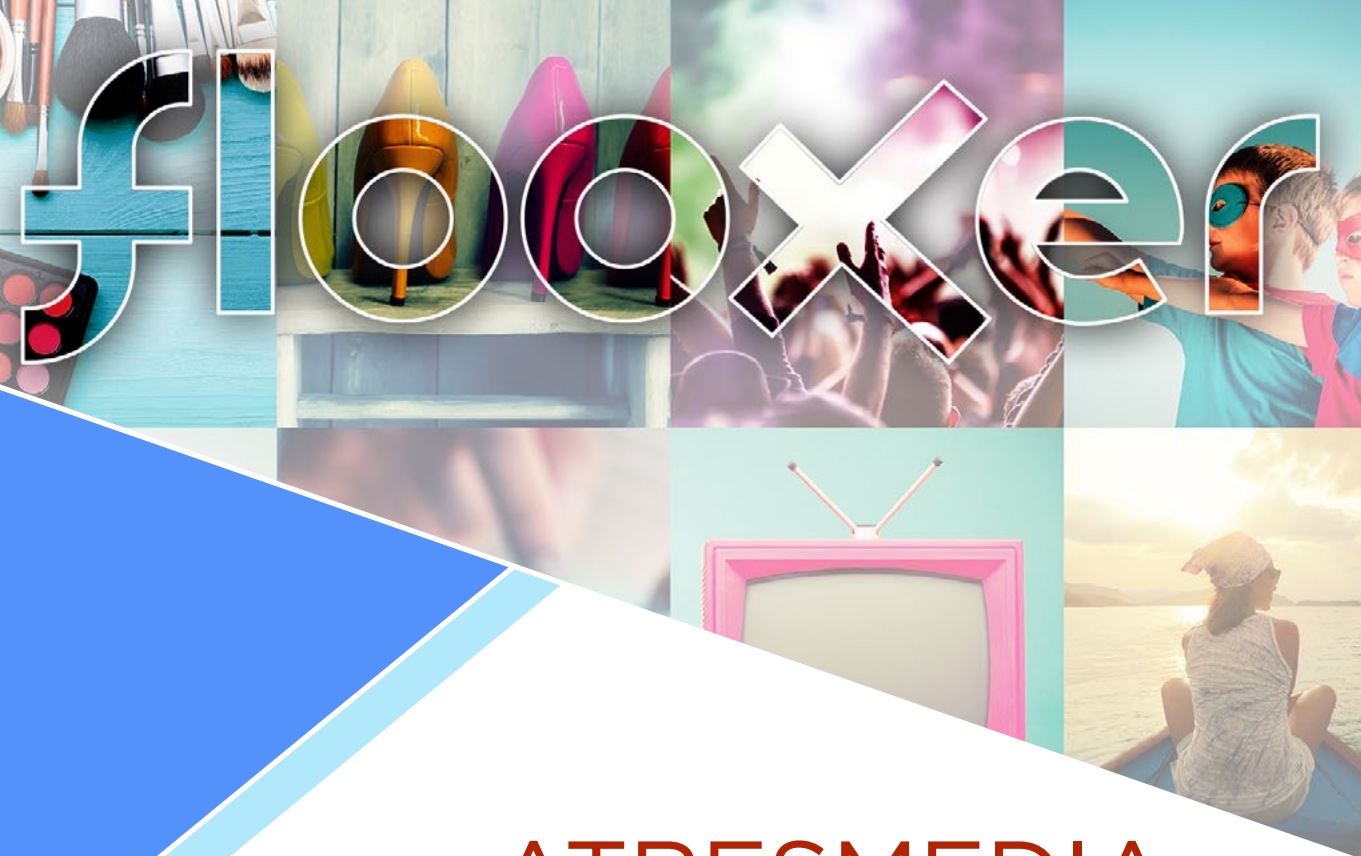




It is also worth mentioning that in 2015, and in order to publicise the work of different non-profit organisations and raise awareness in society about different problems, **Atresmedia** provided NGOs with free advertising spaces on television and radio for a value of €6,022,293. Highlights among the organisations and projects benefiting from this support are the following:

Organisation	Campaign
Fundación Policía Nacional (National Police Foundation)	Denuncia Violencia de Género (Reporting Domestic Violence)
Fundación Desarrollo y Asistencia (Development and Assistance Foundation)	Contra la Soledad de las personas mayores (Against Loneliness in the Elderly )
Fundación Down España (Spanish Down Syndrome Foundation)	World Down's Syndrome Day
Plataforma ONG's (NGO's Platform)	Marca doble X Solidaria para la Renta (Mark double X Solidarity in Income)
Juegaterapia	Sensibilización Oncología Infantil (Children's Oncology Awareness)
FAD	Lucha contra la Drogadicción (Fight against Drug Addiction)
Fundación Amigos de los Mayores (Friends of the Elderly Foundation)	International Day of Older Persons
UNHCR	Refugee Aid
Fundación Integra (Integra Foundation)	Lucha contra la Violencia de Género (Fight against Domestic Violence)
Fundación Isabel Gemio (Isabel Gemio Foundation)	Sensibilización Enfermedades Raras (Awareness of Rare Diseases)





# ATRESMEDIA Digital

## Also a success in digital communication

**Flooxer is the perfect showcase for the brands. Its formats allow them to be integrated naturally, increasing engagement with the users**

Throughout 2015, the set of **Atresmedia** sites broke the 20 million unique monthly users barrier, 21% up on the previous year. The quality of the **Atresmedia** content, the excellent coverage of the major news events, as well as the effective management of the social networks and ongoing commitment to the vertical portals were key factors in achieving these figures.

These figures led to **Atresmedia** climbing five places in the multi-platform ranking of ComScore, rising from 17th position in 2014 to 12<sup>th</sup> position in 2015, even reaching the top 10 for the most visited in Spain in some months.

Almost nine million unique monthly users visited [antena3.com](http://antena3.com) in 2015, 10% more than in 2014. The portal has exceeded its record high audience on two occasions during the year, achieving its best figure in March with 11.2 million users.





## The news, programme and drama portals keep growing

**The Antena 3 News portal has been a key factor in the digital growth of Atresmedia. It exceeded the strong figures achieved in 2014 by 19%, reaching its best figure in March with more than five million users**

The spectacular performance of the **Antena 3** news portal in 2015 was a key factor in its growth. It managed to exceed the strong figures achieved in 2014 by 19%, reaching its best figure in March with more than five million users. The comprehensive coverage of the year's major news stories, such as the general and regional elections, as well as the intense activity created around **7d: el debate decisivo**, were recognised by the users, who chose the **Antena 3** portal to follow the up to the minute news.

The drama and programming portals were also of great help in the growth of the **Antena 3** website. The releases of new series, such as **Allí abajo**, **Bajo sospecha** and **Vis a vis**; the commitment to new programming formats such as **Casados a primera vista** and **En tierra hostil**, not forgetting the consolidation of content such as **El hormiguero 3.0** and **Velvet**, attracted a significant volume of new users to the portal. Added to this is the creation of the websites of the new channels the group launched in 2015: **MEGA** and **Atreseries**.

The work performed in handling the **Atresmedia** community on the social networks was also an essential factor in achieving these figures. The contribution of the social networks to the **Antena 3** website increased by 12 points compared to 2014.





### laSexta.com beats its record with four millions

If 2014 was a great year for the **laSexta** website, 2015 was even better. In May, the coverage and following of the regional elections led [laSexta.com](http://laSexta.com) to achieve its record performance, exceeding four million unique users. The continued success of its most popular programmes such as **Salvados**, **Al rojo vivo** and **Zapeando**, as well as the incorporation of new formats such as **Constructor a la fuga** and **Refugiados** was also an important factor in the growth of the **laSexta** website.

### The radio websites, unstoppable with their new design

**The Onda Cero website managed to grow by 1.5% compared to 2014, and reached one million unique monthly users**

If television has managed to excel, the radio stations were not going to do anything less. The websites of **Onda Cero** and **Europa FM** also achieved some good audience figures this year. The first managed to grow by 1.5% compared to 2014 and reached one million unique monthly users in 2015. In March it also achieved its best ever figure, exceeding 1.2 million users. Moreover, **Europa FM**, following a stunning performance in 2014, managed to maintain these figures in 2015 with a monthly average of 1.2 million unique users.

One of the reasons for the success of both sites in 2015 was their redesign. Aware of the unstoppable growth of internet consumption from mobile devices, both websites were upgraded in 2015 to improve access for users through their smartphones and tablets, as well as adding a more modern design and better usability when browsing the content.





## Atresplayer exceeds five million monthly users

**Atresplayer managed to exceed 5 million monthly users in 2015, 22% more than in the previous year**

In 2015, **Atresplayer** managed to exceed its main competitor by 13%, setting a record 44% distance between it and the rest and being the leader for eight consecutive months. The **Atresmedia** online video platform managed to exceed five million monthly users throughout 2015, 22% more than in the previous year. The acquisition of the Champions League matches and the strong performance of the **Atresmedia** content made **Atresplayer's** best ever year possible, not forgetting **7d: el debate decisivo**, which became the event of the year, for being not only the most viewed programme on television in 2015 but also the most viewed on **Atresplayer**, where it managed to attract more than 300 thousand live viewers, a figure that ensured that 7th December was its best ever following.

In addition, the improvements made to the platform, such as its website being adapted for mobile devices and the improvements to the application (which achieved seven million downloads), have led to a notable increase in access from mobile devices.

Another significant milestone was the integration of **Nubeox** which, with the incorporation of more than 750 films and all of **Atresmedia's** content, led **Atresplayer** to become one of the most competitive content platforms on the Spanish market.

But that's not all. In 2015 **Atresplayer** strengthened its presence in Smart TV by incorporating its application into LG Smart TV, a support which adds to the other devices on which the platform is already available: PC, tablet, smartphone, video games consoles and access from Chromecast; as well as the major operating systems: iOS, Android, Windows 8 and Windows Phone.

In addition, the opening of **Atresmedia** content internationally allowed **Atresplayer** to multiply the number of subscriptions obtained in 2015, compared to the previous year, by five.





José Manuel González Pacheco, General Manager of Atresmedia Digital, congratulated for reaching one million subscribers.

## The best managed community

Added to all of this is the effective management of more than 3.2 million users of the **Atresmedia** database. To improve the relationship it had with them to date, informing them about **Atresmedia** products and releases, in 2015 it added a survey and opinion system which allows us to maintain an active conversation with the users, and therefore improve the services we offer to them.

## The vertical portals grow and beat records

**Atresmedia Digital never ceases in its commitment to vertical portals and in 2015 it increased its family with another two themed sites: Liopardo and Centímetros Cúbicos**

Taken together, the **Atresmedia** vertical portals exceeded the audience obtained in 2014 by 42%, and contributed more than 4.2 million monthly users to the group, representing 22% of its audience.

**Atresmedia Digital** never ceases in its commitment to vertical portals and in 2015 it increased its family with another two themed sites: **Liopardo** and **Centímetros Cúbicos**.

In June, the digital area of **Atresmedia** launched **Liopardo**, a humour site which during its first month managed to occupy the top spot in its category in the multi-platform ranking from comScore.

Another big event was the incorporation of **Guía Infantil** to the group of **Atresmedia** websites. [Guiainfantil.com](http://Guiainfantil.com) is a portal offering content aimed mainly at parents. [Guiainfantil.com](http://Guiainfantil.com) is also a leading site internationally and occupies the top spots in the Family & Parenting category from comScore.







The Atresmedia Multi-channel achieved major milestones: it doubled the reproduction data from 2014, exceeding one million views

## MCN Youtube supera el millón de visionados

The **Atresmedia** multi-channel achieved big milestones this year: it doubled the reproduction data from 2014, exceeding one million views throughout the year; in October, **Antena 3** exceeded one million subscribers to its channel, being the first and only channel in Spain to achieve this; and the group's family of channels on Youtube has doubled the figure seen in 2014, accumulating more than 2.5 million subscribers.

Since **Antena 3** created its Youtube channel in 2007 (the first private TV channel in Europe to do so), its commitment to content diversification has not stopped, and in 2015 it added another three channels to its Youtube multi-channel.

## Flooxer, the best content on a single platform

Continuing with the commitment to innovation that defines the digital division of **Atresmedia**, in November 2015 it launched **Flooxer**, a new digital content platform. This is a digital native site which combines the most popular videos with the most followed creators on the Internet.

The exponential growth of the viewing of videos on the internet and the sheer number of them circulating on the Internet without any type of filter led to the idea of creating a platform that brings together the short videos of **Atresmedia** on a platform where the work of the most talented creators in the cloud can be enjoyed in an orderly and select fashion.

In addition to the fantastic offer of content there is a player which enables videos to be viewed in 4K and a responsive design for a better experience from mobile devices, offering greater speed and manageability.

**Flooxer** is also the perfect showcase for the brands. Its formats allow them to be integrated naturally, increasing engagement with the users. **Flooxer** brings together the stars of the Internet in a safe and open environment where the brands find the best content, with production adapted to the language and form of consumption on the Internet. More than 2,000 videos, 200 different formats and around 90 creators now fill this website.





4 DIRECTO De 1000 a 2100h  
Fórmula Europa FM



Noticias | Programas | Podcast | Concursos | Eventos | Listas | Artistas A-Z

¡Síguenos!

Adele | Alix Veliz | Rihanna | Britney Spears | Manolo Tena | Zara Larsson | Justin Bieber | Iggy Azalea | Katy Perry



## Social networks, proximity generates loyalty

The record figures for 2015 were also achieved thanks to the **Atresmedia** social networks. This year has seen the figure of one million followers on Twitter being exceeded for the **Antena 3** and **Antena 3 Noticias** accounts, as well as half a million in that for **laSexta**. On this social network, the radio stations have also doubled their number of followers compared to 2014.

## Radio, complete renovation

Constant adaptation to new technologies is in the DNA of **Atresmedia Digital**. Therefore, in 2015 it completely renovated the websites of **Onda Cero** and **Europa FM**, whose most important improvement was its adaptation to responsive browsing for a better user experience. Both have also been given a modern look and better manageability, facilitating access to all the content.

This improvement also includes the applications for mobile devices, available in both Apple Store and Play Store, to listen to the stations live, including the local ones, anywhere and with the option to share the content on the social networks.

**7d: el debate decisivo** was the most talked about televised broadcast in 2015 with more than 2.5 million comments, and it also accounted for the most social authors with more than three hundred thousand, more than for Eurovision.

But as well as improving its performance each year, **Atresmedia** continues to be committed to finding new ways of bringing television to the viewers. That is why **Antena 3 Noticias** has become the first news channel in Spain to use Periscope, a tool which allows users to see the preview and live news, and interact with the broadcast in real time. The **Antena 3 Noticias** Periscope account currently has more than two million followers.



# Multimedia at the service of everyone

The new initiative Crea Cultura already has more than 14,000 followers on Twitter

In 2015, **Atresmedia Digital** continued its commitment to a strategy that allows it to increase the quality of the content and services offered to its users, and to improve accessibility to these and protect children through the development of parental control tools.

As with the entertainment programmes, drama series and news programmes from **Atresmedia**, all of the **Group's** Corporate Responsibility campaigns are present on the social networks, as well as on specific websites with information linked to the different initiatives. In 2015 the portal of the new Tolerancia Cero corporate responsibility campaign was added to this already significant multimedia presence. This is aimed at combating domestic violence and its design and development required us to be particularly careful about browsing privacy and the contact numbers to direct victims to the help centres.

	TWITTER FOLLOWERS			FACEBOOK FOLLOWERS		
	2013	2014	2015	2013	2014	2015
HAZTE ECO	4,967	5,156	5,780	5,381	5,932	7,778
Ponle Freno	12,093	16,300	19,117	240,651	280,623	267,703
Constantes y Vitales	-	-	2,183	-	-	6,712
Crea Cultura	-	-	14,338	-	-	720
Fundación Atresmedia	-	-	14,632	-	-	4,182
Objetivo Bienestar Junior	7,641	7,904	7,932	6,288	6,782	6,792
Tolerancia Cero	-	-	239	-	-	268

Data from 29 January 2015.

## Quality of the multimedia services

Highlights among the measures adopted by **Atresmedia Digital** to ensure the quality of the multimedia services are the following:

- Implementation of new advances in the quality control system launched in 2014, thanks to which the number of recorded incidents has been significantly reduced and action and contingency plans have been established.
- Strengthening of the team of community managers who serve the community, responsible for the new services and profiles of the websites of the television and radio programmes and series.
- Extension of the operating hours of web writers and community managers with a considerable improvement in the direct response and interaction with the followers, and dealing with their queries, advice, recommendations, etc.



The Atresmedia group has more than 32 million fans and followers through the social networks

## Increasing the accessibility of web portals

**Atresmedia Digital's** vision is to ensure that anyone with some sort of disability can access the information on its websites. To do this it continues adding content and technology which allow it to fulfil this objective and in 2015 it launched the following initiatives:

- A more than 10% increase in the content with subtitles on the **Atresplayer** platform through the dual language and subtitling system. Among these are American series such as **The Big Bang Theory**, **2 broke girls** and **Person of interest** which are now fully broadcast with subtitles.
- The electoral debates of general interest held in 2015 were subtitled and signed in real time, which was recognised and valued by disability organisations.
- Start of the redesign process for all of the Group's sites to adapt them to mobile browsing. To do this it opted for the responsive solution, which during 2015 was implemented in the websites of **neoxkidz**, **Onda Cero** and **Europa FM**, as well as on the new verticals (**Liopardo** and **Centímetros Cúbicos**).

Following this line, **Atresmedia Digital** has committed itself to adapting to the double A rating (AA) of the W3C accessibility standard in 2016. It will also continue the responsive redesign process which will be extended to all of the **Group's** online elements and which will incorporate new accessibility measures, in order to achieve websites which are easier to browse and with less cognitive load.



## Helping parents

**Atresmedia Digital** wants to help parents to educate their children and protect them when using the internet.

**Atresmedia** and [Guiainfantil.com](http://Guiainfantil.com) have signed an agreement to boost its content aimed at parents. In this way, thanks to this portal **Atresmedia Digital** has strengthened its commitment to high quality content for all the family. It is an online magazine in Spanish aimed at parents, and a worldwide leader with more than nine million unique monthly users (OJD data). All the information, both written and in audiovisual format, not only has the support of [Guiainfantil.com](http://Guiainfantil.com) but has also been signed off by renowned specialists in the sector.

The new content offering of **Atresmedia Digital** covers a wide variety of themes and sections, ranging from Pregnancy, Babies, Health, Food, Education, Leisure and a long list of resources to help parents to care for and educate their children.

Parental control measures have remained on the **neoxkidz** website.

[www.neoxkidz.com/parental-control.html](http://www.neoxkidz.com/parental-control.html)





# ATRESMEDIA

## Diversificación

### The expansion strategy

The general Diversification department is responsible for all of **Atresmedia's** activity involving business models that do not relate to advertising but that nevertheless have a high growth potential.

**Atresmedia Diversificación** is divided into four broad areas: **Internacional** (International), which is made up of three channels already present in more than 32 million homes throughout the world; **Media for Equity**, to take shareholdings in emerging companies in exchange for advertising campaigns; **Nuevos Negocios** (New Businesses), which covers different activities such as the use of late night slots, licences and merchandising, competitions, online gaming and e-commerce projects, such as [Tualbum.es](https://www.tualbum.es); **Gestión de Derechos Musicales** (Management of Music Rights), from music publishing and from the exploitation of phonographic rights, the highlight in this area being the launch of the record label, **Atresmúsica**, in 2015.





## Internacional Area: more than 32 million households signed up around the world

The international area of Atresmedia ended the year on one of the famous Times Square screens, the most sought after advertising space in the world where more than 450 million visitors pass by each year

The three international channels of the **Atresmedia** group — **Antena 3 Internacional**, **iHOLA! TV** and **Atreseries Internacional**— have managed to exceed the figure of 32 million subscriptions worldwide, which represents a 34% increase compared to last year.

**Atreseries**, the youngest of the three channels, broadcasting since 2014, has experienced rapid growth thanks to signing agreements with DIRECTV Latam and USA, Movistar TV, Liberty Puerto Rico and Cable Onda Panamá. **Atreseries**, the only 100% series channel in Spanish, also released some of the **Group's** most successful productions, including **Algo que celebrar**, **Sin identidad**, **Bajo sospecha**, **Vis a vis** and **Allí abajo**, which has led to a sustainable audience growth.

**Antena 3 Internacional** has strengthened its presence in Latin America, the U.S. and Europe by adding new audiences and consolidation its distribution. With a very stable schedule, based on news and entertainment, **Antena 3 Internacional** is today a leading source of news and an essential channel in the schedules of pay television operators in Spanish speaking countries.

Two of **Atresmedia's** international channels —**Antena 3** and **Atreseries**— started the year with big new developments. The group's veteran channel, **Antena 3 Internacional**, began broadcasting in HD quality throughout Latin America. The U.S. audience was already receiving the channel in high definition.

Moreover, **iHOLA! TV**, the result of the agreement between **Atresmedia** and the magazine **iHOLA!**, has grown in countries like Mexico and Colombia thanks to working with large operators such as Televisa/IZZI and Movistar TV, continuing its uninterrupted expansion since its launch in September 2013. **iHOLA! TV** has increased its hours of original production to over 550 a year, with nine self-produced programmes.

The international area of **Atresmedia** ended a great year on one of the legendary screens in New York's Times Square, the most sought after advertising space in the world where more than 450 million visitors pass by each year. **Atresmedia** has therefore become the first Spanish communication group present in the iconic New York square.





At year end, Atresmedia's portfolio amounted to ten investee companies, highlights among which are some of the highest profile Spanish start-ups

### Media for Equity: an established model

**Media for Equity** is an innovative investment model through which **Atresmedia** takes minority shareholdings in start-ups with a high growth capacity in exchange for advertising.

Following its launch in 2014, the model has become established and has gained importance. More than 200 projects have been analysed, which demonstrates the scope for this type of transaction and the value of television as the perfect media outlet for launching internet companies.

At year end, **Atresmedia's** portfolio contains ten investee companies, highlights among which are some of the highest profile Spanish start-ups, such as **Wallapop**, the geo-localised mobile application for the purchase and sale of second hand items; **Promofarma**, a showcase for non-prescription pharmacy products and a leader in its sector; and **Fintonic**, an application for self-managing personal finances.

Likewise, during 2015 two significant events occurred which gave the final boost to the model. Firstly the first sale of one of our investees occurred, obtaining a very impressive return on the investment. And secondly, various companies from our portfolio became paid advertisers of the **Group**, therefore fulfilling the strategic and financial objectives set.





## New businesses, new opportunities

The **Nuevos Negocios** area commercially manages the chain's brands and looks for business opportunities in activity segments away from advertising. The development of **New Businesses** includes different lines of operation:

### Licences and Merchandising

Following the good performance of the product launched last year with ONCE, in the final quarter of 2015 a new product under the **El hormiguero** brand was launched in the market. The initial sales figures guarantee that this initiative will continue.

**Top chef** has significantly increased its market presence, with new products and an increase in revenue of over 60% compared to last year.

One of the most important initiatives this year was the creation and sale of the **Velvet, Lady Velvet** perfume. Incorporated into the plot of the series to generate recognition, its success led

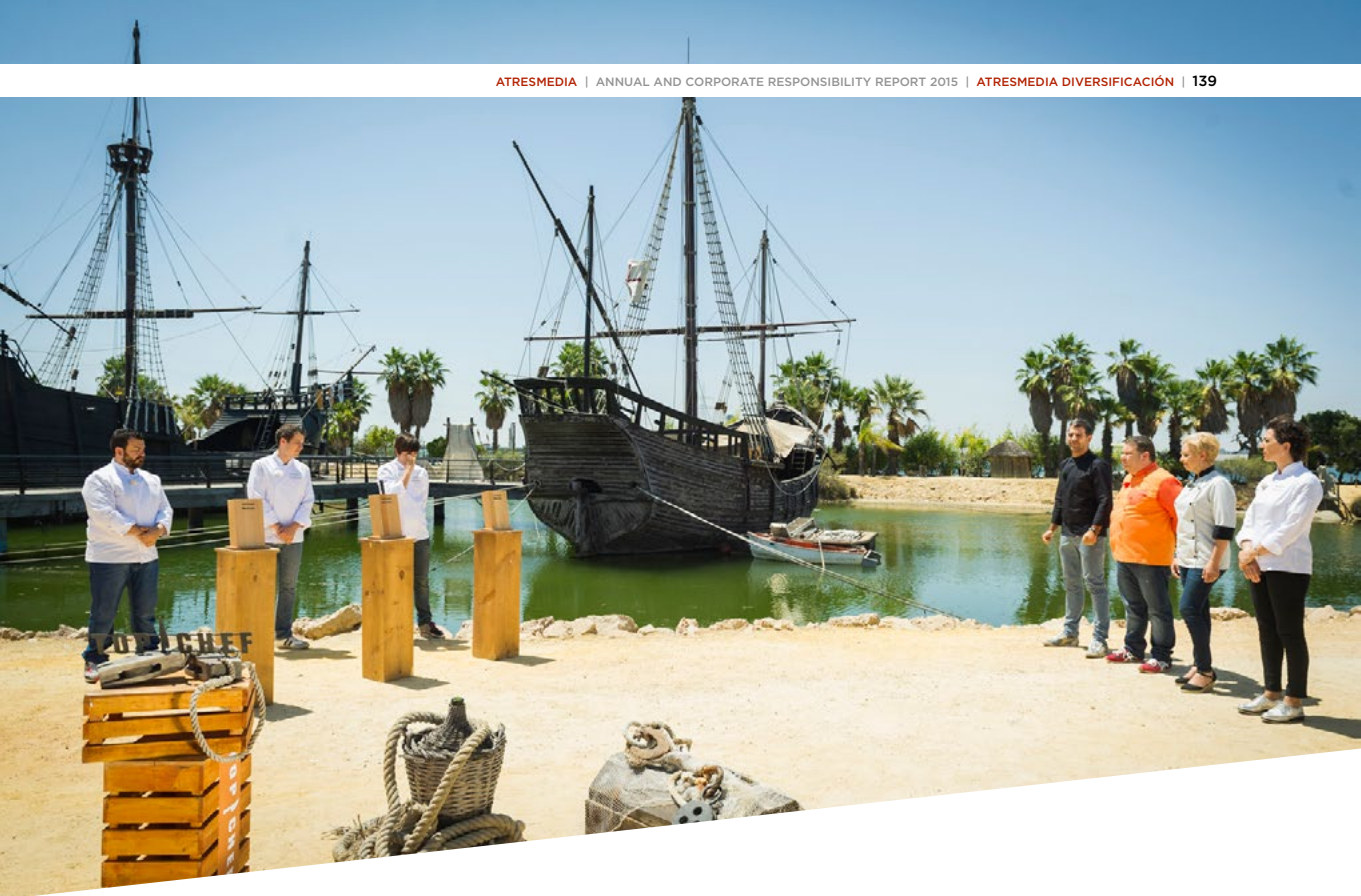
to the launch of a jewellery collection for Christmas 2015.

Together with the Planeta Group, various publishing launches have taken place and others have continued to be developed, such as **Objetivo bienestar**. The new book by **Karlos Arguiñano**, **A mi manera** was also released.

The portal [misterentradas.com](http://misterentradas.com), was strengthened within the ticket market through an agreement with Ticketmaster, a leading company in the sector. This has allowed it to offer new and better events, with exclusive pre-sales and the application of a global business model based, in many cases, on revenue sharing.

Throughout 2015, new products were launched in the children's slot of **Neox Kidz**. A good example is the **Mutant Busters** series, the first children's animation project from **Atresmedia TV**, together with Famosa, Planeta Junior and Kotoc. In this case the **Group** has not only carried out the production and broadcasting, but has also shared in the profits.





### On-line gaming

As a result of the regulation of on-line gaming in Spain in 2011, **Atresmedia** has launched the first roulette, bingo, sports betting and slots programmes in Spain.

In 2015 the Group reorganised its activity in this area to move to a simpler, more efficient model, based on operating through a third-party structure, the British multinational company specialised in online gaming, Gamesys Limited. As a result, the offer has been concentrated into just one site, [canalbingo.es](http://canalbingo.es), with a broad offer of more than 50 bingo, casino and slots games.

### Early morning content

This business areas makes profit from time slots that are not appealing for conventional advertising. It therefore aims to obtain additional profit through the broadcasting of specific formats that generate income without incurring a cost for the chain.

Currently the early morning content programming is stable and adapted to each channel, formed mainly by instrumentals, telesale programmes and also online gaming.

In this final area, the agreement with Pokerstars to broadcast the tournaments sponsored by the company in Europe and the Caribbean has been renewed for another year.

During 2015, **Atresmedia Diversificación** also continued to be the main media partner of 888, the other major online gaming operator in Spain, whose Casino, Betting and Poker programmes have been shown in the early morning slots on **laSexta**.

For both, **Atresmedia** makes different contributions in the areas of production, advertising, content promotion, planning and optimisation.





### Teletext

Although there is a single teletext service for all of the Group's channels in terms of the content and organisation of the information, independently commercially managed are: the portfolio of commercial spaces on **Antena 3**, **Nova** and **MEGA** on one hand, and those of **laSexta** and **Neox** on the other.

In this way, the performance is optimised. Despite its technological limitations, viewers continue to use teletext extensively, which makes it a suitable advertising format for direct response advertising, such as insurance or loan companies, as well as for companies who provide leisure and entertainment services through 806 numbers.

### Tualbum.es

**Tualbum.es has updated its website to adapt it to the needs of internet users and the demands of e-commerce**

**Atresmedia's** commitment to renovation has also been reflected in the business of [Tualbum.es](http://Tualbum.es), the digital photography portal, where users can download free software used to design their own personalised albums.

In addition to continuing with its commitment to advertising communication as a way of capturing new customers, throughout 2015 its website was upgraded to adapt it to the needs of internet users and the demands of e-commerce.

So, the new [Tualbum.es](http://Tualbum.es) website —launched in October— is suitable for mobile devices (telephone and tablet) and has a more modern design, to create a positive purchasing experience.





## Managing music rights

The purpose of the Group's music publishers is to produce and contract with their creators the original songs included in the programmes on **Atresmedia TV**, such as those used in the news, series, films and promotions. In this way, rights are generated that are paid for through the management bodies. In addition, this is the area that exploits the early morning timeslot broadcasting music items such as video clips and self-produced concerts, and these works belong to the publisher.

During 2015, the spotlight was focused on managing the copyrights generated from the music in the **Atresmedia** group series sold abroad.

In this context, agreements have been signed with rights management companies to represent the Publisher in the rest of the world and therefore be able to maximise the revenue coming from other countries. A special mention goes to the operation in Italy, where the **Atresmedia** group's series are enjoying great success and whose music belongs to the Publisher

The musical production in the **Irradia** library continues to grow and it now has more than 2,000 original titles composed

by prestigious musicians from this country. Its catalogue expansion offers some very positive results year after year.

### Record label: Atresmúsica

During 2015 **Atresmedia**'s record label was launched. This is called **Atresmúsica** and its mission is to market and manage its own phonographic rights, as well as market, in a joint venture with other labels, its repertoire in physical or digital format.

It also exploits the rights to the soundtracks from films, series and theme tunes produced for **Atresmedia**.

In just a few months **Atresmúsica** has managed to position two artists in the top 10 best-selling song list. It has also developed the official theme tune for Champions Total and, during December, it launched the new hit from Pablo Alborán included in the soundtrack of the **Atresmedia Cine** film **Palmeras en la nieve**.

Among other projects, in 2016 the soundtrack of **El secreto de Puente Viejo** was launched with a song sung by Ana Belén, in Spanish and Italian.





# ATRESMEDIA Cine

## Box office success and critical acclaim

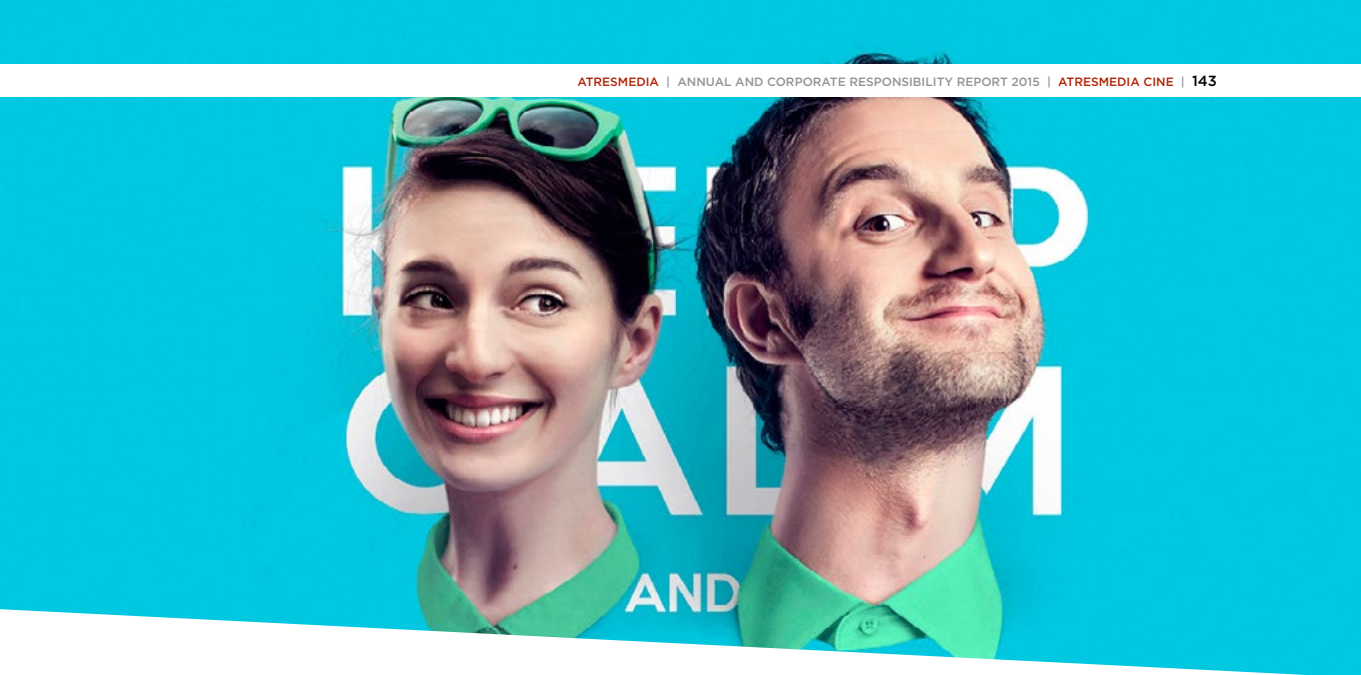
Only 17 Spanish films earned more than €1 million in takings, of which Atresmedia was involved in eight

Throughout 2015 **Atresmedia Cine** produced a total of six feature films which, together with the films released at the end of 2014 and still showing in cinemas this year, had box office takings of €32 million, which represents 29.5% of the total box office takings for Spanish cinema.

The figures for its film productions keep it in the top spots of the ranking for the cinema industry in Spain, since all of the year's releases were among the 25 with the highest takings, and four of them were in the top ten.

During 2015, only 17 Spanish films earned more than €1 million in takings, of which **Atresmedia** was involved in eight, TVE was involved in six and Telecinco Cinema was involved in three.





Rkg	Title	Takings at 31/12	% of Spanish
3	Perdiendo el norte	10,308,784.87	9.3%
5	Ahora o nunca	8,394,243.75	7.6%
6	Palmeras en la nieve	4,642,704.82	4.2%
7	Desconocido, El	2,957,984.93	2.7%
13	In the heart of the sea	1,811,692.53	1.6%
14	Isla mínima, La	1,618,699.02	1.5%
16	Club de los Incomprendidos, El	1,185,614.18	1.1%
17	Exodus: Gods and Kings	1,029,133.91	0.9%
21	Cómo sobrevivir a una despedida	767,979.42	0.7%
113	Torrente 5: Misión Eurovegas	3,877.13	0.0%
140	Pancho: el perro millonario	1,205.76	0.0%
153	Pájaros de papel	634.08	0.0%
173	Futbolín / Metegol	185.20	0.0%
177	Planet 51	153.50	0.0%
189	Zipi y Zape y el club de la canica	63.00	0.0%
		32,722,956.10	29.5%
Films released in 2015		28,883,390.32	26.1%

Atresmedia Cine is committed to new talent, providing new directors with opportunities in their films

In March 2015, the comedy **Perdiendo el norte**, directed by **Nacho García Velilla**, managed to beat the success of his two previous films, **Fuera de carta** and **Que se mueran los feos**, with more than one and a half million viewers and ten million euros at the box office. The film has been adapted into a series for **Atresmedia**, **Buscando el norte**, for release in 2016.

**Ahora o nunca**, a romantic comedy, directed by **María Ripoll** and starring **Dani Rovira** and **María Valverde**, achieved more than eight million euros in revenue at the box office. The film was premièred internationally at the Festival des films du Monde, in Montreal.





**Atresmedia Cine** also took part in international super-productions such as *In the heart of the sea*, directed by Ron Howard and starring Chris Hemsworth

**Atresmedia Cine** is committed to new talent, providing new directors with opportunities in their early films. *Como sobrevivir a una despedida* was the film debut of the award-winning short film maker **Manuela Burló Moreno**, starring the Goya award winner, **Natalia de Molina**, and a cast of promising young actors from Spanish cinema. The film was premiered at the Festival de cine español in Malaga.

*El desconocido* is also the first film by **Daniel de la Torre**. It opened the Venice Days section of the 72nd edition of the Mostra Internazionale D'Arte in Venice and was presented at the Festival de Cine Internacional in San Sebastián with a magnificent reception from critics and the public. Starring the award winners **Luis Tosar**, **Javier Gutiérrez**, **Goya Toledo** and **Elvira Mínguez**, the film has received various nominations. Among the awards are: best new director and best editing, granted by the Círculo de Escritores Cinematográficos (Cinema Writers Circle, CEC) and two Goya awards for best sound and best editing.

**Atresmedia Cine** also took part in international super-productions such as *In the heart of the sea*, directed by **Ron Howard** and starring **Chris Hemsworth**. It was premiered in Spain during the Madrid Première Week.





**“Palmeras en la nieve” has earned more than €15 million and has been seen by more than 2.5 million cinema goers**

*Palmeras en la nieve*, directed by **Fernando González Molina**, is an adaptation of the novel by **Luz Gabás** published by Temas de Hoy (Planeta Publishing). The film stars **Mario Casas**, **Adriana Ugarte** and **Berta Vázquez** and was one of the most eagerly anticipated Spanish films of 2015. In 2016 it has continued its commercial success and after seven weeks in cinemas it has earned more than €15 million and has been seen by more than 2.5 million cinema goers. Nominated for five Goya awards, it walked off with the awards for best song composed by **Pablo Alborán** and **Lucas Vidal**, and best art direction for **Antón Laguna**. It was selected by the public as one of the best films of 2015 and won the 2016 Fotogramas de Plata award and the award for best actor for **Mario Casas**.

*La isla mínima* continued its success in 2015, being released in various countries. Seen by more than 150,000 cinema goers in France, it continues its international tour through various countries, such as Australia, Belgium, Luxembourg, and the United Kingdom, among others. In Belgium and Luxembourg the film achieved takings of €120,000 and more than 17,000 viewers.





## Releases in 2016

**Atresmedia Cine** continues its commitment to a variety of genres, relying on directors with significant experience and giving an opportunity to new talent. Among the various films that will be released in 2016 are comedies, family films, thrillers and dramas:

**Tenemos que hablar**, from the director of “El otro lado de la cama” and “Días de fútbol”, **David Serrano**, and starring **Hugo Silva** and **Michelle Jener**. **El pregón**, from **Dani de La Orden**, with **Berto Romero**, **Andreu Buenafuente** and **Belén Cuesta**. **Cuerpo de élite: misión palomares**, from the new director **Joaquín Mazón**, with a cast full of familiar faces such as **Miki Esparbé**, **María León**, **Jordi Sánchez** and **Carlos Areces**. **Villaviciosa**, the latest project from **Nacho García Velilla** and his fourth comedy.

**Bad dogs**, an animated film, directed by **Alberto Rodríguez**, who has already been animator and director of series such as “Pocoyo”. **Zipi y Zape y la isla del capitán**, directed by **Oskar Santos** and with the participation of **Elena Anaya**, is the second part of “Zipi y Zape y el club de la canica”.

**Koblic**, an Argentinian co-production, directed by **Sebastián Borensztein**, director of *Un cuento chino*. It stars **Ricardo Darín**, **Inma Cuesta** and **Óscar Martínez**.

**Que Dios nos perdone**, the third film by **Rodrigo Sorogoyen**, starring **Antonio de la Torre** and **Roberto Álamo**.

**Contratiempo**, the second feature film of **Oriol Paulo** following his successful debut with “El cuerpo”. Starring **Mario Casas**, **Bárbara Lennie**, **José Coronado** and **Ana Wagener**.

**El hombre de las mil caras**, the next film by **Alberto Rodríguez** following “La isla mínima”. It is inspired by the novel by **Manuel Cerdán**, **Paesa**, based on the life of the Spanish secret agent **Francisco Paesa**, and his decisive role in the escape and subsequent surrender of the former head of the Civil Guard, **Luis Roldán**. **Eduard Fernández**, **José Coronado**, **Marta Etura** and **Carlos Santos** are the stars of this film which will be released in September 2016.

The drama **Rumbos**, by **Manuela Burló Moreno**, which has an ensemble cast including: **Karra Elejalde**, **Carmen Machi**, **Pilar López de Ayala** and **Ernesto Alterio**, among others and **Toro** by **Kike Maillo**.





# Human resources



Proud of the team



**Our vision**

1. To ensure that the employees of **Atresmedia** feel proud to work at the **Group**.
2. To promote equality, diversity and a work-life balance.
3. To train people and encourage their professional development.
4. To offer high quality employment.
5. To promote corporate volunteering.
6. To ensure the health and safety of employees.








In figures

	2013	2014	2015
No. of employees	1,829	1,806	1,917
Average length of service (years)	11.8	12.3	12.3
% permanent contracts	81.0	81.2	78.0
Voluntary turnover	1.8	3.2	2.7
% of workforce in the union	86.0	84.5	85.5
% of women in the workforce	48.1	49.9	49.5
Women as % of new joiners	55.7	62.4	54.4
Training hours/employee	19.1	22.0	26.2
Investment in training (Euros)	372,487	348,661	406,055
Work placements offered	355	669	340
Volunteering hours	1,429	1,772	2,102
Accident frequency rate	2.3	3.0	2.3
Accident severity index	0.1	0.1	0.1

Fulfilling the challenges set for 2015

In 2015, practically all of the improvement commitments made within the company in the area of Human Resources have been met, as can be seen from the following table:

2015 Commitment	Level of fulfilment	Comments
Launch of the Gestión del Talento Talent Management Programme.	 100%	Staff with potential in the different areas and companies have been assessed.
Launch of Atresmedia Formación	 75%	All the steps have been taken to design the project, with just its launch in the first quarter of 2016 remaining. A new initiative has been launched: in-company training.
Preparation for the launch of the second edition of the Masters in Audiovisual Company Management.	 100%	The first edition has been successfully completed and the second is now under way, which will have two "David Feduchy" scholarships for people with disabilities.





**The most attractive company in the audiovisual sector**

For the third consecutive year, Atresmedia has been recognised as the most attractive company to work for in the audiovisual sector, and the sixth best in the whole country, according to Randstad

During 2015, work has been carried out on a priority target: **"to strengthen the pride of belonging to a team in a company with a 25 year history"**.

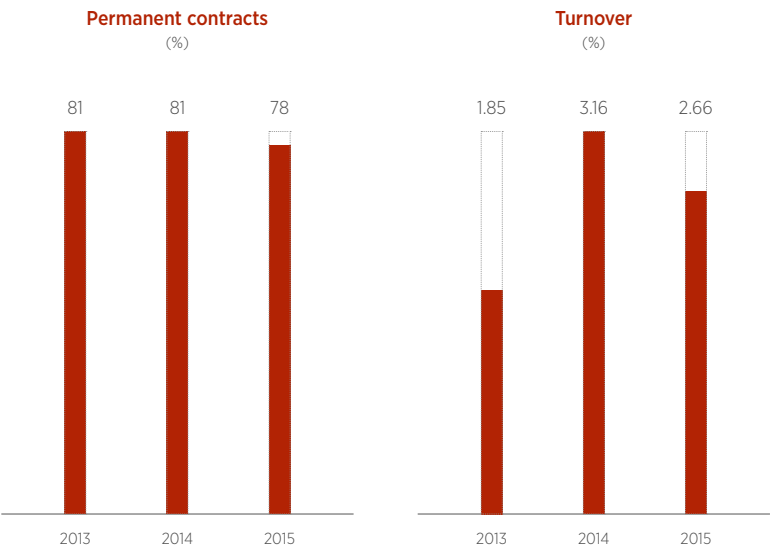
The effort made in managing human resources has led to **Atresmedia** being recognised once again in the "Employer Branding" Report from Randstad as the most attractive company to work for in the audiovisual sector, and the sixth most attractive in the whole country, ahead of multinationals of renowned prestige. 65.53% of participants in the study expressed their desire to work at **Atresmedia**, very positively valuing factors such as "a pleasant working environment" and "an interesting job".

**Atresmedia's** workforce increased by 111 employees in 2015, to reach 1,917 people, of which 78.04% have a permanent contract. This figure, together with a low voluntary turnover rate of 2.66%, results in a workforce with a high stability rate.

Further information on Randstad "Employer Branding Report"

[www.randstad.es/contenidos/Randstad-award/Informe-Randstad-Award-2015.pdf](http://www.randstad.es/contenidos/Randstad-award/Informe-Randstad-Award-2015.pdf)

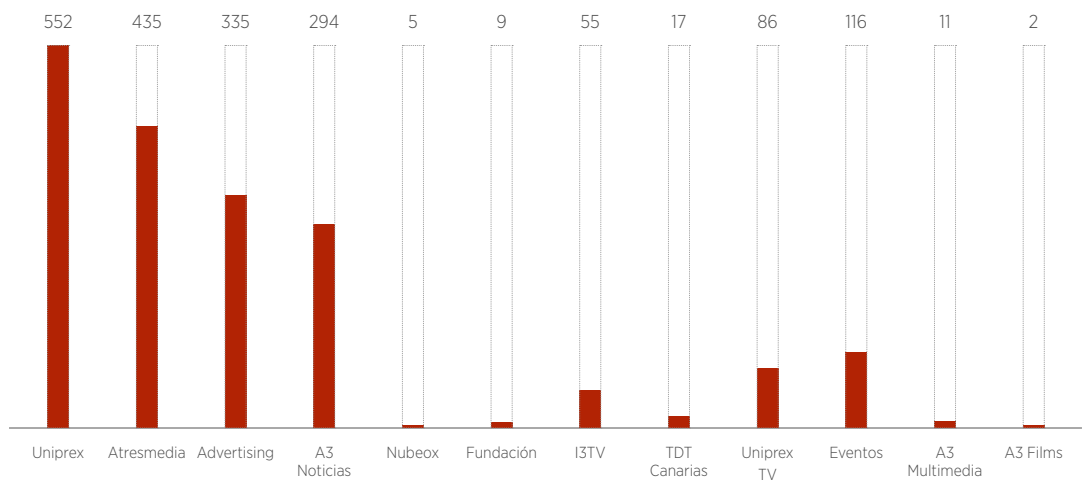
78% of contracts at Atresmedia are permanent





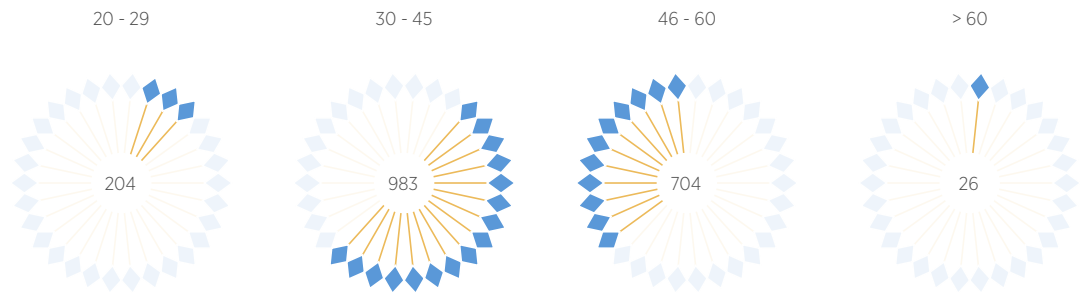


Number of employees per company



The majority of the employees, 51.27%, are young, aged between 30 and 45; but they also possess a high degree of experience, with an average length of service of 12.27 years.

Distribution of the workforce by age range



Geographically, the majority of the workforce work in the Community of Madrid (70.11%), followed at some distance by Andalusia (5.58%), Catalonia (3.76%) and the Valencian Community (3.76%). However, **Atresmedia** is present in all autonomous communities. Moreover, the organisation allows transfers between its centres at the request of the employees.





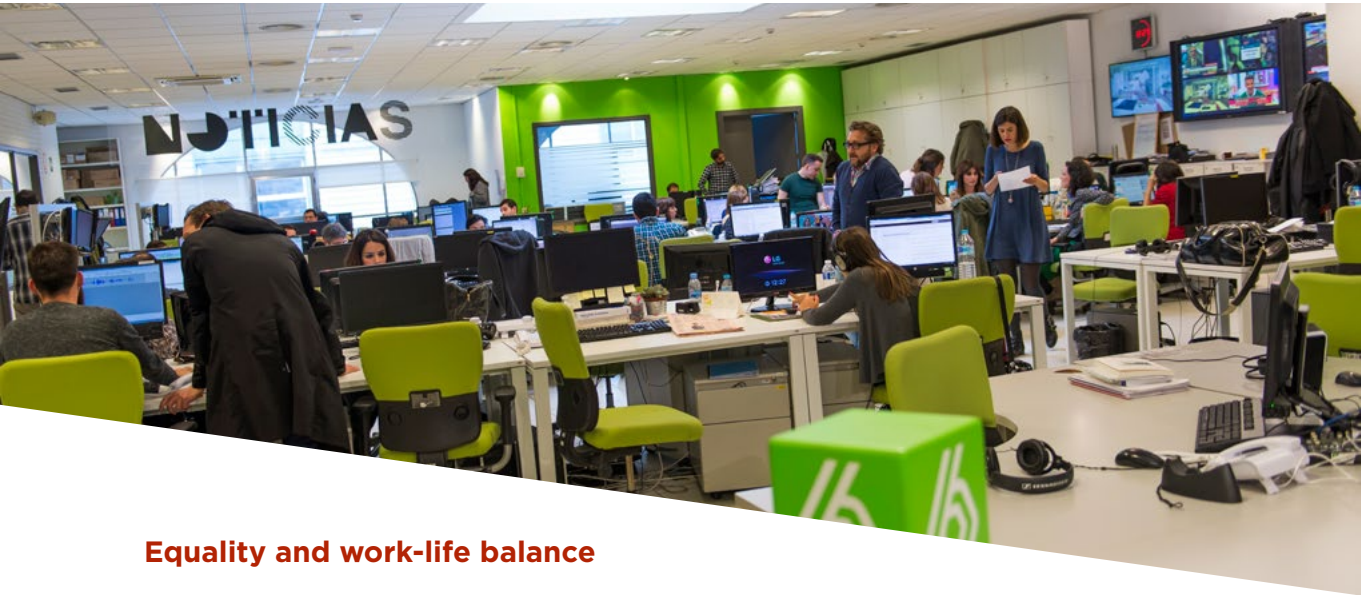
Main areas of action

**Atresmedia** manages its human resources following a policy whose main objective is the personal and professional growth of its staff. During 2015, this priority focus on staff has translated into specific programmes to improve equality and the work-life balance, professional development and safety in the workplace.



Further information on **Atresmedia** Human Resources Policy  
[www.atresmediacorporacion.com/a3document/2010/12/27/DOCUMENTS/00006/00006.pdf](http://www.atresmediacorporacion.com/a3document/2010/12/27/DOCUMENTS/00006/00006.pdf)





Equality and work-life balance

Equality plan

Equality represents one of the basic principles underlying the **Atresmedia** Human Resources Policy. The company has an Equality Plan, approved in 2014, which establishes four basic objectives:

- Ensuring equality of treatment and opportunity.
- Improving the work-life balance.
- Preventing workplace harassment.
- Protecting maternity leave.

The Equality Plan has its own Committee which meets regularly and is responsible for ensuring that it is implemented correctly. Within this Committee, existing measures are reviewed and new actions to promote equality are approved

Measures for enhancing equality		
Equality plan	Work flexibility	<ul style="list-style-type: none"><li>• Flexibility of up to 30 minutes in the timetable at the start and end of the working day.</li><li>• Reduction of meal times with a minimum of 45 minutes.</li><li>• Continuous workday on Fridays.</li><li>• Feasibility study for a tele-working system.</li></ul>
	Supporting Maternity Leave	<ul style="list-style-type: none"><li>• Extension of maternity leave beyond that established by the current regulations, up to 17 weeks.</li><li>• Expansion by 3 additional days of nursing leave if complete workdays have been accumulated.</li><li>• Approval of a maternity and nursing guide.</li></ul>
	Professional development	<ul style="list-style-type: none"><li>• Courses will be offered that can optimise work performance and refresh and improve the professional capability of the employees.</li></ul>
	Equality and gender violence	<ul style="list-style-type: none"><li>• Approval of a protocol for preventing sexual harassment that will create a working environment that is respectful of fundamental rights and ensures they are protected.</li><li>• Reduction of the workday for victims of domestic violence by court ruling and with young children in their care of up to one hour a day, without a proportional reduction of their salary, over a twelve month period.</li></ul>
	Solidarity	<ul style="list-style-type: none"><li>• Pay advances where the employee may have financial and family needs that are special, extraordinary, justified and urgent.</li><li>• Expansion of paid leave due to the death or serious illness of relatives who are next of kin, spouse or domestic partner registered in the official registry, of up to three days (five if travel is required).</li></ul>





During 2015, the implementation of these measures led to very positive results for both the employees and the company, which is contributing to consolidating a culture aimed at promoting a work-life balance in the organisation.

Work on other new projects has also continued, among which one notable initiative is a pilot tele-working plan that has already been launched in two specific areas of the company for people who work at weekends. In 2016 a possible extension of the Plan to new areas of the organisation will be studied.

### Promoting integration

**Atresmedia** is strongly committed to integration and non-discrimination as a fundamental part of its business strategy.

For this reason, in 2015 **Atresmedia** signed a collaboration agreement with Fundación Integra (Integra Foundation) in order to support and promote the employability of women who have been victims of domestic violence. As part of this agreement, during 2015 the **Group** awarded two scholarships for internships at the Company.

Moreover, the **Group** has created two **David Feduchy** scholarships, in memory of a professional from **Atresmedia** who recently died, which aim to promote and assist the participation of people with disabilities in the second edition of the Masters in Audiovisual Company Management organised by **Atresmedia** and the EAE Business School.



In order to introduce new improvements to this integration plan, **Atresmedia** has participated in the "Companies and social inclusion: facilitators and barriers" report, whose objective is to analyse large organisations using the Bequal model in order to identify the facilitating factors and barriers that have an impact on the process of inclusion for people with disabilities. The result of this report will allow the company's strengths and areas for improvement to be determined, in order to launch new initiatives that promote integration and diversity at **Atresmedia**.



The strong commitment of **Atresmedia** to equality translates into a workforce where 49.55% of the staff are women and the integration into the team of 37 people with some type of disability. 124 women joined **Atresmedia** in 2015, which represents more than 54% of new joiners.



**Atresmedia** has joined Red de Empresas por una Sociedad Libre de Violencia de Género (the Network of Companies for a Society Free from Domestic Violence) through the signing of a collaboration agreement with the Ministry of Health, Social Services and Equality. As a result of this the **Group** undertakes to raise awareness about this problem externally and internally.

49.5%

percentage of women in the workforce

37

people with some type of disability

124

women joined Atresmedia in 2015





Social benefits

The employees of **Atresmedia** have a programme of social benefits that help improve the quality and stability of employment and promote a good work-life balance.

Benefit	Content	Beneficiaries
Life insurance	All employees have a personal life insurance policy.	All employees
Medical insurance	Management staff have free health insurance.	All management staff
Support for temporary disability	In the event of an employee's temporary disability, the company supplements the benefit to make it up to 100% of the salary.	All employees
Flexible remuneration plan	<b>Antena 3</b> offers a remuneration plan to its managers that includes a leased car and specific training.	12 employees in 2015
Social Fund	Annual Social Fund which is traditionally spent on school grants and dental insurance.	Employees signed up to the Broadcasting Agreement
Transport bonus	Wage bonus for transport needs caused by a change of workplace.	Employees signed up to the Broadcasting Agreement

Employees of **Atresmedia** also have another series of special advantages:

Special advantages	Content	Beneficiarios
Special advantages in purchasing products and services	<b>Atresmedia</b> has agreements established with different external companies, thanks to which the employees can enjoy products and services with advantages: special rates for services relating to health and well-being, special conditions for training programmes (agreement with ESIC), use of the sports facilities (the Dehesa Boyal de San Sebastián de los Reyes municipal sports centre) and discounts on the purchases of books, travel and restaurants, among others.	Todos los empleados
Special advantages in the Group's activities	The employees of <b>Atresmedia</b> have the option to bring their children to filming, attend their favourite programmes as an audience member and obtain tickets to the previews of the productions of the <b>Group</b> .	Todos los empleados
Company canteen	The <b>Atresmedia</b> central office has a company canteen for all employees. The company funds 58% of the cost of the food. Employees who work away from home are given food vouchers.	Todos los empleados
Parking at the workplace	The company's facilities have free parking for employees.	Todos los empleados





Atresmedia employees complete the Masters in "Audiovisual Company Management".



### Professional development

Atresmedia makes a special effort to promote the development of its employees, both personally and professionally, offering high quality training and proper talent management within the organisation.

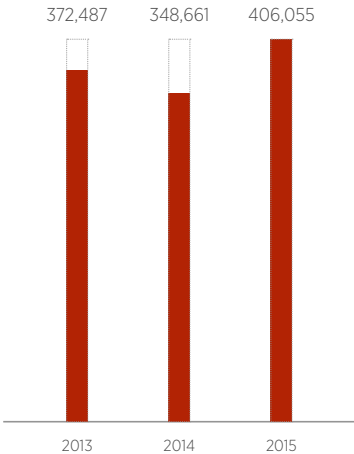
#### Custom training

In 2015, the investment in training plans was €406,055, which represents a 16% increase compared to 2014

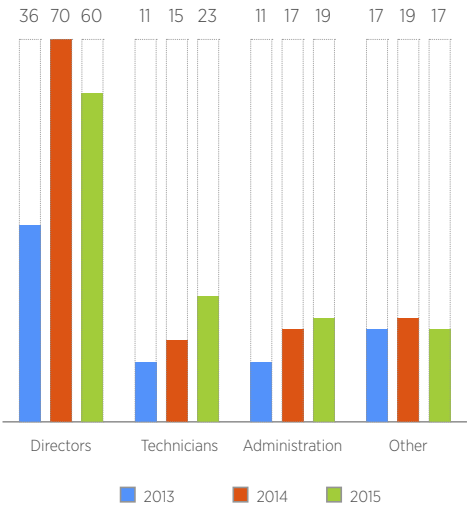
Every year a specific Training Plan is prepared, tailored to the needs of each job and person.

In 2015, 383 courses were offered on various topics (72 of which were new), including a strong focus on languages and new technologies. Training was given, both face-to-face and through e-learning, to a total of 1,175 employees.

Investment in training  
(euros)

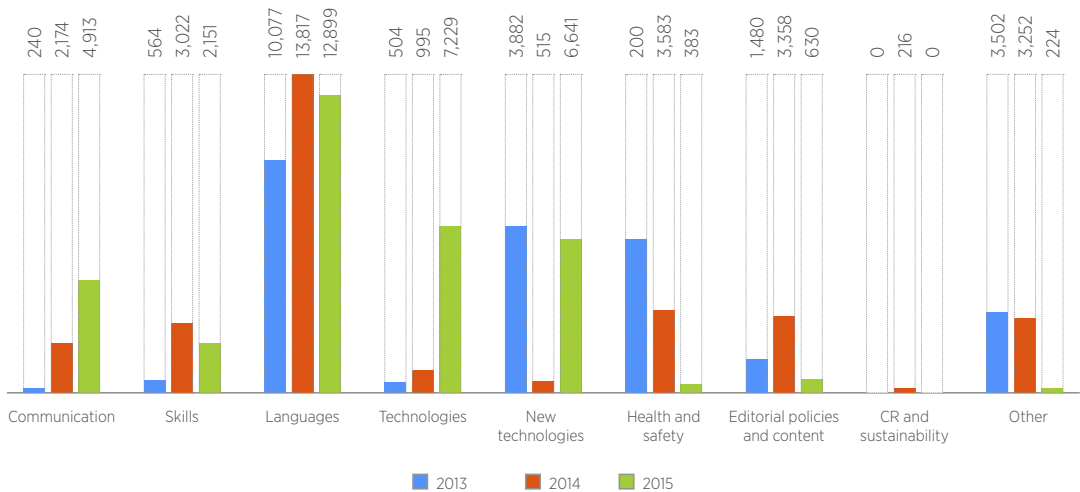


Average training hours  
by professional category





Training hours by course theme



The investment in training has amounted to a total of 406,055 euros, representing an increase of 16% compared to 2014 and increased by 19% the average time of training per employee, which has passed 26.2 in 2015.

A special mention should be made of the Masters in Audiovisual Company Management designed by the EAE Business School and **Atresmedia**, launched in March 2014 through a collaboration agreement between the two organisations, in which 180 professionals and directors from **Atresmedia** have taken part, finishing their training in November. In 2016 **Atresmedia** will convene the second edition of this masters in order to provide its employees with the necessary knowledge about internal television, radio and Internet processes.

Promotion of internal talent

The internal talent and professional development of employees within the company is a key feature of staff management at **Atresmedia**. For this reason, the **Group** continues working on a specific Talent Management programme, whose objective is to stimulate internal promotion within the organisation, identifying and promoting “breeding grounds for professionals” without the need to resort to external recruitment and selection processes.

During 2015 the professionals from the different areas and companies who will participate in the programme were identified and assessed. They account for 2% of the workforce and the second phase of the project will begin in 2016 with specific actions for each of the jobs identified.




**383**

courses were offered on various topics



**406,055**

Euros invested in employees' training



**26.2**

hours of training per employee



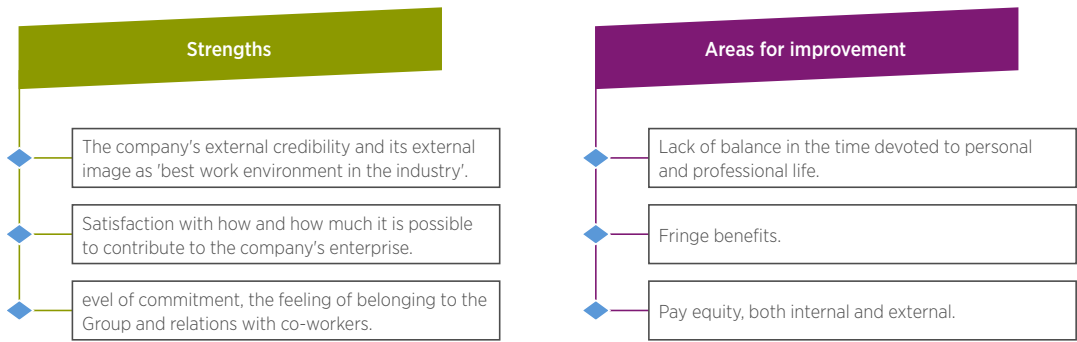
Improving the working environment

In 2015 **Atresmedia** carried out a working environment study on middle managers and directors, in which very good results were once again obtained with an average positive response rate of 85%. This result shows a two percent improvement compared to the last study carried out in 2013.

Participation in the study was 88% and, again, the highest rated factor was the company's image. The worst rated factor was pay, although satisfaction with this aspect has increased by 5% compared to the last study.

The remaining factors received a high rating overall, with minor variations compared to the last survey. These results reflect a positive evolution in the organisation's working environment and the ongoing efforts of **Atresmedia** to ensure an optimal working environment for its employees.

Working environment study



Following the analysis of the results, the HR Department has defined a plan of action for 2016 which includes a set of measures aimed at improving communication, remuneration, training and the work-life balance, in order to improve the working environment and increase the motivation of its staff.

Leaders in audiovisual training

**Atresmedia offered 340 places for its Internship programme**

In 2015 **Atresmedia** continued its Internship programme, which offers interested students the chance to obtain real experience that enriches their training and helps them enter the world of work.

In this edition, 340 places were offered (164 in summer and 176 during the academic year) which were taken up by students from the WT (professional module of Workplace Training), Proyecto Pro (a **Fundación Atresmedia** initiative regarding the employment of young people with a disability in the media industry), graduates and post-graduate students.





In 2015 **Atresmedia** continued supporting the Primer Empleo (First Job) Programme, from the Asociación de la Prensa de Madrid (Press Association of Madrid). This is an initiative offering recent journalism graduates the chance to work at companies in the **Group**. With its participation in this programme, **Atresmedia** aims to promote the employment of professionals in the sector and benefit from this, at an especially complicated moment for the profession.

**Atresmedia** wants to become a leader in audiovisual and radio training in Spain and, with this objective in mind, in 2015 it worked on the new **Atresmedia Formación** project, aimed at recent graduates and professionals from the sector who want to update or refresh their knowledge. The project will lay the foundations for a new leading nationwide training model, with a catalogue of more than 400 courses covering all types of content such as computing, commercial techniques or personal skills.

Moreover, several professionals from **Atresmedia** take part as lecturers on masters and post-graduate degrees in the audiovisual industry, including:

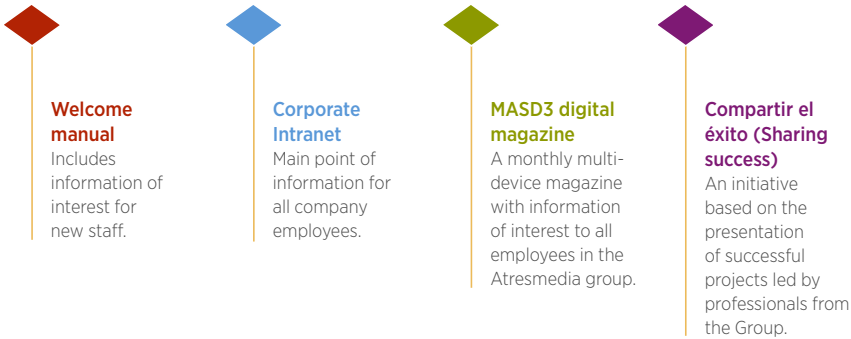
- **Antena 3** Masters in Television Journalism from the Universidad Antonio de Nebrija.
- **Antena 3** University Masters in Digital Journalism from the Universidad Antonio de Nebrija.
- **Antena 3** Masters in Audiovisual Business Management from the Universidad Antonio de Nebrija.
- **Onda Cero** Masters in Radio from the Universidad Antonio de Nebrija.
- Masters in Journalism and Digital Communication from the EAE Business School and **Atresmedia**.
- Masters in Communications Business Management from the EAE Business School and **Atresmedia**.





Internal communication

Good internal communication is essential for successfully completing projects, so the **Group** has various channels through which it provides ongoing reporting of the performance and milestones of the organisation and any other aspect of interest to employees. Highlights among the different communication channels are the following:



In 2015 **Atresmedia** began a process to improve its corporate Intranet, and to do so it requested the help of the employees in order to identify their needs and expectations with regard to this communication tool. Ten focus groups were held, in which 100 professionals took part, representing all areas of the company. The new corporate Intranet is expected to be launched in 2016.





Atresmedia volunteers in the educational project run by the NGO Cesal.

### Boosting corporate volunteering

Since 2005, **Atresmedia** has had a Programa de Voluntariado Corporativo (Corporate Volunteering Programme) whose main objectives are:

- To contribute to the development of society by offering it the professional skills of its employees.
- To channel the charitable spirit of the **Group's** professionals.
- To promote the values of commitment, solidarity and teamwork.
- To make society aware of the importance of volunteering, through content in programmes and news bulletins and with specific campaigns using the **Group's** media organisations.

**Atresmedia** is a member of the Volutare network, an international organisation whose mission is to promote corporate volunteering programmes through dialogue, the development of new action initiatives and the creation of new formats among stakeholders.

In 2015, **Atresmedia** also organised, together with the NGO Cooperación Internacional (International Corporation), the 9th edition of Día Solidario de las Empresas (Company Solidarity Day) and was media partner for the International Volunteering Week "Give and Gain Day 2015", organised by Forética. Both events aim to promote corporate volunteering as a key tool for the investment in the community strategies of businesses, and have been publicised through the **Group's** media organisations.

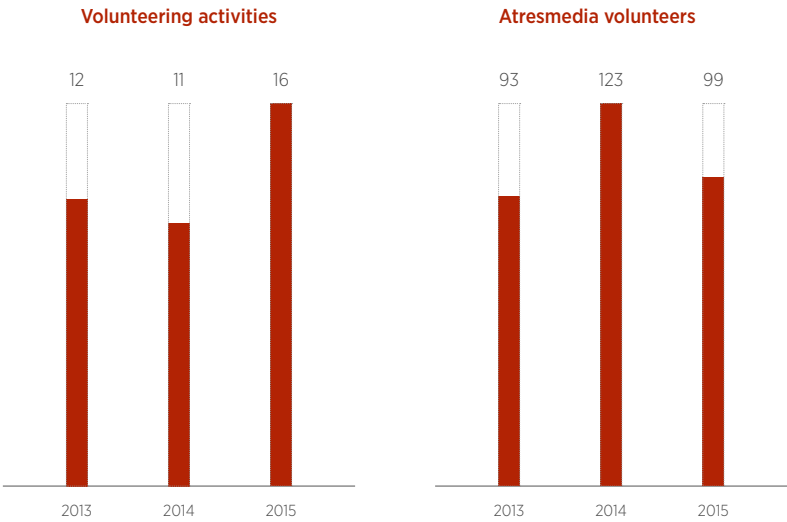
For the second consecutive year, and coinciding with International Volunteering Day, **Atresmedia** broadcast the "Activa tu Voluntad" (Activate Your Good Will) awareness raising spot on all its channels. This is an initiative that encourages society to become involved in volunteering work, and it also involves Cooperación Internacional, Forética, the HazloPosible Foundation and Plataforma de Voluntariado de España (Spanish Volunteering Platform).

In 2015 **Atresmedia** offered 16 volunteering activities, which helped 13 different social organisations and involved 99 volunteers who donated 2,102 hours of their time.

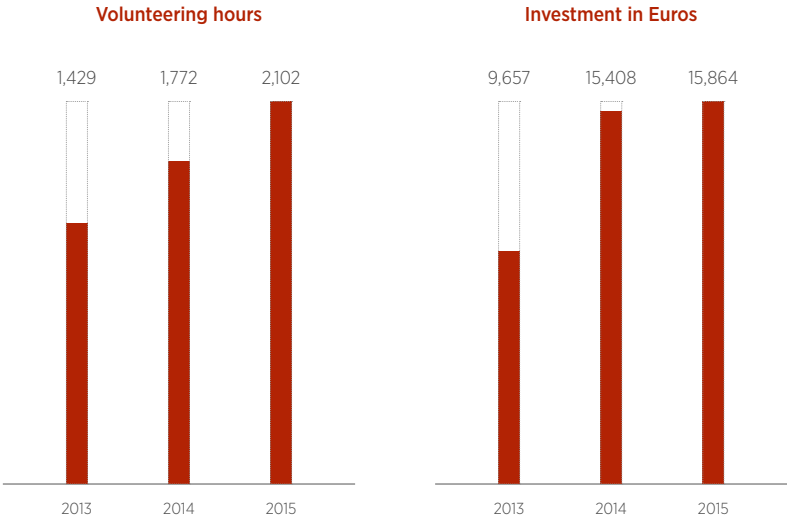




Atresmedia volunteers at the "Grandes Profes" event run by Fundación Atresmedia.



In 2015 Atresmedia offered 16 volunteering activities, which helped 13 different social organisations and involved 99 volunteers who donated 2,102 hours of their time





Among others, the **Atresmedia** volunteers have participated in the following projects:

**Supporting the Santa María Josefa soup kitchen**

Once again this year, **Atresmedia** volunteers have collaborated with the Santa María Josefa de Vallecas soup kitchen in Madrid. For three days, the employees helped to prepare the food, serve it and clean up. Their contribution allowed food to be served to more than 700 people every day. **Atresmedia** has also donated €1,000 for the running of the soup kitchen



**International volunteering:  
Un maestro, una vida  
(One teacher, one life)**

Four **Atresmedia** volunteers travelled to Atalaya, Peru for three weeks in August on behalf of the NGO Cesal to participate in the 'One teacher, one life' project, aimed at promoting education for the indigenous people of the Amazon rainforest. The volunteers told of their experience in the Peru Express blog <http://blogs.antena3.com/peru-express/>

**Día Solidario de las Empresas  
(Company Solidarity Day)**

**Atresmedia**, together with the NGO Cooperación Internacional, organised the 9th edition of Día Solidario de las Empresas which was simultaneously held in 10 Spanish cities for the first time. Around 1,000 volunteers from 44 companies took part in different social projects run by 65 non-profit organisations, benefiting different groups at risk of social exclusion such as people with a disability or those without a home, the elderly, sick children or those in the process of inclusion. 19 employees from **Atresmedia** took part in this initiative, spending time with the elderly, renovating homes or making calendars with disabled people. viviendas o elaborando calendarios con personas con discapacidad.

**Te invito a cenar (I invite you to dinner), charity Christmas dinner**

16 volunteers from the Group have taken part, as kitchen staff or waiters, in the 'Te invito a cenar' project, an initiative promoted by various social associations that work with groups suffering social exclusion. This consisted of inviting more than 800 disadvantaged people to dinner on Christmas Day. **Atresmedia** also sponsored one of the guest tables.

**Comparte y Recicla  
(Share and Recycle)**

Four **Atresmedia** volunteers formed part of the "Comparte y Recicla" charity initiative, whose main objective is to ensure that children from families in a situation of social exclusion can have a toy next Christmas. In total they received more than 5,000 toys.



**Volunteering for the Menudos Corazones Foundation**

From 12th to 29th of July, two **Atresmedia** volunteers took part in a summer camp for children aged between 7 and 14 with congenital heart disease.

**'Operation Kilo' for the Food Bank**

Volunteers from **Atresmedia** helped the Food Bank in its 2015 campaigns, both raising awareness among supermarket customers about the importance of contributing to these initiatives and sorting the food donated. In December **Atresmedia** also organised an "Operation Kilo" at the Company's facilities, in which the Group's volunteers helped to collect and sort the donations from the employees. The campaign managed to collect more than 600 kilos of food.

Further information on "Activa tu voluntad" initiative on [www.atresmediacorporacion.com/responsabilidad-corporativa/voluntariado-corporativo/activa-tu-voluntad/](http://www.atresmediacorporacion.com/responsabilidad-corporativa/voluntariado-corporativo/activa-tu-voluntad/)

Further information on **Atresmedia** Corporate Volunteering Programme [www.Atresmediacorporacion.com/responsabilidad-corporativa/voluntariado-corporativo](http://www.Atresmediacorporacion.com/responsabilidad-corporativa/voluntariado-corporativo)



A safe and healthy working environment

The Group’s main objective is to ensure the awareness, training and active involvement of its employees, in order to guarantee their own welfare

Atresmedia has an Occupational Health and Safety System aimed at ensuring the health and safety of all its employees. The Group’s main objective is to ensure the awareness, training and active involvement of its employees, in order to guarantee their own welfare.

During 2015, the Group’s companies with employee representatives held quarterly meetings of the Health and Safety Committees, which reviewed aspects such as the accident rates, the training given to employees and the risk assessments carried out throughout the year. They also discussed the different proposals made by the Prevention Delegates, mainly in relation to the development of a protocol for pregnant employees and cooperation to ensure the implementation of preventative measures during new decoration projects or building work of a certain scale at Atresmedia facilities.

In 2015 various initiatives were launched which managed to improve the safety rates:

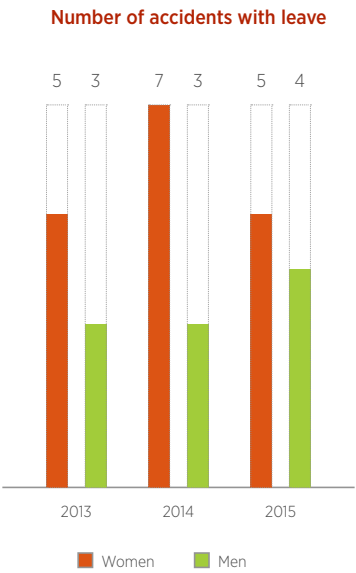
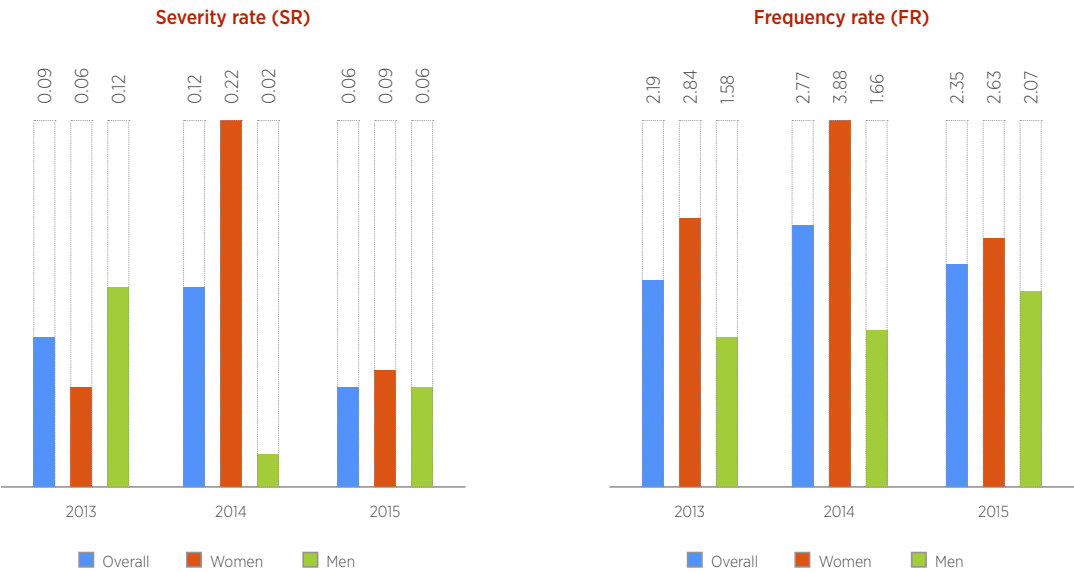
Training	The Atresmedia Joint Risk Prevention Service trained a total of 1,054 new employees on work place safety. This training was provided in-person and tailored to each worker.
Risk assessments	At the national level, the risk assessments for all UNIPREX SAU broadcast sites were reviewed and updated. A total of 99 broadcast sites were reviewed.
Health monitoring	The average number of visits handled by the Medical Service was 273 per month. There were 3,271 visits, 122 emergencies and health education for 1,458 workers. Of the visits, 74% involved employees of grupo Atresmedia. The remaining 26% involved outside companies (production companies and contractors).
Coordination of company OHS activities	The Atresmedia Joint Risk Prevention Service held 34 coordination meetings with the main contractors that perform ongoing work at the San Sebastián de los Reyes work site. In addition, the PCAE (Business Activities Coordination Program) tool was implemented to facilitate coordination.





### Accident rates

The initiatives launched led to a positive result in 2015. The frequency and severity rates have been reduced as a result of the decrease in accidents without leave. No serious, very serious or fatal accidents have been recorded and there have also been no professional illnesses. Moreover, absenteeism rates have also decreased.







### 2016 challenges

**Atresmedia** has established the following objectives for the coming year:

Development of the **Atresmedia Formación** training project.

Development of the second edition of the Masters in Audiovisual Company Management.

Automation of the Human Resources (HR) administration processes.

Negotiation of the new Collective Broadcasting Agreement.

Adaptation of the Occupational Health and Safety Management System to the OHSAS 18001 standard.

Holding of the First Road Safety Week for employees of the **Atresmedia** group.





# Society

G4-27



Helping to make social progress

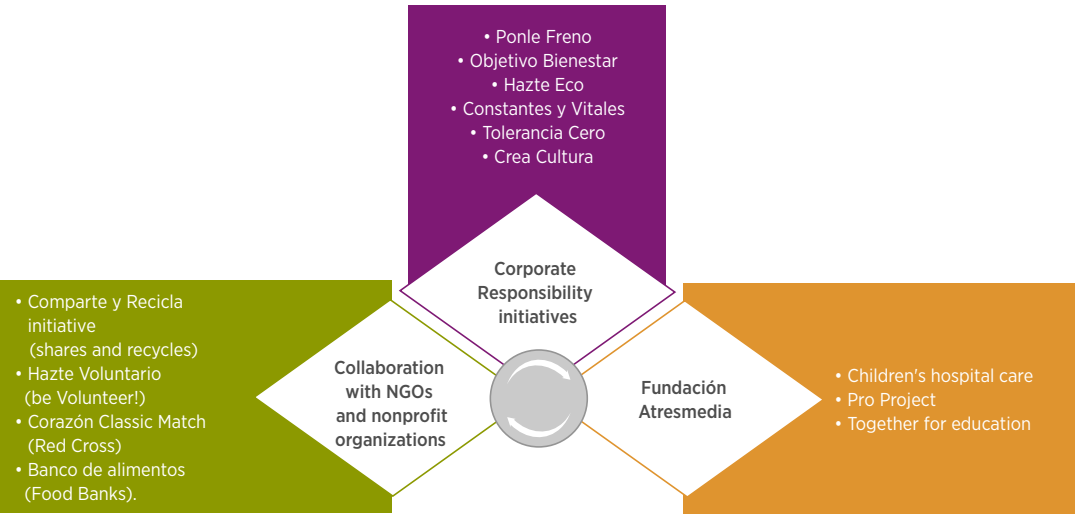


**Our  
vision**

1. To use the broadcasting strength of the **Atresmedia** media channels to help society.
2. To promote and achieve positive and tangible changes that contribute to the progress of society through long-term initiatives.
3. To ensure the well-being and education of children and young people through **Fundación Atresmedia**.



**Atresmedia** has taken on the commitment to use its media organisations to help society and actively contribute to its progress through the launch of initiatives that relate to the main social concerns. This commitment is contained in the Social Commitment policy and in the new General Corporate Responsibility Policy, and translates into three lines of action: the creation and broadcasting of its own long-term initiatives that promote positive and tangible social changes, collaboration with NGOs and support for the most vulnerable groups -infants, young people and the disabled- by **Fundación Atresmedia**.



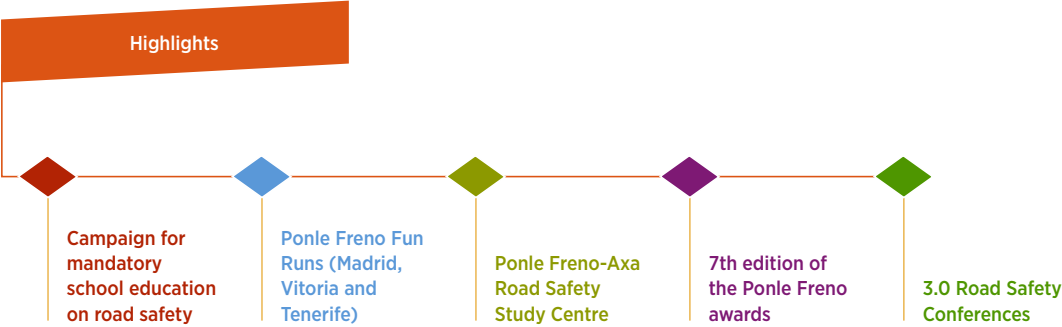
In 2015 **Atresmedia** allocated more than 50 hours of advertising space to the **Group's** different corporate responsibility initiatives.

	Number of spots on television				Total time			% Coverage	GRP's	OTS
	Promos A3	laSexta promos	Promos DTTV	Total	Seconds	Minutes	Hours			
2015										
Ponle Freno	958	580	1,720	3,258	73,680	1,228	20.5	93.7	3,359.5	35.9
Objetivo Bienestar	1,380		810	2,190	45,540	759	12.7	89.7	3,681.6	41.0
Constantes y Vitales		1,078	426	1,504	33,120	552	9.2	83.4	1,101.6	13.2
Hazte Eco		488	711	1,199	26,340	439	7.3	83.2	917.0	11.0
Corazón Classic Match		95		95	1,440	24	0.4	33.5	81.6	2.4
Comparte y Recicla			178	178	3,720	62	1.0	16.6	40.9	2.5
Tolerancia Cero	38		36	74	2,400	40	0.7	51.6	165.8	3.2
Hazte Voluntario	30	30	46	106	2,880	48	0.8	48.1	141.9	3.0
Fundación Atresmedia	379	473	838	1,690	36,960	616	10.3	89.9	1,539.3	17.1





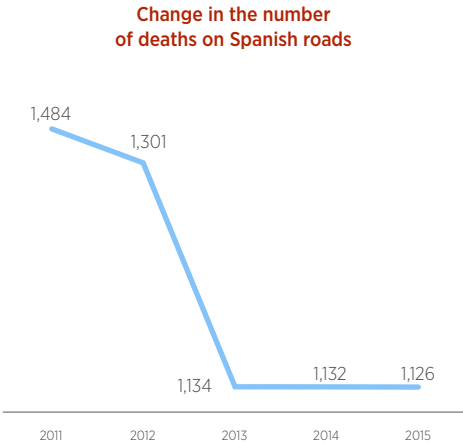
## Ponle Freno: road education






Since its creation, **Ponle Freno** has aimed to reduce the number of accidents on Spanish roads and, therefore, save lives. In 2015 the initiative focused its efforts on road safety education, through educational days, road safety studies, the giving of awards and the organisation of popular activities, which have been widely supported by the public. One of the main achievements was the approval in the Congress of Deputies of a motion to make road education a mandatory subject in schools.



The slight fall in road accidents in Spain recorded during 2015 reaffirms both the work carried out by the campaign and the need for it to continue. According to the data included in the 2015 Road Safety Balance Sheet from the Directorate General of Traffic, there were 1,018 fatal accidents in which 1,126 people died. Compared to the previous year, the number of deaths has fallen by 1% (-6) and hospitalised injuries by 2% (-105).



Source: DGT "2015 Road Safety Balance Sheet".

Fulfilling the Ponle Freno 2015 challenges		
Level of fulfilment	Comments	Comentarios
Promote road education in schools.	 100%	On 27 May, the Congress of Deputies approved a motion urging the Government to implement the <b>Ponle Freno</b> initiative to make road education a mandatory subject in schools.
Publish a study about awareness and training for cyclists.	 50%	<b>Ponle Freno</b> , together with the Axa Foundation and in collaboration with the University of Valencia, has prepared a study analysing accidents involving cyclists from 2008 to 2013. The document will be released in 2016 together with the results from another report on the training of this group. In recent years cycling has become a major player in mobility for cities.
Expand the educational content on road safety on the Ponle Freno website.	 100%	The <b>Ponle Freno</b> website contains educational material on road safety, developed by experts, and this can be downloaded free of charge. The purpose of this documentation is to support the work of teachers who, although not experts in the subject, want to incorporate it into their classes.



## Initiatives launched as part of Ponle Freno in 2015



### 7th edition of the Ponle Freno awards

The 7th edition of the **Ponle Freno** awards once again recognised the people, actions, organisations and public bodies that actively collaborate in improving road safety in our country. The Senate was once again the location for the ceremony to give out these awards, which have become a symbol of the involvement of **Atresmedia** in public life.

### 2015 Winners

**Ciudadano Ponle Freno Award:** 40 volunteers from ASPAYM (Association of People with Spinal Cord Injuries and Major Physical Disabilities).

**AXA Award for innovation in Road Safety:** Air-bag for pedestrians from Volvo.

**Ponle Freno Junior Award:** Road Safety Infant School from Cabra City Council (Cordoba).

**Mejor Acción de Seguridad Vial Ponle Freno Award:** Free courses from the CEA Foundation for traffic accident victims who are scared to drive again.

### Training campaign on safe driving

To coincide with the mass-movement of people at the start of the summer holidays, **Ponle Freno** launched a safe driving training campaign on its website. Through a test, drivers could find out, in a simple and educational way, what systems are built into new vehicle models to improve the safety of their occupants. Along with this test came the broadcasting of seven training videos with useful advice on how to deal with risky situations on the road.



### Ponle Freno Fun-Run: 1st edition in Tenerife, 2nd in Vitoria and 7th in Madrid

More than 20,000 runners took part in the 7th Ponle Freno fun-run in Madrid. This year, for the first time, the sporting event has reached the Canary Islands.

The **Ponle Freno** fun-runs have become an unmissable event for sport lovers in the cities in which they are held. In 2015 Madrid hosted the 7th edition of the event, in which 20,000 runners took part. In Vitoria, for the second consecutive year, more than 1,000 people came when invited by **Ponle Freno** to run for road safety. Finally, in 2015 the **Ponle Freno** fun-run reached Tenerife for the first time, with a high degree of participation



### Mandatory school road education campaign

The big challenge for **Ponle Freno** in 2015 was to promote the inclusion of road safety education as a mandatory subject in schools. To achieve this, debate on this issue was stimulated through the broadcasting of a television spot and radio adverts and content was placed on the website and social networks. As a result of the media coverage, on 27th May the Congress of the Deputies unanimously approved a motion to include this subject on the school curriculum.





**3.0 Road Education in Schools Conferences**

In September 2015, Ponle Freno brought together representatives from the four main political parties (PP, PSOE, Ciudadanos and Podemos) and the Public Prosecutor responsible for Road Safety at its 3.0 Conferences to debate the situation of road safety education and accidents involving children in Spain and Europe.



**Centro de Estudios Ponle Freno-Axa de Seguridad Vial (Ponle Freno-Axa Road Safety Study Centre)**

According to the study published by Ponle Freno-Axa, drivers under 21 years old with vehicles which are more than 12 years old have a higher probability of having a traffic accident.

In 2015 the Ponle Freno-Axa Road Safety Study Centre continued its research work into preventing accidents with the publication of various studies, among which we can mention a report that relating the driver's age and the vehicle's age to the probability of having an accident. The study concludes that drivers between 18 and 21 years old with cars more than 12 years old are the most likely to have a traffic accident.



**Ponle Freno objectives for 2016**

- 1. The promotion of road education in schools will continue to be one of the campaign's main objectives.
- 2. Raising awareness about distraction as one of the main causes of road accidents.
- 3. Carry out more research into accidents involving cyclists with a study on raising awareness and training this group.



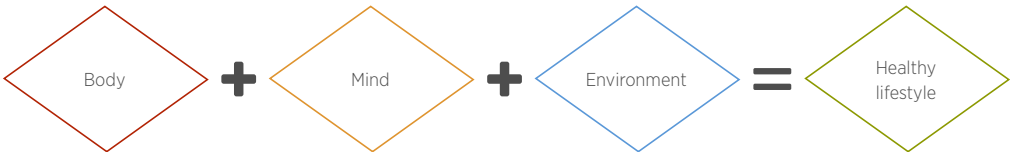
Further information on Ponle Freno  
<http://www.antena3.com/ponlefreno/>



# Objetivo Bienestar: committed to healthy living





**Objetivo Bienestar** is **Atresmedia**’s campaign that seeks to make society aware of the benefits of healthy living, based on having a strong body and mind and a healthy environment.



The increase in child obesity globally led **Objetivo Bienestar** to make the fight against this public health problem one of its main challenges in 2015. Globally, around 20% of the world’s population is classified as overweight.

The initiative has a version aimed at children, **Objetivo Bienestar Junior** (formerly **El Estirón**), which aims to promote sport and healthy eating habits among children, in order to reduce the high obesity rates existing for this group.

Fulfilling the Objetivo Bienestar 2015 challenges		
Level of fulfilment	Comments	Comentarios
To reinforce collaboration with the government in promoting healthy habits	 50%	The collaboration between <b>Objetivo Bienestar</b> and the government continued over the entire year. For 2016, the expectation is that a new agreement will be signed to continue launching joint awareness actions in order to promote healthy eating habits among children and their families.
To increase the number of schools participating in the Coles Activos awards.	 100%	Once again the holding of the Coles Activos awards was a success. It equalled the record participation from the previous year with more than 100 candidate projects received. Their quality has also increased.



## Initiatives undertaken as part of Objetivo Bienestar in 2015



### El Estirón became Objetivo Bienestar Junior

El Estirón is now Objetivo Bienestar Junior.

In March 2015, El Estirón, the **Atresmedia** Corporate Responsibility campaign to promote healthy living among children, became **Objetivo Bienestar Junior**. Since then, its name has changed but its identity has remained the same and it has become an initiative within the **Objetivo Bienestar Corporate Responsibility** campaign. With this merger, the El Estirón project takes on a broader role and gains a higher profile, thanks to the synergy with the media resources and representatives of **Objetivo Bienestar**.



### 4th edition of De Marcha with Objetivo Bienestar Junior

For the 4th consecutive year, **Atresmedia**, through **Objetivo Bienestar Junior**, held its De Marcha event at the Warner Park in Madrid, a large-scale family event with two goals: health and fun. Hundreds of families took part in this 2.3 km walk designed for children where the aim was to highlight the importance of physical exercise to children and promote ideas to help them grow up healthy.

### Broadcasting of content on healthy living habits on Atresmedia and Nova

The strength of the **Objetivo Bienestar** campaign lies mainly in the broadcasting, through its own spaces, of advice that helps society to adopt healthy living habits. For this, in addition to the television spots broadcast daily on **Atresmedia**, the campaign has its own weekly sections in the **Espejo público** and **Tu tiempo** programmes, as well as a programme on **Nova** which is aimed at both adults and children.



### 3rd edition of the Coles Activos awards

**Objetivo Bienestar Junior** held the 3rd edition of the Coles Activos awards. The awards seek to recognise the schools that encourage children to think about how to grow up healthy, through initiatives and projects filled with originality and fun. Almost 100 schools across Spain participated in this new edition and there is more interest among the educational community each year.

#### Winners:

**Best initiative in nutrition:** Maestro Manuel Aparcero School in Chipiona (Cadiz).

**Best initiative in physical activity:** Kolbe International School in Villanueva de la Cañada (Madrid).

**Best creative initiative:** San Gregorio- Nuestra Señora de la Compasión School in Aguilar de Campoo (Palencia).

**Best global initiative:** Madres Concepcionistas School in Madrid.



### 1st Objetivo Bienestar Conference

In May, the 1st Objetivo Bienestar Conference took place at the WorldTrade Centre in Barcelona. The event was attended by writers and broadcasters of the status of Elsa Punset, Walter Riso, Risto Mejide, Rafael Santandreu, Jandro, Mónica Esgueva, Ramiro Calle, Javier Iriondo, Edurne Pasabán, Gaspar Hernández, Enrique Rojas and Pedro García Aguado, who emphasised the key points for achieving good mental health.





Winners of the Objetivo Bienestar Junior awards together with executives from Atresmedia.



## Objetivo Bienestar objectives for 2016

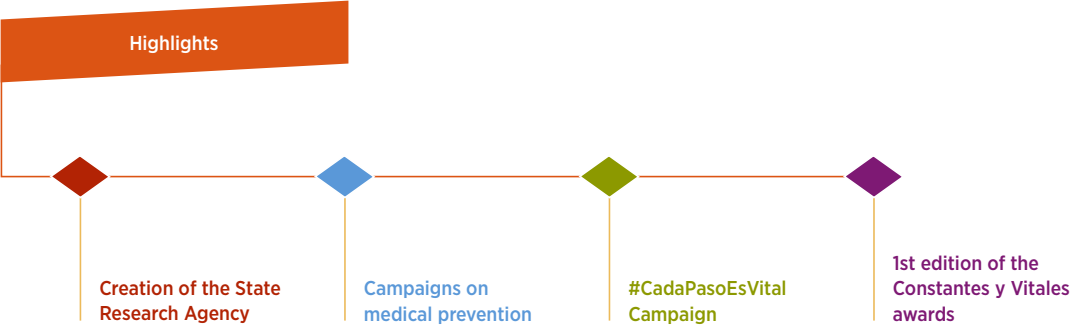
1. Holding the 4th edition of the **Coles Activos** awards with increased participation.
2. Continuing to raise awareness through broadcasting content relating to mental health, nutrition and physical activity through different media options: television spots, sections in **Espejo público** and **Tu tiempo** from **Atresmedia** and its own programme on **Nova**, as well as content on the website and social networks. Starting to run the radio campaign (**Onda Cero**).
3. Holding the 2nd edition of the **Objetivo Bienestar Conference**.





Further information on **Objetivo Bienestar** <http://www.objetivobienestar.com/A3/>



# Constantes y Vitales: research and prevention



In 2014, **laSexta** and the AXA Foundation jointly launched the **Constantes y Vitales** initiative, whose objective is to support scientific research and medical prevention through awareness raising campaigns and actions that lead to progress in these fields. During 2015, **Constantes y Vitales** has been consolidated and has launched many actions aimed at promoting high quality medical research.

Fulfilling the Constantes y Vitales 2015 challenges		
Level of fulfilment	Comments	Comentarios
Creation of the <b>Constantes y Vitales</b> awards for biomedical research and health prevention.	 100%	<b>Constantes y Vitales</b> successfully held the first edition of its awards, created in order to highlight, support and strengthen the research work of Spanish scientists in the field of biomedicine, as well as health prevention campaigns.
Broadcasting of prevention advice about illnesses with the greatest impact on health.	 100%	<b>Constantes y Vitales</b> carried out important medical prevention awareness raising work by broadcasting spots on television and radio offering advice on cardiovascular health and preventing breast cancer.



## Constantes y Vitales objectives for 2016

1. Promoting a Pact for Science.
2. Awareness campaign on the installation of defibrillators to prevent sudden death.
3. Prevention campaign for the early detection of colon cancer.



Further information on **Constantes y Vitales** <http://www.lasexta.com/constantes-vitales/>



Initiatives launched as part of **Constantes y Vitales** in 2015



**First major achievement: the creation of the State Research Agency**

More than 80,000 people signed the campaign's petition to create the State Research Agency.

**Constantes y Vitales** was created with the aim of launching specific actions to promote advances in the medical and scientific field. During 2015, the initiative met this objective with the launch of its first big cause: requesting the creation of the State Research Agency. For this, a signature collection campaign was launched which involved

different broadcasting channels such as a television spot, mentions on programmes and content on the website and social networks going viral. More than 80,000 people supported the call by signing and now the State Research Agency is a reality. This body is expected to guarantee progress in research in our country through effective, transparent and politically independent management.



**1st edition of the Constantes y Vitales awards for biomedical research and health prevention**

In 2015, **Constantes y Vitales** held the first edition of its awards, created with the aim of highlighting, supporting and strengthening the research work of Spanish scientists in the field of biomedicine, as well as health prevention campaigns..

In 2015, **Constantes y Vitales** held the first edition of its awards, created with the aim of highlighting, supporting and strengthening the research work of Spanish scientists in the field of biomedicine, as well as health prevention campaigns.

**Campañas de sensibilización en prevención médica**

In 2015, **Constantes y Vitales** has raised awareness about how to prevent cardiovascular disease and breast cancer.

During 2015, **Constantes y Vitales** has carried out important awareness raising work in the field of medical prevention through holding 3.0 Conferences on cardiovascular health and sport. The meeting, moderated by Doctor Bartolomé Beltrán, was attended by renowned experts in the field such as Doctors Josep Brugada, Antonio López Farré and Fernando Arribas, who gave

tips and advice on practising sport correctly and without endangering health. In tandem with World Breast Cancer Day, spots offering advice on how to prevent this disease were also broadcast on television.



**#CadaPasoEsVital Campaign**

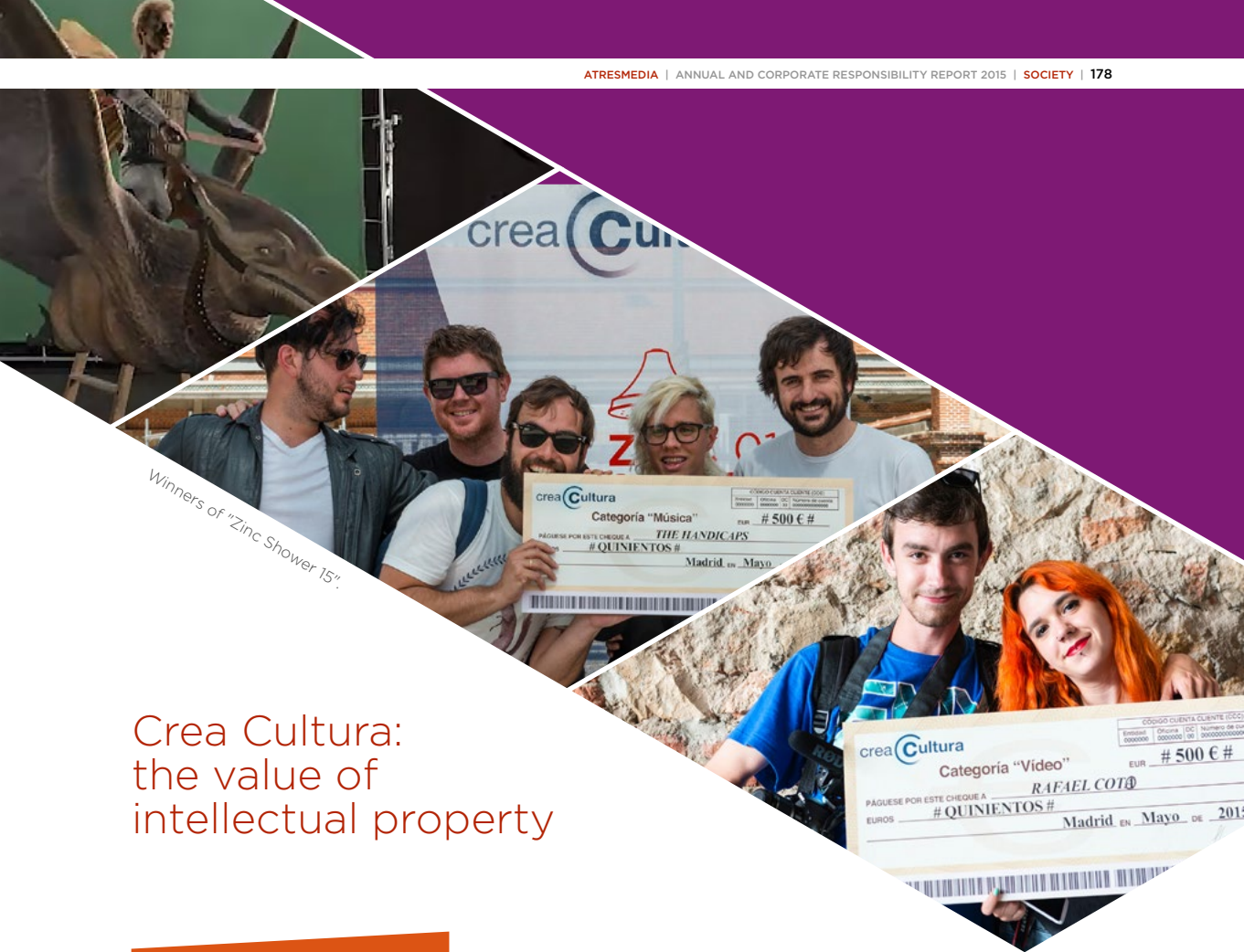
The kilometres of 6,000 people have been turned into €100,000 donated to research against cancer.

In its eagerness to contribute in a concrete and tangible way to the world of research in Spain, in 2015 **Constantes y Vitales** launched an original campaign to raise funds for a research project.

Through the #CadaPasoEsVital initiative, **LaSexta**, together with the Axa Foundation, invited the public to donate the kilometres covered whilst exercising

through the iwopi.org platform, to be converted into money for research against cancer. More than 6,000 people donated their kilometres, which translated into a direct donation of €100,000 to the project on metastasis from the research group of the young scientist Héctor Peinado from the Centro Nacional de Investigaciones Oncológicas (Spanish National Cancer Research Centre, CNIO).





## Crea Cultura: the value of intellectual property

### Highlights



The **Crea Cultura** movement was created in 2014 in order to defend and recognise the value of intellectual property and raise awareness about the consequences of failing to respect it.

During 2015 **Crea Cultura** continued generating opportunities to come together and debate this problem. It also produced content on intellectual property through the **Crea Cultura** blog and launched new initiatives to make progress and find solutions.

Among these was the signing of a collaboration agreement between **Crea Cultura** and Talents United, an on-line

community of artistic talent, to raise awareness about the value of creating intellectual property and the importance of defending it. Within the framework of this agreement **Crea Cultura** took part in the event on creativity, entrepreneurship and technology, Zinc Shower 15, in which 13 innovative projects were selected to receive different awards and honourable mentions.

On 26<sup>th</sup> April, **Crea Cultura** commemorated World Intellectual Property Day with the launch of the campaign's third spot, created for the occasion.





### Organisation and participation in forums and debates

**Pública 2015:** **Crea Cultura** took part in the international cultural management meeting Pública 2015, organised by Mario Tascón, who presented the campaign, and Mikel Lejarza, chairman of **Atresmedia Cine**, who took part in the section "Un Café con..." (A Coffee with...)"

**International Spanish Forum:** **Crea Cultura** took part in the first International Spanish Forum with an activity that combined cultures from different times, literature and video games.

**Crea Cultura – Bertelsmann Forum:** In 2015 a new **Atresmedia Crea Cultura Forum** took place, in collaboration with Bertelsmann, which addressed the topic of new business models for music in the digital age. The meeting was attended by the musicians Jean-Michel Jarre, Oriol Bonet and Xuso Jones, and was moderated by the journalist Vicente Vallés.

**Madrid Book Fair:** As part of Madrid Book Fair, **Crea Cultura** organised a debate about literary adaptations for television and film.



### Crea Cultura Experts Committee

2015 saw the start of the **Crea Cultura Experts Committee** meetings, aimed at finding the best way to instil in children the value of cultural creation and the defence of intellectual property.

The Committee is made up of a multidisciplinary group of prestigious professionals: Alfonso González, Chairman of Asociación Educación Abierta (Open Education Association); José de la Peña, ex-director of Educación y Conocimiento en Red de Fundación Telefónica (Education and Knowledge in the Telefónica Network Foundation); Tiscar Lara, Vice-Dean at EOI; Joaquín Rodríguez, Manager of Punto Neutro; Luis González, Director of Casa del Lector; Rosalía Lloret, Director of Institutional Relations at the Online Publishers Association Europe; Francisco Ruiz, Director of Public Policies at Google; María Jesús Magro, Director of the Pons Foundation; José Manuel Pérez, representative of UNESCO; Antonio Lafuente, researcher from CSIC; Sonia García, General Secretary of Anpe; Javier Palazón, Director of the magazine Educación 3.0; Héctor Sanz, Chairman of the Youth Council; Carlos Magro, consultant in education and ICT; Marta G. Franco, journalist and hacktivist; Carlos Güervós, Deputy Director General for Intellectual Property; and Carlos Flores, Director of Aula Planeta; as well as a representative from the Official College of Psychologists.



The **Crea Cultura** campaign was recognised in 2015 by Federación de Gremios de Editores (Federation of Publishers' Guilds) with the Liber Award and by Federación para la Protección de la Propiedad Intelectual (Federation for the Protection of Intellectual Property, FAP) which granted Atresmedia its Gold Medal for this movement

### Crea Cultura Blog

During 2015, **Crea Cultura** continued with the activity on its blog, on which it publishes its own articles about intellectual property each week.

Professionals take part and give their opinion on different aspects of this multifaceted debate. The writer Juan Gómez-Jurado; Javier Gayoso, director of Spotify in Spain; editor Claudio López Lamadrid; journalist Mario Tascón; film-maker Nicolás Alcalá; lawyer Sergio Carrasco; journalist Carmela Ríos; and lawyer Natalia Marcos, among many others, have contributed their arguments to the debate.



Further information on **Crea Cultura** <http://creacultura.atresmedia.com/>



♥ Hoy ♥  
Y TODOS LOS DÍAS,  
*que te quiera*  
DE VERDAD



## Tolerancia Cero: zero tolerance for abuse, the power of working together

In 2015, to coincide with the International Day for the Elimination of Violence against Women, **Antena 3 Noticias** and the Mutua Madrileña Foundation launched the **Tolerancia cero** initiative, aimed at raising awareness about domestic violence, encouraging women to report it and using education to address this social problem.

**Antena 3** provided coverage for the campaign through its media organisations. It broadcast television spots, radio adverts on all of its stations and the initiative also appeared on all of the **Group's** websites and social media. Through its factual programmes, **Antena 3** also used all its power of communication to raise awareness among the population, broadcasting pieces and reports relating to the problem of domestic violence.

The campaign's essential features were to encourage the victims or those around them to report incidents, to draw attention to situations of sexist control among younger people, connecting with adolescents for this, and to raise awareness about the damage that these patterns of violence cause to children.

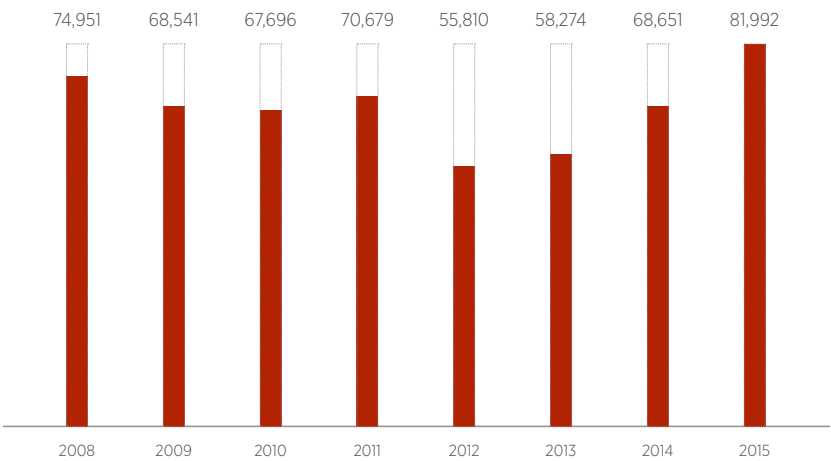


The importance of this initiative is clear when we look at figures such as the number of calls received during 2015 by the telephone number 016, for victims of abuse, which is the highest since 2008.

During 2015, **Tolerancia cero** had a strong on-line presence through a specific website aimed at both the general public - with breaking news, reports, spots, campaigns, etc. - and the victims of domestic violence - with different guidelines for action, protection and the detection of abuse. The initiative also has a profile on Twitter, @ToleranciaCero, and Facebook, facebook.com/ToleranciaCeroA3/ as an essential part of active listening.



Number of calls to 016

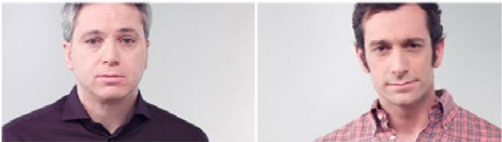


Initiatives launched within the Atresmedia Commitment to fight against domestic violence

VICENTE VALLÉS, ÁLVARO ZANCAJO, ROBERTO BRASERO Y MANU SÁNCHEZ

**Los presentadores de Antena 3 Noticias protagonizan la nueva campaña de 'Tolerancia Cero': 'Que te quiera de verdad'**

La nueva campaña de Responsabilidad Corporativa de Antena 3 Noticias y Fundación Mutua Madrileña, que se estrena el domingo, pone el foco de atención de su nueva iniciativa en las redes sociales y el uso de móviles entre adolescentes.



**Society awareness campaigns**

The **Atresmedia** Group has broadcast, free of charge, the awareness campaigns of organisations fighting against domestic violence such as Fundación Integra, which promotes the employability of women who suffer from this problem, and the National Police Foundation, which asks victims and those around them to report abuse so that the 1,400 specialised agents can help them.

**Employment of women victims of domestic violence**

**Atresmedia** has signed a collaboration agreement with Fundación Integra to promote the employment in the Group of women who are victims of domestic violence, and has increased the awareness of its employees through its corporate volunteering programme. It has also supported the awareness raising actions of the Ministry of Health by giving out badges displaying the message "016 Hay Salida" (016 There is a Way Out) to its employees and visits on 25th November, as a sign of support for the victims of domestic violence.



The series **Amar es para siempre** has been praised by Úbeda City Council for its handling of the issue of domestic violence. The council has praised "its serious and impeccable work" and has recognised the way in which it has treated the issue, "not using clichés, very well documented".



For more information <http://www.antena3.com/noticias/tolerancia-cero/>





Comparte y Recicla campaign.

## Comparte y Recicla: making thousands of children happy

The **Comparte y Recicla** campaign, organised by the Crecer Jugando Foundation, with the collaboration of **Neox Kidz**, aims to give new life to unwanted toys by passing them on to other children, thanks to the collaboration of the families. It is a social initiative with a triple positive impact: promoting solidarity, caring for the environment and integrating people with disabilities.

In 2015 the initiative's second toy collection campaign was launched. Through its website [www.comparteyrecicla.com](http://www.comparteyrecicla.com), interested families were able to see all the toy collection points, the delivery times and the results of last year's initiative.

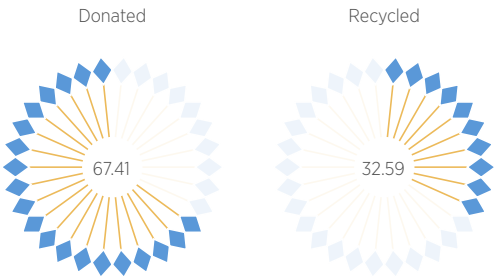


**Comparte y Recicla** counted on the **Atresmedia** group as one of its collaborators. Through the programme **Neox Kidz**, broadcast on its children’s channel **Neox**, and the radio station **Onda Cero**, it contributed to raising awareness about the campaign broadcasting television spots and advertisements.

The three vectors of **Comparte y Recicla**

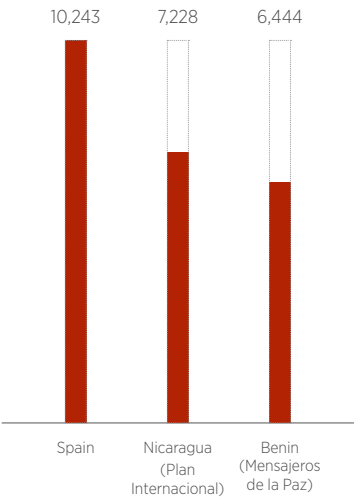


Toys collected in 2015  
(Percentage)



In 2015, **Comparte y Recicla** managed to collect 46 tonnes of toys

Distribution of the toys donated



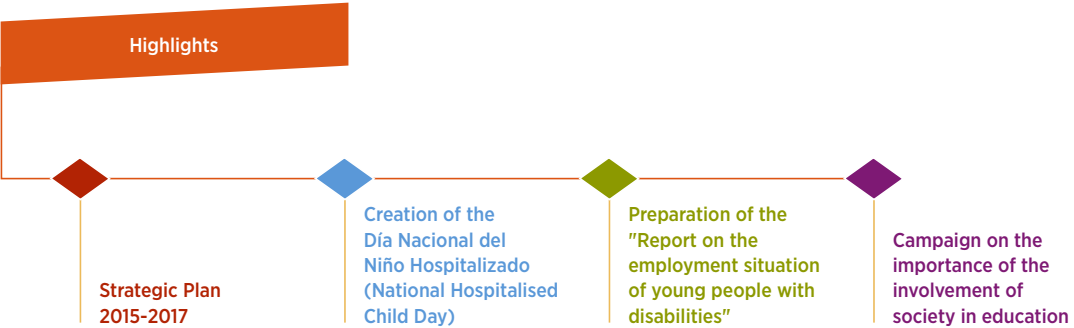
Further information on **Comparte y Recicla** [http://www.antena3.com/especiales/noticias/ciencia/hazte-eco/noticias/edicion-comparte-recicla-campana-solidaria-recogida-juguetes\\_2015061900100.html](http://www.antena3.com/especiales/noticias/ciencia/hazte-eco/noticias/edicion-comparte-recicla-campana-solidaria-recogida-juguetes_2015061900100.html)





The team from Fundación Atresmedia.

# Fundación Atresmedia: 10 years of working with children and disability

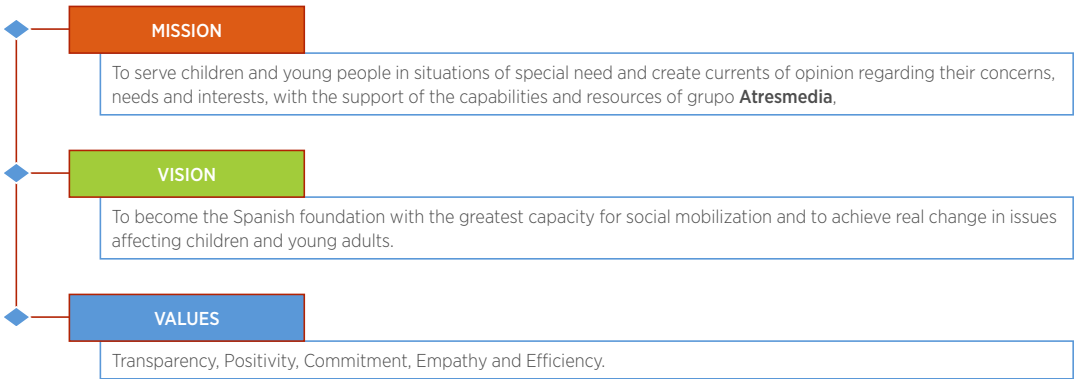


In 2015 the **Fundación Atresmedia** celebrated 10 years of channelling the social action of the **Group** and promoting projects aimed at protecting children and normalising the position of people with disabilities. The history of the organisation dates back to 25<sup>th</sup> November 2005 when, for the first time in Spain, a communications group —at that time known as the **Antena 3 Group**— created a foundation and made all of its resources available to help the most vulnerable people.

Over this decade, **Fundación Atresmedia's** priority was to run projects aimed at ensuring the well-being of children and young people and raising awareness about their rights, needs and interests. The working plan has covered a wide range of initiatives, from

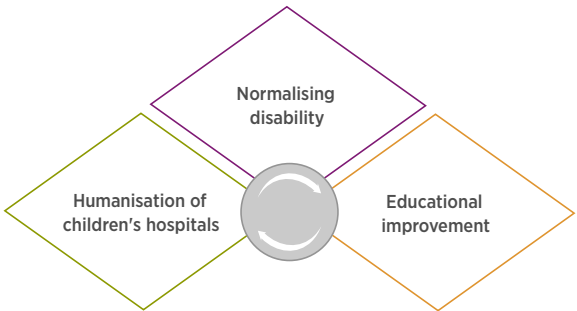


campaigns to defend the most basic rights of children or creating the first television channel especially designed for hospitalised children, to projects relating to the employment of young people with disabilities and educational improvement.



In 2015 **Fundación Atresmedia** prepared a new Strategic Plan for 2015-2017 in which it set out the action areas for the coming years, as well as the objectives for each of these areas, the expected impact and the actions to carry out in order to achieve the established goals.

This Strategic Plan is designed to create a greater impact and scope for each area of action, so they have been concentrated into three essential elements:



Fulfilling the Fundación Atresmedia 2015 challenges		
Challenges	Level of fulfilment	Comments
Assess the impact of each of the projects launched by following the methodologies used by the service sector.	<div><div></div></div> 100%	Indicators have been established for each project.
Preparation of a new Master Plan, based on the results provided by measuring the impact of the different projects and on the current needs of society.	<div><div></div></div> 100%	
Run at least three initiatives to boost educational improvement.	<div><div></div></div> 100%	



## Initiatives implemented by Fundación Atresmedia in 2015



### The Hospital Assistance Programme reaches the whole of Spain

Hospital entertainment activities have also been carried out in more than 155 centres across Spain, reaching more than 170,000 children.

The **Hospital Assistance Programme**, created in 2006 with the objective of making a stay in hospital more pleasant for children and their families, has since 2015 been aimed at promoting the humanisation of children's hospitals in the following way:

- Providing information tailored to the children admitted to hospitals across Spain, in order to alleviate the stress that may be

caused by their illness and hospitalisation.

- Offering entertaining content to the children admitted to hospitals and trying to generate positive memories about their hospitalisation.
- Promoting mechanisms that improve the humanisation of children's hospitals, aimed at both hospitals (managers and health professionals) and society as a whole.

During 2015, as part of the Programme, various hospital entertainment initiatives were implemented at more than 155 centres across Spain. These included celebrity visits to hospitals, radio workshops, actions to promote reading, drawing competitions, etc., as well as specific activities and assignments to support hospital classrooms (Aulaplaneta tool, donation of an application to exercise the memory, donation of digital whiteboards, supply of arts and craft materials and running model workshops relating to children's rights). Moreover, the **FAN3 Channel**, the first television channel designed for hospitalised children, was made available to children in 108 hospitals across Spain. It is a unique channel combining entertaining content - series, cartoons - with educational pieces relating to health which provide information for children in their own language, and in a fun and friendly way.

Other initiatives launched were the co-organisation of the Jornadas de Humanización Hospitalaria (Hospital Humanisation Conferences) and the Hospital Optimista Awards, with a good participation rate (more than 130 candidates).

It should be noted that in 2015, **Fundación Atresmedia** succeeded in launching **Día Nacional del Niño Hospitalizado** (National Hospitalised Child Day) (13th May) and secured the support of the main organisations working with children in hospitals and the staff at the hospitals to carry out a joint action to institutionalise this day and make the public more aware of the consequences that hospitalisation may have on children.



### Proyecto PRO: normalising disability

With the overall objective of contributing to normalising disability in the sector and in society as a whole, different initiatives have been developed:

#### Training and employment: Proyecto PRO

**Proyecto PRO** is the first school for disabled people which gives specific, high quality training for jobs in the audiovisual sector, and whose main objective is to help them gain employment in this sector.

In 2015 the "University specialist in radio content and production" course was given, with the collaboration of Rey Juan Carlos University in Madrid and renowned radio professionals.

#### Raising awareness

Moreover, **Fundación Atresmedia** promoted the holding of two awareness conferences with employees from the **Group** and another with screenwriters, which brought together more than 90 attendees, in order to:

- Raise awareness among professionals in the audiovisual sector in order to encourage the employment of disabled people by companies in the sector.
- Enhance normalisation, using the power of the media, through disabled people appearing in audiovisual content.

#### Other initiatives implemented

Report on the employment of young people with disabilities, accompanied by a television and radio campaign in collaboration with the Randstad Foundation.





### Juntos por la Educación (educational improvement)

¡Grandes Profes! brought together more than 1,500 teachers in person and 2,000 through streaming, and was a trending topic on Twitter

**Fundación Atresmedia** pays special attention to education, aware that it is one of the issues that most concerns the public and believing in its importance in constructing a fairer, more committed and better prepared society.

As a result, the **Juntos por la Educación** project promotes initiatives whose objective is to contribute to educational improvement and involve society

in this, generating a current of opinion that leads to real social changes. To achieve this it relies on three areas of action:

- Recognising good teachers, inspiring them and providing them with new techniques and tools which can be added to those they already use each day.
- Promoting Professional Training by raising awareness of the many options offered and encouraging students to enrol in the different training courses.
- Involving society through raising awareness about the importance of the public's role in educational matters, as an agent for change to achieve the necessary improvements

In January, one of **Fundación Atresmedia's** most popular initiatives took place: the **¡Grandes Profes!** event, aimed at strengthening the image of teachers and providing practical tools for every day classroom use. At the 2015 meeting, speakers of renowned prestige from different areas of knowledge, such as Elsa Punset, Mario Alonso Puig and María Garaña, shared their experiences with the more than 1,500 teachers attending and the further 2,000 following via streaming.

Moreover, during 2015 **Fundación Atresmedia** implemented a new initiative created with the aim of promoting Professional Training in Spain. The project's specific website, [descubreafp.org](http://descubreafp.org) — with more than 100,000 visits in six months—, includes explanatory graphics about the different training options and videos starring teachers who explain the content of their courses and students who tell us their reasons for taking Professional Training. The site also offers a free course, run by Elsa Punset, on social skills and emotional intelligence: "Rutas para la vida y el trabajo" (Routes for life and work) and an orientation guide developed by the Official College of Psychologists. Finally, **Fundación Atresmedia** recognises the good educational practices of teachers and education centres through the **Grandes profes, Grandes iniciativas** awards. The application period for this year's awards opened in October and closes in April 2016

**The Fundación Atresmedia, comes top in the transparency ranking produced in the 2014 Construir Confianza report, prepared by the Fundación Compromiso y Transparencia**

### Transparency in funding

For **Fundación Atresmedia**, transparency is one of the values that shapes its identity. Therefore, it is no coincidence that it comes top in the transparency ranking produced in the 2014 Construir Confianza (Build Trust) report, prepared each year by the Fundación Compromiso y Transparencia (Commitment and Transparency Foundation).

Financial information on the resources held by the **Fundación**, as well as the documentation from the audit of its accounts and its governing agreements and standards can be found on the website <http://fundacion.atresmedia.com>.





**Fundación Atresmedia** is working to use principles, standards and procedures that ensure that the organisation’s management is carried out on a fair and non-discriminatory basis, for both the possible participants and their beneficiaries.

	2013	2014	2015
Atresmedia resources (Euros)	300,000	300,000	500,000
Donations (Euros)	502,382	573,000	133,344
Subsidies (Euros)	30,036	10,000	0
Other income (Euros)	420,000	725,194	731,028
Total revenue (Euros)	1,252,418	1,198,194	1,364,372



2016 Fundaci3n Atresmedia Objectives

- 1. Extend the Asistencia Hospitalaria (Hospital Assistance) Programme to more centres.
- 2. Develop disability awareness initiatives for professionals in the audiovisual sector.
- 3. Promote the involvement of society in educational matters.



# The environment



The vision of **Atresmedia** is to contribute to sustainable development through measures that minimise the environmental impact of its activities and promote respect for the environment. This vision translates into the following lines of action:

1. Improving energy efficiency.
2. The responsible management of resources.
3. Reducing the generation of waste.
4. Raising awareness in society about the need to care for the environment by making use of the broadcasting power of **Atresmedia**.











## In figures

	2013	2014	2015
<b>Energy consumption</b>			
Gas	12,517 m <sup>3</sup>	15,308 m <sup>3</sup>	13,646 m <sup>3</sup>
Electricity	28,276,898 kW	27,399,791 kW	29,276,341 kW
Heating oil	458,148 L	469,696 L	489,032 L
<b>Consumption of resources</b>			
Water	44,297 m <sup>3</sup>	56,863 m <sup>3</sup>	53,755 m <sup>3</sup>
Paper	5,425,000 units (26,908 kg)	5,412,000 units (26,844 kg)	5,557,500 units (27,566 kg)
Toner	703 units (563 kg)	667 units (534 kg)	652 units (522 kg)
<b>Emissions</b>			
Direct scope 1	1,465 t	1,505 t	1,562 t
Indirect scope 2	6,969 t	4,384 t	3,513 t
Employee transportation scope 3	757 t	635 t	715 t
<b>Non-hazardous waste</b>			
Paper and cardboard	68 t	66 t	64 t
Debris	66 m <sup>3</sup>	126 m <sup>3</sup>	114 m <sup>3</sup>
SUW	314 t	308 t	305 t
<b>Hazardous waste</b>			
Televisions	57 units	62 units	78 units
Fluorescent lights	1,635 units	976 units	1,725 units
<b>Environmental investment</b>			
	14,363 €	89,490 €	111,481 €
<b>CDP Rating</b>			
	60D	58D	93C



# Fulfilment of environmental commitments

In 2015 **Atresmedia** established some **annual commitments for environmental improvement** whose degree of fulfilment is shown below:

2015 Commitment	Level of fulfilment	Comments
Conduct a study to continue implementing LED lighting technology in other company buildings.	 100%	The second phase of the project has been successfully completed.
Reduce the volume of Solid Urban Waste (SUW) by 1% compared to 2014.	 100%	It has been reduced by 1.08%.
Reduce the consumption of toner cartridges by 2% compared to 2014.	 100%	It has been reduced by 2.25%.
Reduce the volume of paper and cardboard destined for recycling by 2% compared to 2014.	 100%	It has been reduced by 3.02%.
Conduct an economic-financial analysis of the application of the conclusions from the energy efficiency study.	 100%	Analysis carried out.
Through <b>HAZTE ECO</b> , continue to raise awareness about the importance of recycling by using new means of communication.	 100%	In addition to the dissemination work on recycling through the <b>HAZTE ECO</b> programme on <b>Neox</b> , there has been a monthly piece on recycling in the <b>Naturaleza en la onda</b> section from the journalist <b>José Luis Gallego</b> , a regular collaborator in the programme <b>Julia en la onda</b> on <b>Onda Cero</b> .



13,646

cubic metres  
of gas



29,276,341

kW of  
electricity



53,755

cubic metres  
of water



27,566

kilograms of  
paper



489,032

litres of  
heating oil



652

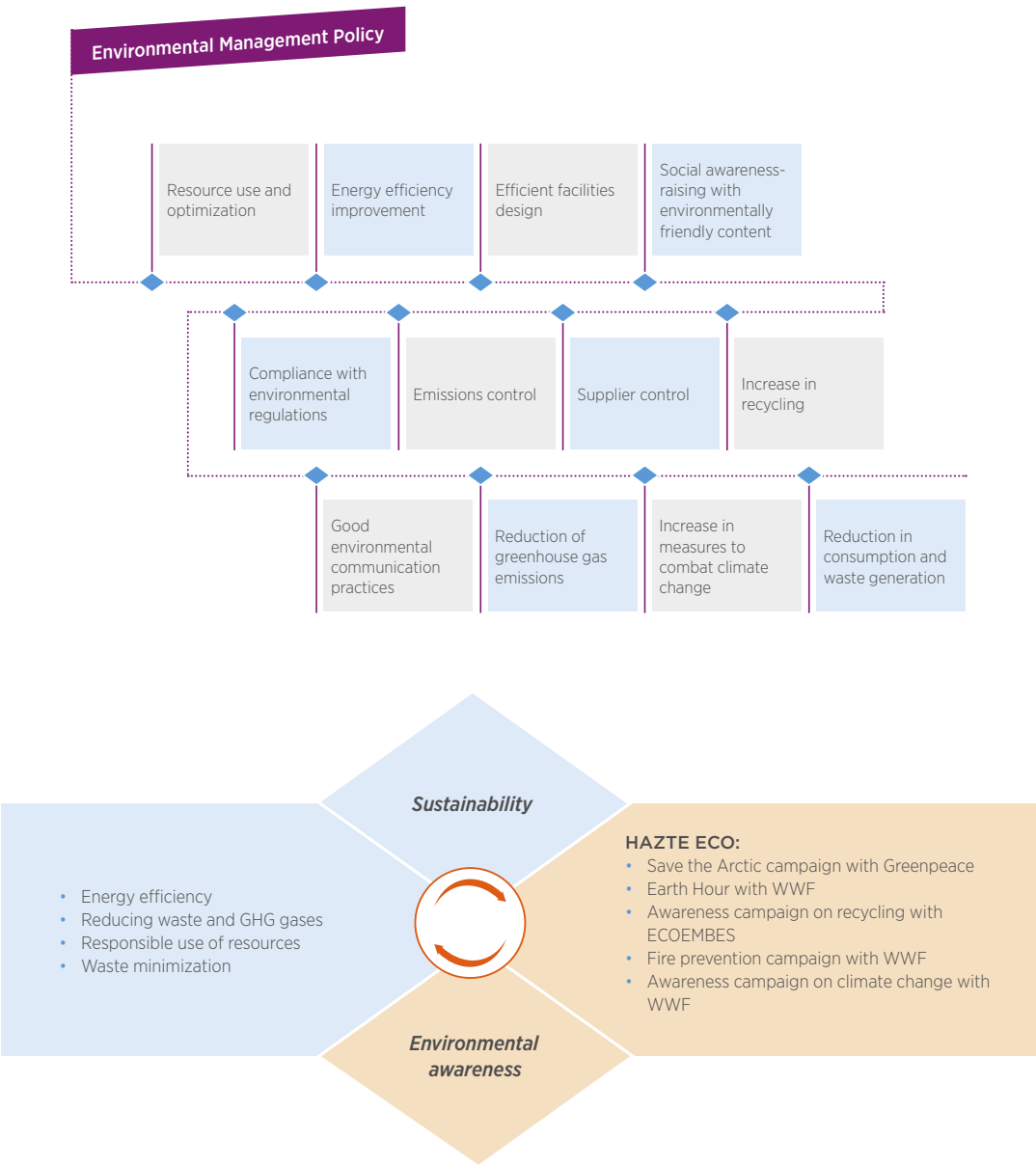
units of toner



# Areas for action in 2015

**Atresmedia** has an **Environmental Management Policy** which it applies to all its activities with a dual objective: ensuring strict compliance with environmental legislation and decisively contributing to achieving a more sustainable society.

This **Atresmedia** commitment to sustainable development translates on the one hand into actions that improve the **sustainability** of its own activity and on the other into **awareness** raising initiatives aimed at all of society, giving the environment its own space in the content across the **Group's** media organisations.



Further information on **Atresmedia** environmental policy  
<http://www.atresmediacorporacion.com/a3document/2010/12/27/DOCUMENTS/00005/00005.pdf>



# Sustainable contribution

It has successfully completed the second phase of the project to replace traditional bulbs with LED technology with an annual saving of 310,000 kW/h

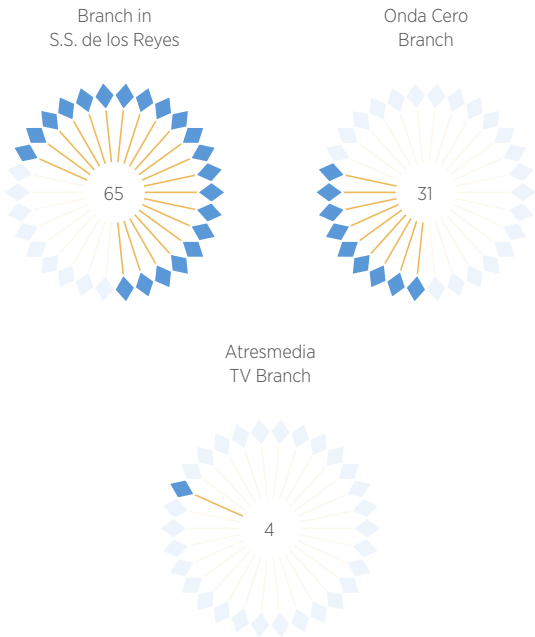
## Energy Efficiency

In its desire to improve energy efficiency in its facilities, in 2015 **Atresmedia** launched new initiatives aimed at reducing its consumption:

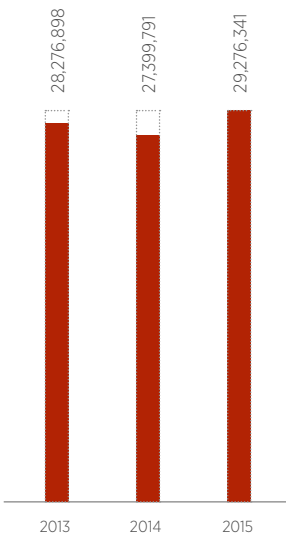
- Following on from the project to replace florescent lights with LED technology launched in 2013, in 2015 it implemented another phase to change the lights in four new buildings of the main facilities in San Sebastián de los Reyes, representing an annual saving of **310,000 kW/h**.
- Another noteworthy measure was the replacement of one of the coolers with another more efficient one, which involves an estimated annual saving of **55,000 kW/h**, a 26.18% reduction compared to the old equipment.

These two initiatives, along with others, have contributed to an overall improvement in energy efficiency. However, the total consumption of electricity and oil increased slightly in 2015 as a result of the increased coverage and the production of special factual programmes relating to the news, particularly the Municipal, Regional and General elections held in 2015.

Distribution of electricity consumption (%)



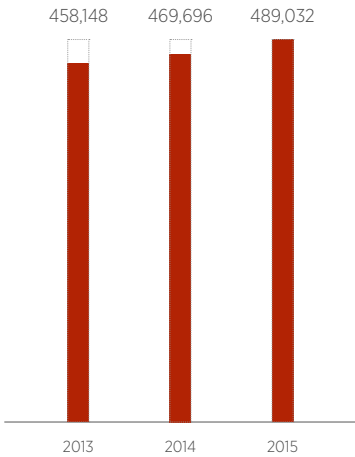
Electricity consumption (kW)



**Note 1.** 1kW/h = 0.0036 GJ.  
The consumption of electricity in 2015 was equivalent to 105,394.83 GJ.

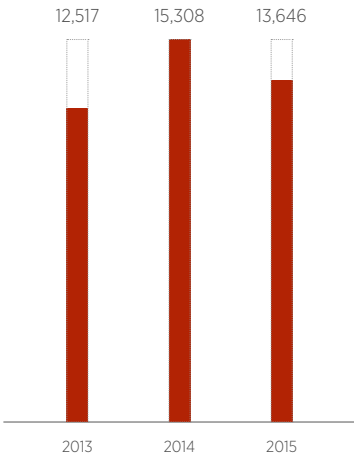


Heating Oil Consumption (L)



**Note 2.** In 2015 the energy consumption corresponding to heating oil was equivalent to 18,741.75 GJ.  
Heating oil: toe (tonne of oil equivalent) = 1,181 litres // 1.12 toe is equal to 13,020 kW/h (Source: IDAE (Institute for the Diversification and Saving of Energy)) // 1kW/h = 0.0036 GJ.

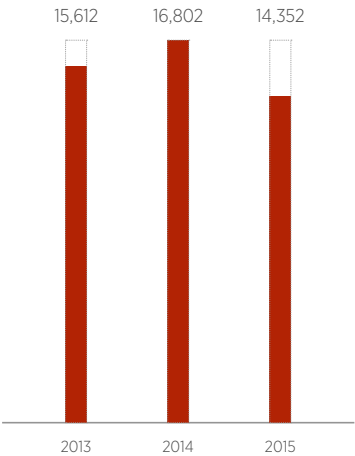
Gas Consumption (m³)



**Note 3.** In 2015 the energy consumption corresponding to gas was equivalent to 523.82 GJ. Data from the centre in San Sebastián de los Reyes. Source: Gas Natural Fenosa

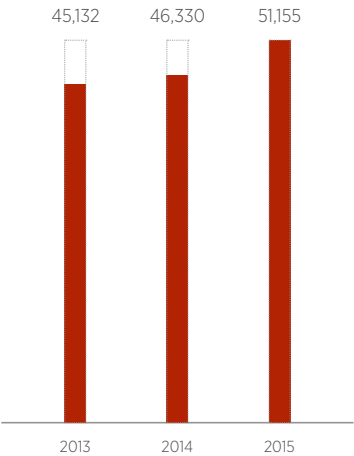
With regard to the consumption of gas, this has fallen by 10.85% compared to 2014 as a result of improvements in management and the replacement of equipment in the **Atresmedia** kitchens, replacing this with more efficient models.

Consumption of transportation petrol (L)



**Note 4.** The energy consumption corresponding to transportation petrol in 2015 was equivalent to 465.70 GJ.  
Automotive petrol: toe = 1,290 litres // 1.10 toe is equal to 12,790 kW/h (Source: IDAE) // 1kW/h = 0.0036 GJ.

Consumption of transportation diesel (L)



**Note 5.** The energy consumption corresponding to transportation diesel in 2015 was equivalent to 1,812.73 GJ.  
Automotive diesel: toe = 1,181 litres // 1.12 toe = 13,020 kW/h (Source: IDAE) // 1kW/h = 0.0036 GJ.

**Note 6.** 100% non-renewable diesel, 100% non-renewable petrol, 100% non-renewable gas, electricity 28.2% non-renewable and 71.8% renewable (latest energy mix provided by Iberdrola).

**Note 7.** Conversion factors table A7.1 GHG inventory report published by MAGRAMA from IDAE.





Petrol consumption has in turn fallen by 14.59% due to the greater use of vehicles equipped with a diesel engine, which has caused an increase in the consumption of this fuel by 10.41% compared to 2015. **Atresmedia** has a fleet of **64 mobile units** (49 with a diesel engine and 15 with a petrol engine).



Energy efficiency has returned to being the seventh art thanks to **Atresmedia** and Gas Natural Fenosa, with the second edition in 2015 of Cinergía, a new project which brings together the cinema and energy. Both companies renewed their agreement to broadcast and transmit the importance of the rational use of energy through the cinema, and therefore contribute to the sustainability of the energy sources of our country and to caring for the environment.

With this alliance, the audiovisual group assumes the commitment to broadcast on its channels the four short films produced by Gas Natural Fenosa and signed off by prestigious directors, which were produced as part of this initiative.

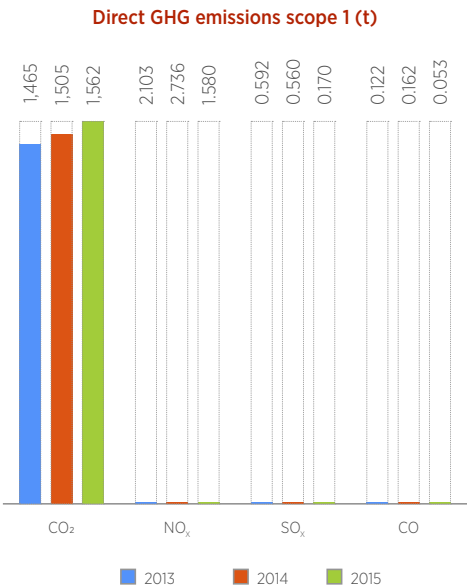
The short films were released at the most important film festivals in Spain and each story relates to an aspect of energy efficiency.





## Reducing the emission of greenhouse gases (GHG)

As part of the **Atresmedia** sustainability strategy, specific initiatives have been run in the **Group's** facilities aimed at reducing the emission of greenhouse gases into the atmosphere and optimising their control. Therefore, in 2015 controls on emissions of CO<sub>2</sub>, NO<sub>x</sub>, SO<sub>x</sub> and CO from the boilers were strengthened, and preventative maintenance work was carried out on climate control equipment. There is also an ongoing commitment to using less contaminating means of transport, such as train travel, for the domestic journeys made by its employees.



**Note 8.** Since 2007, the direct emission figures shown in this report have been extracted from the values obtained by Entidades de Inspección y Control Reglamentario (Inspection and Regulatory Control Organisations, ENICRE) for the time the boiler inspections were carried out. From this report, the calculation of direct emissions is made by applying the conversion factors from IDAE of the Ministry of Industry, and the CO<sub>2</sub> emission factors from the GHG Inventory Report of the Ministry of Agriculture, Food and the Environment. The following table sets out the values of direct CO<sub>2</sub> emissions calculated with both methods.

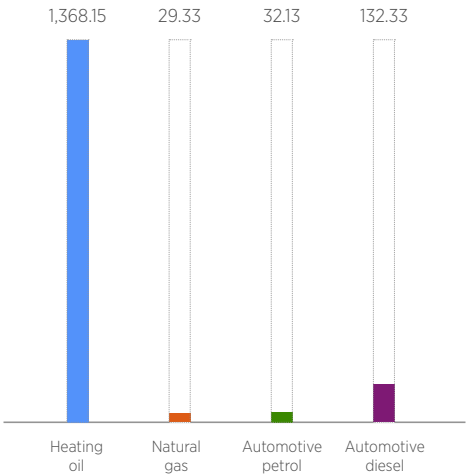
CO <sub>2</sub> (t)	2007	2008	2009	2010	2011	2012	2013	2014	2015
Emissions by consumption	1,712.04	1,604.04	1,211.27	1,481.47	1,195.13	1,373.35	1,465.16	1,505.08	1,561.94
Emissions by ENICRE	5,800.91	4,405.91	4,341.77	2,119.29	2,700.31	1,535.95	2,463.59	3,281.78	1,964.99

**Note 9.** The emissions data is obtained using the final energy conversion factors published by IDAE (for diesel and automotive petrol), and the emission factors published in the GHG Inventory Report in table A7.1 (for natural gas and diesel) and in table A8.2 (for automotive petrol).

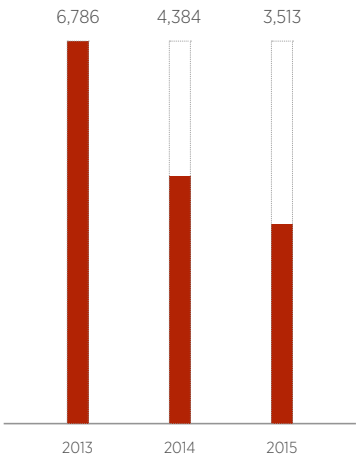
**Note 10.** The data on direct CO<sub>2</sub>, NO<sub>x</sub>, SO<sub>x</sub> and CO emissions refer to the work centre in San Sebastián de los Reyes.



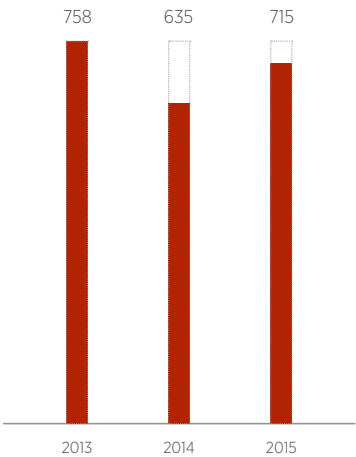
Breakdown of direct CO<sub>2</sub> emissions (t)



Indirect emissions scope 2 (t CO<sub>2</sub>)



Indirect emissions scope 3 (t CO<sub>2</sub>)



**Note 11.** The reduction of indirect emissions from electricity consumption is due to changes in the data provided by Iberdrola on the source of the electricity supplied to **Atresmedia** (change in the energy mix). In 2015 the electricity consumed by the **Group** was more environmentally friendly, falling from 0.16 kg of CO<sub>2</sub> for each kW/h consumed in 2014 to 0.12 kg of CO<sub>2</sub> for each kW/h consumed in 2015, which represents a reduction of 25% in the content of CO<sub>2</sub>.

**Note 12.** To obtain the data on indirect emissions from electricity consumption, the annual information provided by Iberdrola was used, referring to the source of the electricity supplied and the electric consumption produced. The energy supplied is 71.8% renewable and 28.2% non-renewable.

**Note 13.** To obtain the data on emissions from air travel, the website [www.carbon-calculator.org.uk](http://www.carbon-calculator.org.uk) was used.

Due to the increased presence of **Atresmedia** at international fairs, as well as its greater coverage outside Spain due to sporting events such as the Champions League and news coverage of events such as the terrorist attacks, international travel increased by 22.75% compared to 2014 (215 journeys). This caused CO<sub>2</sub> emissions from the air travel of employees to increase by 12.53% compared to 2014.

Moreover, it should be noted that there was a 7.73% reduction in the number of domestic air journeys (221) due to the 9.58% increase in train journeys.



# Climate change: risks and opportunities for Atresmedia

Risks	Air contamination	Compliance with Law 34/2007 regarding air quality and protection of the atmosphere; and Law 2/2002 regarding environmental assessment of the Community of Madrid.
	Other applicable legislation	<b>Atresmedia</b> is governed by the General Law on Audiovisual Communication. It is a member of Autocontrol and complies with that established in its Code of Conduct (Advertising Regulation).
	Physical risks	Extreme weather events, mainly floods, fires and storms.
	Reputation	<b>Atresmedia</b> is committed to retaining a positive reputation. However, in the event of a natural disaster which damages the telecommunications network it would be difficult to restore the service, with a high impact on its reputation.

Opportunities	Mandatory reporting of emissions	<b>Atresmedia</b> has extensive experience in managing and reducing its overall emissions into the atmosphere, so it can implement any changes in the legislation that governs it.
	Variations in the average temperature	An increase in the average temperature would lead to a reduction in the consumption of diesel and electricity due to it being warmer in autumn and winter.
	Changes in consumer behaviour	The <b>Group</b> is aware of the large number of people influenced by the media, and considers it an opportunity to encourage consumers to act in an environmentally friendly way. Specific content is developed for this (responsible consumption, climate change, etc.).
	Reputation	The <b>Group's</b> participation in environmental issues leads to <b>Atresmedia's</b> stakeholders seeing it as a committed, leading organisation in raising awareness about climate change. This is important as it may translate into an increase in sales and investment.



## Atresmedia is recognised for strengthening its environmental commitment

**Atresmedia** has been distinguished in the 'Best Improver Spain' category for being the Spanish company that has improved most in the climate change report "Carbon Disclosure Project (CDP) 2015", an independent non-profit organisation which has the largest global database of corporate information on climate change.

As a result, the **Group** holds a leading position in this year's edition due to achieving a final rating of 93C, which represents an improvement of +35 points compared to its result in 2014, the best experienced by a Spanish company according to this specialised index measuring the strategy of large companies in climate change issues.





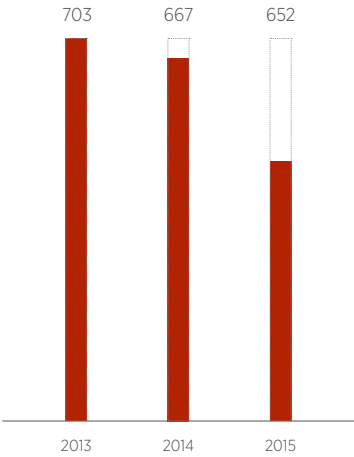
Responsible use of resources

In 2015  
Atresmedia has  
reduced its water  
consumption by  
5.46%

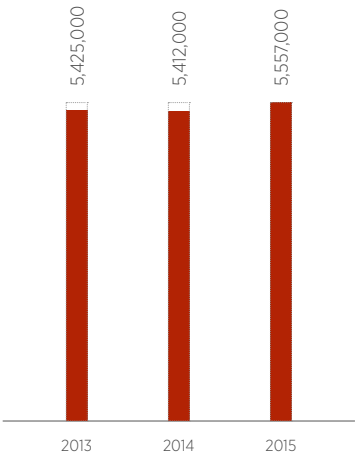
Atresmedia is committed to the responsible use of resources, aware of the importance of rationalising consumption to reduce the environmental impact.

As a result, Atresmedia applies measures which improve efficiency in the use of resources, from the purchasing process to the end of the life cycle, for example with the application of ‘buying green’ criteria when selecting products.

Toner consumption (cartridges)



Paper consumption (sheets)



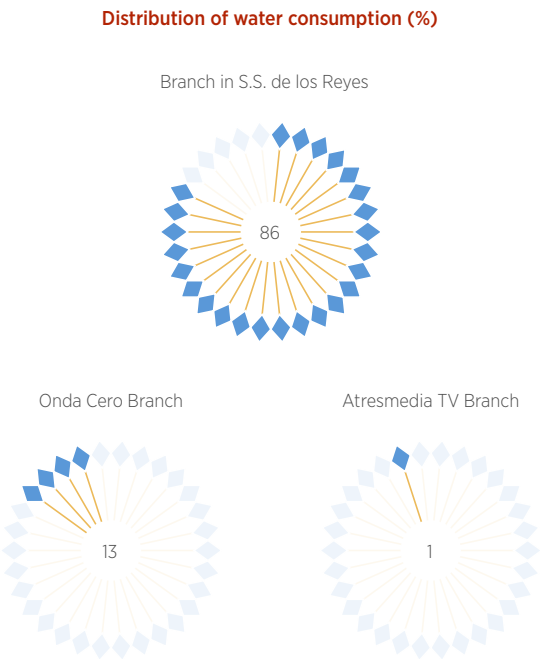
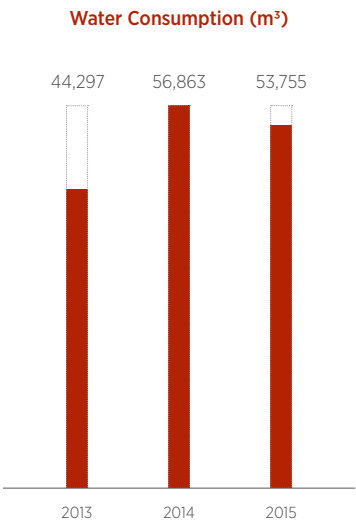
Note 14. The data on white paper and toner consumption in 2014 refer to the centre in San Sebastián de los Reyes. Used paper represents a total of 27,565 kg and recycled paper 14,010 kg.



100% of the toner cartridges used are sent for recycling. In 2015 it successfully met the target of reducing the consumption of toner cartridges, achieving a reduction of 2.25%.

With regard to paper consumption, it recorded a slight 2.68% increase, mainly due to the increase in reporting activity. 50.78% of the paper used during the year was recycled.

In 2015 water consumption, which comes entirely from the public network, fell by 5.46% due to its good use and an improvement in control at the facilities.



## Minimising waste

**Atresmedia** believes it is a priority to reduce to a minimum the amount of waste generated, as well as to carry out good waste management, encouraging the re-use of materials as much as possible and recycling.

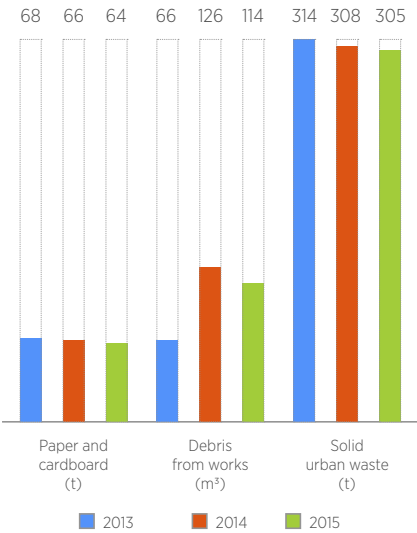
To achieve this objective, **Atresmedia** applies various measures which include the following:

- Asking its suppliers to remove the packaging for the materials so that it can be reused or destined for other possible uses.
- Removing any scrap and wiring waste generated from the facilities using authorised companies.
- Encouraging the use of white paper recycling bins which are installed next to the copying and multi-function machines.
- Asking employees to hand in used toner cartridges to obtain new ones.



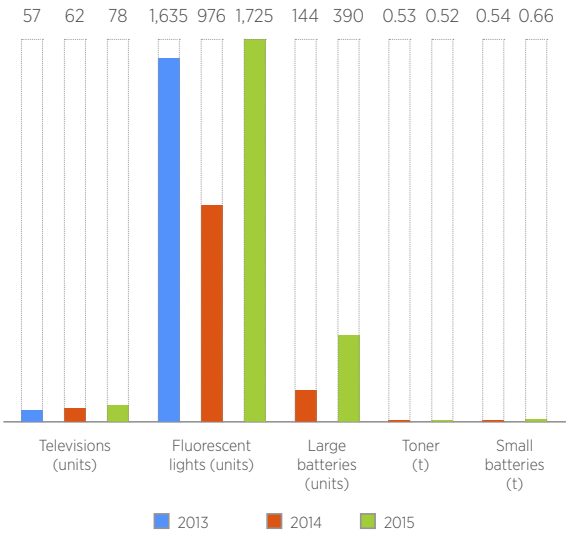


Non-hazardous waste



Note 15: Data on non-hazardous waste production was taken in the centre in San Sebastián de los Reyes.

Hazardous waste



Note 16: Data on hazardous waste production corresponds to the centre in San Sebastián de los Reyes.

In terms of hazardous waste, this increased by 20% in televisions and 43% in florescent lights. This increase comes as a result of the increase in television production, which brings with it an increase in the surface area used (pre-assembly, connections with newsrooms, etc.). All hazardous waste generated was recycled.





## HAZTE ECO: together for the environment

Led by **Canal Neox**, **HAZTE ECO** is an **Atresmedia** initiative addressing the protection and defence of the environment and encouraging social mobilisation in this area. Since its creation in 2010, and thanks to the support of the main environmental organisations such as Greenpeace, WWF and Ecoembes, **HAZTE ECO** has promoted many initiatives with specific challenges for tackling climate change, encouraging recycling, preventing the Arctic melting and preventing forest fires. These actions have also had the support of the **Group's** reporting power.

In 2015 important initiatives were run to protect the environment.

### Save the Arctic

Although **HAZTE ECO** has been working with the Greenpeace Save the Arctic campaign since 2012, in April 2015 this support was intensified with the collaboration of **laSexta**, which joined forces with **Neox** to cover a women's expedition to the Arctic, headed by **Elena Anaya**. In addition, programmes such as **El Intermedio** and **Zapeando** on **laSexta** and **HAZTE ECO** on **Neox** issued an appeal to promote the gathering of signatures which, together with the great work done by Greenpeace around the world, made it possible to obtain a commitment to protect 10% of the Arctic, a major step in ensuring the sustainability of this habitat.

### Earth Hour

**Atresmedia** once again supported this action organized by the WWF, which has now become the largest global initiative in defence of the environment. Since 2007, people from around the world have come together to do the same thing at the same time: switch off their lights for one hour. The **Atresmedia** facilities did the same and the group's news programmes covered the story throughout the world. In addition, **Neox** dedicated a special segment to the initiative on the **HAZTE ECO** programme, and it also had a major presence on the campaign's website and social network profiles.

### Promoting the importance of recycling

The **HAZTE ECO** programme continued its awareness-raising and promotion efforts on the issue of recycling, in collaboration with Ecoembes. Several programmes covered topics such as the processing and transformation of different types of waste (drink cans, canned goods and cartons). Efforts were made to clear up certain 'myths' about recycling in order to offer viewers clear and useful information.



#### Prevention of summer fires

With the aim of raising awareness about fire risk in summer, **HAZTE ECO** broadcast an awareness-raising spot on **Neox** during the months of July, August and September. On this occasion, the message also emphasized dealing with the greatest enemy of our forests: climate change.

#### Climate change awareness-raising

On the occasion of the Paris Climate Summit, **HAZTE ECO** joined forces with the WWF to launch an awareness-raising and action message against climate change through the #NiUnGradoMás campaign. The campaign involve broadcasting a spot on **Neox**, as well as coverage of the action on the programmes **Zapeando (laSexta)** and **Tu tiempo con Roberto Brasero (Antena 3)**. For its part, the website [hazteeco.es](http://hazteeco.es) created a specific section for this cause and the **HAZTE ECO** programme on **Neox** devoted a special broadcast to the agreements reached, the culmination of other reports on climate change offered throughout the year.



Further information on **HAZTE ECO**

<http://www.antena3.com/especiales/noticias/ciencia/hazte-eco/>



## 2016 Challenges

In 2016, **Atresmedia** is taking on new challenges in the area of environmental management aimed at improving sustainability and the environmental awareness of society.



## 2016 Objectives

1. Carrying out the third implementation phase for LED lighting in San Sebastián de los Reyes, with the changing of approximately 5,000 lights in the main building.
2. Continuing with the process started in 2015, which involves the launch of a plan to replace the centralised refrigeration equipment (coolers) for others that are more energy efficient. The plan is for this to be concluded over the next four years.
3. Reducing the volume of Solid Urban Waste (SUW) by 1% compared to 2015.
4. Reducing toner cartridge consumption by 2% compared to 2015.
5. Reducing the volume of paper and cardboard destined for recycling by 2% compared to 2015.
6. **HAZTE ECO:**
  - Continuing to raise awareness about the effects of climate change.
  - Monitoring and strengthening the Save the Arctic campaign with the help of Greenpeace.
  - Continuing with the fire prevention campaign in collaboration with WWF.



# Annexes





# About the Corporate Responsibility Report

This is the ninth time that **Atresmedia** has published its Corporate Responsibility Report as part of the Annual Report, detailing its commitments in matters of sustainability from an economic, social and environmental perspective.

The Corporate Responsibility Report has been prepared in accordance with the current reporting demands and trends, so that on the one hand it complies with the GRI G4 guidelines in line with the exhaustive option and the GRI Media sector supplement and on the other it progressively and in more depth includes the content recommended by the international framework for preparing Integrated Reports, developed by the International Integrated Reporting Council (IIRC).

**Coverage and scope:** For the third consecutive year, the report follows the criteria established by the G4 guide from the Global Reporting Initiative (GRI) in its comprehensive option, and has been verified by an external and independent organisation (Aenor). The GRI Media Sector Supplement has also been taken account in its preparation as well as the Global Compact framework.

The contents included in the report refer to the period between 1st January 2015 and 31st December of the same year and cover the activities of the different companies forming **Atresmedia** (**Atresmedia Televisión, Atresmedia Radio, Atresmedia Publicidad, Atresmedia Digital, Atresmedia Diversificación, Atresmedia Cine** and **Fundación Atresmedia**). The content takes into account the **Group's** analysis of materiality and under no circumstances are there any intentional omissions of relevant content.

Any variations in terms of the scope and coverage of the information are noted in the corresponding section of the report. Likewise, any changes to the formulas used for calculating the data provided are reported.

**Materiality:** The materiality of the content of this report has been determined from **Atresmedia's** own analysis, as well as several analysis of sustainability issues in the media sector published by the CSR Media Forum, and the information received from the stakeholders through the different communication channels established such as the discussions held and a survey for this purpose, among other channels that are explained in the "Corporate Responsibility" section of the report.

All relevant material aspects have been analysed to identify their correspondence with the specific content and indicators from the GRI G4 guide, selecting those sections that truly respond to the interests of the stakeholders and the strategy of **Atresmedia**. Other sections from G4 have also been voluntarily responded to since these, without being relevant to the organisation, contribute to increasing the transparency and understanding of the company's activity.



RELEVANT ASPECTS FOR STAKEHOLDERS				
PRIORITY	General aspect	Specific aspect	Correspondence with G4	
			Aspect	Section
HIGH	Broadcasting of content	Quality of the content Protection of minors	MEDIA	M2-M5
	Social action	Social action campaigns	SOCIETY: Local Communities	G4 SO1
			ECONOMIC P. Indirect economic consequences	G4 EC7
AVERAGE	Advertising management	Responsible advertising Quality of the advertising services Independence between advertisers and content	MEDIA	M2-M5
	Broadcasting of content	Satisfaction of the advertisers	PRODUCT: Labelling	G4 PR5
		Editorial independence Freedom of expression	MEDIA	M2-M5
	Economic management	Strategic areas and objectives	STRATEGY AND ANALYSIS	G4-1
			ECONOMIC P.: Economic Performance	G4 EC1, EC4
			MEDIA	M1
	Corporate governance	Transparency Control mechanisms	GOVERNANCE	G4 34-48, 51
			ETHICS AND INTEGRITY	G4 56-58
	Internal organisation	Human capital development	LABOUR: Training and education	G4 LA9-10
LOW	Economic management	Shareholder composition	PROFILE	G4-7
		Cost management	ECONOMIC P.: Economic Performance	G4 EC1, EC4
			MEDIA	M1
	Corporate governance	Governance bodies Regulatory compliance	GOVERNANCE	G4 34-48, 51
			ETHICS AND INTEGRITY	G4 56-58

The G4 indicators provided with a high and average priority are those that can be identified with the colour orange in the report's GRI index.



# Verification report

**AENOR** Asociación Española de  
Normalización y Certificación

## SUSTAINABLE VERIFICATION REPORT

**VMS-Nº 002/16**

The Spanish Association for Standardisation and Certification (AENOR) has verified that the Report of the following firm:

**GRUPO ATRESMEDIA**

Entitled **2015 ANNUAL AND CORPORATE RESPONSIBILITY REPORT**

Provides a reasonable image and a balanced view of its performance, taking into account not only the data veracity but also the general content of the report.

This external assurance is in accordance with the **Exhaustive Option** of the G4 Guide developed by the Global Reporting Initiative (GRI) along with the Media Sector Supplement. The verification has been fulfilled on 17<sup>th</sup> February, 2016 and no subsequent performances can be considered.

The present verification will be in force, unless it is cancelled or withdrawn upon AENOR's written notification and according to specific terms of the contract – application nº 2016/20661/GRI/01 dated 26<sup>th</sup> January, 2016 and to the General Regulation of January 2007, which require, amongst other commitments, the permission to visit the installations by the technical services of AENOR to verify the veracity of stated data.

This declaration does not condition the decision that Global Reporting Initiative can adopt to incorporate ATRESMEDIA, in the "GRI Reports List" which is published in its Web <http://www.globalreporting.org/GRIReports/GRIReportsList/>.

Issued on: 29<sup>th</sup> February 2016

**AENOR** Asociación Española de  
Normalización y Certificación  
Avelino BRITO  
Chief Executive Officer



# Corporate Social Responsibility certificate



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Fax: +34 91 402 50 80  
www.autocontrol.es  
autocontrol@autocontrol.es

Miembro de



## CERTIFICADO DE RESPONSABILIDAD SOCIAL CORPORATIVA

### INFORME DE ACTIVIDAD

Solicitado por

ATRES ADVERTISING, S.L.U. (Antena 3tv)

**Nº de consultas previas** (Copy Advice ®) solicitadas por la empresa durante el período comprendido entre el 1 de enero y el 31 de diciembre de 2015 al Gabinete Técnico de AUTOCONTROL relativos a publicidad de la que es responsable la Empresa:

836

**Nº de consultas previas** (Copy Advice ®) solicitadas por intermediarios durante el período comprendido entre el 1 de enero y el 31 de diciembre de 2015 al Gabinete Técnico de AUTOCONTROL relativos a publicidad de la que es responsable la Empresa:

0

#### Resultado de las consultas:

- **Positivos** (No se aprecian inconvenientes al contenido del anuncio).....
- **Con modificaciones** (Se ha recomendado introducir cambios en el anuncio).....
- **Negativos** (Se ha desaconsejado la difusión del anuncio).....

651

107

78

**Nº de consultas legales** atendidas durante el período comprendido entre el 1 de enero y el 31 de diciembre de 2015 por el Gabinete Técnico de AUTOCONTROL con relación a la publicidad de la que es responsable la Empresa:

150

**Nº de casos resueltos** durante el período comprendido entre el 1 de enero y el 31 de diciembre de 2015 por el Jurado de la Publicidad de AUTOCONTROL iniciados por reclamaciones iniciadas a instancias de la propia Empresa:

0

**Nº de casos resueltos** durante el período comprendido entre el 1 de enero y el 31 de diciembre de 2015 por el Jurado de la Publicidad de AUTOCONTROL iniciados por reclamaciones dirigidas contra una publicidad de la que es responsable la Empresa:

0

**Nº de consultas técnicas y jurídicas de cookies** (Cookie Advice ®) solicitadas por la empresa durante el período comprendido entre el 1 de enero y el 31 de diciembre de 2015 al Departamento Digital de AUTOCONTROL:

Madrid, a 24 de febrero de 2016

*José Domingo Gómez Castallo*

José Domingo Gómez Castallo  
Director General





GRI Index

			Reported	Part not reported	Reason for omission	External verification
		Page / Answer				
Strategy and Analysis						
G4-1	Provide a statement from the most senior decision-maker of the organization (such as CEO, chair, or equivalent senior position) about the relevance of sustainability to the organization and the organization's strategy for addressing sustainability.	3, 7	TOTAL			Yes, 207
G4-2	Description of key impacts, risks, and opportunities	3-11, 43, 30-31, 36-41, 46-52	TOTAL			Yes, 207
Organizational Profile						
G4-3	Report the name of the organization.	2, 34	TOTAL			Yes, 207
G4-4	Report the primary brands, products, and services.	34, 25-28, 36-41	TOTAL			Yes, 207
G4-5	Report the location of the organization's headquarters.	2	TOTAL			Yes, 207
G4-6	Report the number of countries where the organization operates, and names of countries where either the organization has significant operations or that are specifically relevant to the sustainability topics covered in the report.	Atresmedia operates in Spain. However some of its channels (Antena 3 Internacional) can be watched abroad	TOTAL			Yes, 207
G4-7	Report the nature of ownership and legal form.	34	TOTAL			Yes, 207
G4-8	Report the markets served (including geographic breakdown, sectors served, and types of customers and beneficiaries).	Atresmedia operates in Spain. However some of its channels (Antena 3 Internacional) can be watched abroad 34, 38-41	TOTAL			Yes, 207



			Reported	Part not reported	Reason for omission	External verification
		Page / Answer				
G4-9	Report the scale of the organization, including: <ul style="list-style-type: none"><li>• Total number of employees</li><li>• Total number of operations</li><li>• Net sales (for private sector organizations) or net revenues (for public sector organizations)</li><li>• Total capitalization broken down in terms of debt and equity (for private sector organizations)</li><li>• Quantity of products or services provided</li></ul>	13, 36-37  93% of Atresmedia's net income comes from advertising. The remaining income is split between minor activities such as copyright, film productions and special initiatives.	TOTAL			Yes, 207
G4-10	<ul style="list-style-type: none"><li>• Report the total number of employees by employment contract and gender.</li><li>• Report the total number of permanent employees by employment type and gender.</li><li>• Report the total workforce by employees and supervised workers and by gender.</li><li>• Report the total workforce by region and gender.</li><li>• Report whether a substantial portion of the organization's work is performed by workers who are legally recognized as self-employed, or by individuals other than employees or supervised workers, including employees and supervised employees of contractors.</li><li>• Report any significant variations in employment numbers (such as seasonal variations in employment in the tourism or agricultural industries)."</li></ul>	147-150, 154  External and self-employed employees do not represent a significant part of the company, so no monitoring is established that allows a breakdown by gender.	TOTAL			Yes, 207
G4-11	Report the percentage of total employees covered by collective bargaining agreements.	149, 150	TOTAL			Yes, 207
G4-12	Describe the organization's supply chain.	65, 68	TOTAL			Yes, 207
G4-13	Report any significant changes during the reporting period regarding the organization's size, structure, ownership, or its supply chain, including: <ul style="list-style-type: none"><li>• Changes in the location of, or changes in, operations, including facility openings, closings, and expansions</li><li>• Changes in the share capital structure and other capital formation, maintenance, and alteration operations (for private sector organizations)</li><li>• Changes in the location of suppliers, the structure of the supply chain, or in relationships with suppliers, including selection and termination".</li></ul>	30-33	TOTAL			Yes, 207
G4-14	Report whether and how the precautionary approach or principle is addressed by the organization.	46-52	TOTAL			Yes, 207
G4-15	List externally developed economic, environmental and social charters, principles, or other initiatives to which the organization subscribes or which it endorses.	42, 48-49, 85, 122-123	TOTAL			Yes, 207



			Page / Answer	Reported	Part not reported	Reason for omission	External verification
G4-16	<p>List memberships of associations (such as industry associations) and national or international advocacy organizations in which the organization:</p> <ul style="list-style-type: none"> <li>• Holds a position on the governance body</li> <li>• Participates in projects or committees</li> <li>• Provides substantive funding beyond routine membership dues</li> <li>• Views membership as strategic</li> </ul>	59, 60-62		TOTAL			Yes, 207
<b>Identified Material Aspects and Boundaries</b>							
G4-17	<p>List all entities included in the organization's consolidated financial statements or equivalent documents.</p> <p>Report whether any entity included in the organization's consolidated financial statements or equivalent documents is not covered by the report.</p>	<p>34</p> <p>All entities that are listed in the consolidated financial statements are also listed in the report.</p>		TOTAL			Yes, 207
G4-18	<p>Explain the process for defining the report content and the Aspect Boundaries.</p> <p>Explain how the organization has implemented the Reporting Principles for Defining Report Content."</p>	57-58, 205-206		TOTAL			Yes, 207
G4-19	List all the material Aspects identified in the process for defining report content.	58, 206		TOTAL			Yes, 207
G4-20	<p>For each material Aspect, report the Aspect Boundary within the organization, as follows: Report whether the Aspect is material within the organization</p> <p>If the Aspect is not material for all entities within the organization (as described in G4-17), select one of the following two approaches and report either:</p> <p>The list of entities or groups of entities included in G4-17 for which the Aspect is not material or</p> <p>The list of entities or groups of entities included in G4-17 for which the Aspects is material</p> <p>Report any specific limitation regarding the Aspect Boundary within the organization"</p>	<p>58, 206</p> <p>The material aspects identified have been considered for the entire Atresmedia Group.</p>		TOTAL			Yes, 207
G4-21	<p>For each material Aspect, report the Aspect Boundary outside the organization, as follows: Report whether the Aspect is material outside of the organization</p> <p>If the Aspect is material outside of the organization, identify the entities, groups of entities or elements for which the Aspect is material. In addition, describe the geographical location where the Aspect is material for the entities identified</p> <p>Report any specific limitation regarding the Aspect Boundary outside the organization"</p>	<p>58, 206</p> <p>The aspects identified as material have been considered for all of Atresmedia's external stakeholders.</p>		TOTAL			Yes, 207



			Reported	Part not reported	Reason for omission	External verification
		Page / Answer				
G4-22	Report the effect of any restatements of information provided in previous reports, and the reasons for such restatements.	205	TOTAL			Yes, 207
G4-23	Report significant changes from previous reporting periods in the Scope and Aspect Boundaries.	205	TOTAL			Yes, 207
Stakeholder Engagement						
G4-24	Provide a list of stakeholder groups engaged by the organization.	54-56	TOTAL			Yes, 207
G4-25	Report the basis for identification and selection of stakeholders with whom to engage.	54-56	TOTAL			Yes, 207
G4-26	Report the organization's approach to stakeholder engagement, including frequency of engagement by type and by stakeholder group, and an indication of whether any of the engagement was undertaken specifically as part of the report preparation process.	54-56, 85, 106, 120, 133-134, 158-159	TOTAL			Yes, 207
G4-27	Report key topics and concerns that have been raised through stakeholder engagement, and how the organization has responded to those key topics and concerns, including through its reporting. Report the stakeholder groups that raised each of the key topics and concerns.	54-56, 85, 106, 120, 133-134, 158-159, 167-168	TOTAL			Yes, 207
Report Profile						
G4-28	Reporting period (such as fiscal or calendar year) for information provided.	206	TOTAL			Yes, 207
G4-29	Date of most recent previous report (if any).	206	TOTAL			Yes, 207
G4-30	Reporting cycle (such as annual, biennial).	206	TOTAL			Yes, 207
G4-31	Provide the contact point for questions regarding the report or its contents.	2	TOTAL			Yes, 207
G4-32	Report the 'in accordance' option the organization has chosen. Report the GRI Content Index for the chosen option. Report the reference to the External Assurance Report, if the report has been externally assured. GRI recommends the use of external assurance but it is not a requirement to be 'in accordance' with the Guidelines.	206	TOTAL			Yes, 207
G4-33	Report the organization's policy and current practice with regard to seeking external assurance for the report. If not included in the assurance report accompanying the sustainability report, report the scope and basis of any external assurance provided. Report the relationship between the organization and the assurance providers. Report whether the highest governance body or senior executives are involved in seeking assurance for the organization's sustainability report.	This report has been verified by AENOR with Comprehensive level. 207	TOTAL			Yes, 207



			Reported	Part not reported	Reason for omission	External verification
		Page / Answer				
<b>Governance</b>						
G4-34	Report the governance structure of the organization, including committees of the highest governance body. Identify any committees responsible for decision-making on economic, environmental and social impacts.	42-44 IAGC: C.1.1, C.1.2, C.1.3, C.2.4	TOTAL			Yes, 207
G4-35	Report the process for delegating authority for economic, environmental and social topics from the highest governance body to senior executives and other employees.	42-44 IAGC: C.1.10	TOTAL			Yes, 207
G4-36	Report whether the organization has appointed an executive-level position or positions with responsibility for economic, environmental and social topics, and whether post holders report directly to the highest governance body.	42-44 IAGC: C.1.10 R IAGC: G.7 (Recommendation 7)	TOTAL			Yes, 207
G4-37	Report processes for consultation between stakeholders and the highest governance body on economic, environmental and social topics. If consultation is delegated, describe to whom and any feedback processes to the highest governance body.	42 IAGC: meets requirement 7 on corporate governance (page 30 of the IAGC).	TOTAL			Yes, 207
G4-38	Report the composition of the highest governance body and its committees by: Executive or non-executive Independence Tenure on the governance body Number of each individual's other significant positions and commitments, and the nature of the commitments Gender Membership of under-represented social groups Competences relating to economic, environmental and social impacts Stakeholder representation	42-44 IAGC: C.1.2, C.1.3, C.2.1, C.2.2	TOTAL			Yes, 207
G4-39	Report whether the Chair of the highest governance body is also an executive officer (and, if so, his or her function within the organization's management and the reasons for this arrangement).	42-44 IAGC: C.1.22	TOTAL			Yes, 207
G4-40	Report the nomination and selection processes for the highest governance body and its committees, and the criteria used for nominating and selecting highest governance body members, including: Whether and how diversity is considered Whether and how independence is considered Whether and how expertise and experience relating to economic, environmental and social topics are considered Whether and how stakeholders (including shareholders) are involved	42-44 IAGC: C.1.5, C.1.6, C.1.19, C.2.4, C.1.34	TOTAL			Yes, 207



		Page / Answer	Reported	Part not reported	Reason for omission	External verification
G4-41	Report processes for the highest governance body to ensure conflicts of interest are avoided and managed. Report whether conflicts of interest are disclosed to stakeholders, including, as a minimum: Cross-board membership Cross-shareholding with suppliers and other stakeholders Existence of controlling shareholder Related party disclosures	42-49 IAGC: D.6, G.8 (Recommendation 8, section C)	TOTAL			Yes, 207
G4-42	Report the highest governance body's and senior executives' roles in the development, approval, and updating of the organization's purpose, value or mission statements, strategies, policies, and goals related to economic, environmental and social impacts.	29, 42-44 IAGC: C.1.14, C.2.4 Recommendation 8 on Corporate Governance	TOTAL			Yes, 207
G4-43	Report the measures taken to develop and enhance the highest governance body's collective knowledge of economic, environmental and social topics.	42-44, 49-52 IAGC: C.1.41 Standards of Good Governance Fundación Atresmedia <a href="http://www.antena3.com/fundación">www.antena3.com/fundación</a> .	TOTAL			Yes, 207
G4-44	Report the processes for evaluation of the highest governance body's performance with respect to governance of economic, environmental and social topics. Report whether such evaluation is independent or not, and its frequency. Report whether such evaluation is a self-assessment. Report actions taken in response to evaluation of the highest governance body's performance with respect to governance of economic, environmental and social topics, including, as a minimum, changes in membership and organizational practice.	42-44 IAGC: C.1.20	TOTAL			Yes, 207
G4-45	Report the highest governance body's role in the identification and management of economic, environmental and social impacts, risks, and opportunities. Include the highest governance body's role in the implementation of due diligence processes. Report whether stakeholder consultation is used to support the highest governance body's identification and management of economic, environmental and social impacts, risks, and opportunities.	42-44 IAGC: C.1.14, C.2.3, C.2.4, section E. Recommendations on Corporate Governance: 43 and 44.1 a)	TOTAL			Yes, 207
G4-46	Report the highest governance body's role in reviewing the effectiveness of the organization's risk management processes for economic, environmental and social topics.	42-49 IAGC: C.1.14, C.2.3, C.2.4, section E. Recommendations on Corporate Governance: 43 and 44.1 a) Standards of Good Governance Fundación Atresmedia <a href="http://www.antena3.com/fundación">www.antena3.com/fundación</a>	TOTAL			Yes, 207



		Page / Answer	Reported	Part not reported	Reason for omission	External verification
G4-47	Report the frequency of the highest governance body's review of economic, environmental and social impacts, risks, and opportunities.	42-49 IAGC: C.1.14, C.2.3, C.2.4, section E. Recommendations on Corporate Governance	TOTAL			Yes, 207
G4-48	Report the highest committee or position that formally reviews and approves the organization's sustainability report and ensures that all material Aspects are covered.	IAGC: CC.1.14 Recommendation 7 on Corporate Governance.	TOTAL			Yes, 207
G4-49	Report the process for communicating critical concerns to the highest governance body.	42-44 IAGC: C.1.14, C.2.3, C.2.4, section E. Recommendations on Corporate Governance	TOTAL			Yes, 207
G4-50	Report the nature and total number of critical concerns that were communicated to the highest governance body and the mechanism(s) used to address and resolve them.	3-6, 7-11, 42-44 IAGC: E.5, E.6	TOTAL			Yes, 207
G4-51	Report the remuneration policies for the highest governance body and senior executives for the below types of remuneration: Fixed pay and variable pay: Performance-based pay Equity-based pay Bonuses Deferred or vested shares Sign-on bonuses or recruitment incentive payments Termination payments Clawbacks Retirement benefits, including the difference between benefit schemes and contribution rates for the highest governance body, senior executives, and all other employees Report how performance criteria in the remuneration policy relate to the highest governance body's and senior executives' economic, environmental and social objectives.	IAGC: Recommendation 36 on Corporate Governance. IRC: sections A, B and C	TOTAL			Yes, 207
G4-52	Report the process for determining remuneration. Report whether remuneration consultants are involved in determining remuneration and whether they are independent of management. Report any other relationships which the remuneration consultants have with the organization.	IRC: A.2	TOTAL			Yes, 207
G4-53	Report how stakeholders' views are sought and taken into account regarding remuneration, including the results of votes on remuneration policies and proposals, if applicable.	42-44 IRC: A.1, D.3	TOTAL			Yes, 207



		Page / Answer	Reported	Part not reported	Reason for omission	External verification
G4-54	Report the ratio of the annual total compensation for the organization's highest-paid individual in each country of significant operations to the median annual total compensation for all employees (excluding the highest-paid individual) in the same country.	Atresmedia CMC: 12.13% Advertising: 7.74% Antena 3 Noticias: 5.92% Cordina Planet: 3.07% Fundación: 5.24% I3TV: 2.53% Antena 3 TDT Canarias: 5.38% Uniprex TV: 4.22% Antena 3 Eventos: 5.59% Antena 3 Multimendia: 6.90% Antena 3 Films: 1.64%	TOTAL			Yes, 207

G4-55	Report the ratio of percentage increase in annual total compensation for the organization's highest-paid individual in each country of significant operations to the median percentage increase in annual total compensation for all employees (excluding the highest-paid individual) in the same country.	In 2015 there have been no pay rises (0)	TOTAL			Yes, 207
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Ethics and Integrity

G4-56	Describe the organization's values, principles, standards and norms of behavior such as codes of conduct and codes of ethics.	42, 44, 49, 85, 122-123	TOTAL			Yes, 207
G4-57	Report the internal and external mechanisms for seeking advice on ethical and lawful behavior, and matters related to organizational integrity, such as helplines or advice lines.	42, 49	TOTAL			Yes, 207
G4-58	Report the internal and external mechanisms for reporting concerns about unethical or unlawful behavior, and matters related to organizational integrity, such as escalation through line management, whistleblowing mechanisms or hotlines.	42, 44, 49, 85, 92 122-123	TOTAL			Yes, 207

		Page / Answer	Reported	Part not reported	Reason for omission	External verification
G4-DMA	Report why the Aspect is material. Report the impacts that make this Aspect material. Report how the organization manages the material Aspect or its impacts. Report the evaluation of the management approach, including: The mechanisms for evaluating the effectiveness of the management approach The results of the evaluation of the management approach Any related adjustments to the management approach"	57-58, 205-206	TOTAL			Yes, 207



	Indicators	Page / Answer	Reported	Part not reported	Reason for omission	External verification
ECONOMIC		30-31, 36-37	Yes, 207			
ASPECT: ECONOMIC PERFORMANCE		30-31, 36-37	Yes, 207			
G4-EC1	<p>Report the direct economic value generated and distributed (EVG&amp;D) on an accruals basis including the basic components for the organization's global operations as listed below. If data is presented on a cash basis, report the justification for this decision and report the basic components as listed below:</p> <p>Direct economic value generated:</p> <p>Revenues</p> <p>Economic value distributed:</p> <p>Operating costs</p> <p>Employee wages and benefits</p> <p>Payments to providers of capital</p> <p>Payments to government (by country)</p> <p>Community investments</p> <p>Economic value retained (calculated as 'Direct economic value generated' less 'Economic value distributed')</p> <p>To better assess local economic impacts, report EVG&amp;D separately at country, regional, or market levels, where significant. Report the criteria used for defining significance.</p>	<p>13, 53</p> <p>Report on audited accounts (Available at <a href="http://www.atresmediacorporacion.com">www.atresmediacorporacion.com</a>)</p>	TOTAL			Yes, 207
G4-EC2	<p>Report risks and opportunities posed by climate change that have the potential to generate substantive changes in operations, revenue or expenditure, including:</p> <p>A description of the risk or opportunity and its classification as either physical, regulatory, or other</p> <p>A description of the impact associated with the risk or opportunity</p> <p>The financial implications of the risk or opportunity before action is taken</p> <p>The methods used to manage the risk or opportunity</p> <p>The costs of actions taken to manage the risk or opportunity</p>	190, 192	TOTAL			Yes, 207



	Indicators	Page / Answer	Reported	Part not reported	Reason for omission	External verification
	<p>Where the plan's liabilities are met by the organization's general resources, report the estimated value of those liabilities.</p> <p>Where a separate fund exists to pay the plan's pension liabilities, report:</p> <p>The extent to which the scheme's liabilities are estimated to be covered by the assets that have been set aside to meet them</p> <p>The basis on which that estimate has been arrived at</p> <p>When that estimate was made</p>					
G4-EC3	<p>Where a fund set up to pay the plan's pension liabilities is not fully covered, explain the strategy, if any, adopted by the employer to work towards full coverage, and the timescale, if any, by which the employer hopes to achieve full coverage.</p> <p>Report the percentage of salary contributed by employee or employer.</p> <p>Report the level of participation in retirement plans (such as participation in mandatory or voluntary schemes, regional or country-based schemes, or those with financial impact).</p>	<p>There are no pension schemes</p>	TOTAL			Yes, 207
G4-EC4	<p>Report the total monetary value of financial assistance received by the organization from governments during the reporting period, including, as a minimum:</p> <p>Tax relief and tax credits</p> <p>Subsidies</p> <p>Investment grants, research and development grants, and other relevant types of grants</p> <p>Awards</p> <p>Royalty holidays</p> <p>Financial assistance from Export Credit Agencies (ECAs)</p> <p>Financial incentives</p> <p>Other financial benefits received or receivable from any government for any operation</p> <p>Report the information above by country.</p> <p>Report whether, and the extent to which, the government is present in the shareholding structure.</p>	<p>13</p> <p>Report on audited accounts (Available at <a href="http://www.atresmediacorporacion.com">www.atresmediacorporacion.com</a>)</p>	TOTAL			Yes, 207
M1	<p>Significant funding and other support received from non-governmental sources.</p>	<p>0 euros</p> <p>Report on audited accounts (Available at <a href="http://www.atresmediacorporacion.com">www.atresmediacorporacion.com</a>).</p>	TOTAL			Yes, 207



	Indicators	Page / Answer	Reported	Part not reported	Reason for omission	External verification
ASPECT: MARKET PRESENCE		39	Yes, 207			
G4-EC5	<p>When a significant proportion of the workforce is compensated based on wages subject to minimum wage rules, report the ratio of the entry level wage by gender at significant locations of operation to the minimum wage.</p> <p>Report whether a local minimum wage is absent or variable at significant locations of operation, by gender. In circumstances in which different minimums could be used as a reference, report which minimum wage is being used.</p> <p>Report the definition used for 'significant locations of operation'.</p>	<p>The starting wage is set through a collective agreement established for each of the group's businesses with no gender differences, and it is higher than the statutory minimum wage.</p>	TOTAL			
G4-EC6	Report the percentage of senior management at significant locations of operation that are hired from the local community.	35, CV in <a href="http://www.atresmediacorporacion.com/">http://www.atresmediacorporacion.com/</a>	TOTAL			Yes, 207
ASPECT: INDIRECT ECONOMIC IMPACTS		149	Yes, 207			
G4-EC7	<p>Report the extent of development of significant infrastructure investments and services supported.</p> <p>Report the current or expected impacts on communities and local economies. Report positive and negative impacts where relevant.</p> <p>Report whether these investments and services are commercial, in-kind, or pro bono engagements.</p>	<p>13, 53, 89, 168, 187-188</p> <p>Report on audited accounts (Available at <a href="http://www.atresmediacorporacion.com">www.atresmediacorporacion.com</a>)</p>	TOTAL			Yes, 207
G4-EC8	<p>Report examples of the significant identified positive and negative indirect economic impacts the organization has.</p> <p>Report the significance of the impacts in the context of external benchmarks and stakeholder priorities, such as national and international standards, protocols, and policy agendas.</p>	13, 30-31, 53, 89, 168, 187-188	TOTAL			Yes, 207
ASPECT: PROCUREMENT PRACTICES		66	Yes, 207			
G4-EC9	Report the percentage of the procurement budget used for significant locations of operation spent on suppliers local to that operation (such as percentage of products and services purchased locally).	<p>66-68</p> <p>Proveedor Local: proveedor nacional</p>	TOTAL			Yes, 207
CATEGORY: ENVIRONMENTAL			Yes, 207			
ASPECT: MATERIALS		199	Yes, 207			
G4-EN1	<p>Report the total weight or volume of materials that are used to produce and package the organization's primary products and services during the reporting period, by:</p> <p>Non-renewable materials used</p> <p>Renewable materials used</p>	199-200	TOTAL			Yes, 207



	Indicators	Page / Answer	Reported	Part not reported	Reason for omission	External verification
G4-EN2	Report the percentage of recycled input materials used to manufacture the organization's primary products and services.	199-200	TOTAL			Yes, 207
<b>ASPECT: ENERGY</b>		<b>193</b>				<b>Yes, 207</b>
G4-EN3	<p>Report total fuel consumption from non-renewable sources in joules or multiples, including fuel types used.</p> <p>Report total fuel consumption from renewable fuel sources in joules or multiples, including fuel types used.</p> <p>Report in joules, watt-hours or multiples, the total:</p> <p>Electricity consumption</p> <p>Heating consumption</p> <p>Cooling consumption</p> <p>Steam consumption</p> <p>Report in joules, watt-hours or multiples, the total:</p> <p>Electricity sold</p> <p>Heating sold</p> <p>Cooling sold</p> <p>Steam sold</p> <p>Report total energy consumption in joules or multiples.</p> <p>Report standards, methodologies, and assumptions used.</p> <p>Report the source of the conversion factors used.</p>	193-195	TOTAL			Yes, 207
G4-EN4	Report energy consumed outside of the organization, in joules or multiples.	193-195 Consumption accounted for by business travel is included.	TOTAL			Yes, 207
G4-EN5	<p>Report the energy intensity ratio.</p> <p>Report the organization-specific metric (the ratio denominator) chosen to calculate the ratio.</p> <p>Report the types of energy included in the intensity ratio: fuel, electricity, heating, cooling, steam, or all.</p> <p>Report whether the ratio uses energy consumed within the organization, outside of it or both.</p>	<p>Energy intensity is determined by dividing internal consumption by the number of employees.</p> <p>Gas (m3/employee): 8,48</p> <p>Electricity (kw/employee): 15.171.53</p> <p>Automotive diesel (L./employee): 26,65</p> <p>Heating oil (L/employee): 260.07,</p> <p>Automotive Petrol (L/Employee): 9,30</p>	TOTAL			Yes, 207
G4-EN6	<p>Report the amount of reductions in energy consumption achieved as a direct result of conservation and efficiency initiatives, in joules or multiples.</p> <p>Report the types of energy included in the reductions: fuel, electricity, heating, cooling, and steam.</p>	193-195	TOTAL			Yes, 207



	Indicators	Page / Answer	Reported	Part not reported	Reason for omission	External verification
G4-EN7	Report the reductions in the energy requirements of sold products and services achieved during the reporting period, in joules or multiples.	13, 189-190, 193-195	TOTAL			Yes, 207
ASPECT: WATER		200				Yes, 207
G4-EN8	Report the total volume of water withdrawn from the following sources: Surface water, including water from wetlands, rivers, lakes, and oceans Ground water Rainwater collected directly and stored by the organization Waste water from another organization Municipal water supplies or other water utilities	190-200 All the water used comes from the public network.	TOTAL			Yes, 207
G4-EN9	Report the total number of water sources significantly affected by withdrawal by type: Size of water source Whether or not the source is designated as a protected area (nationally or internationally) Biodiversity value (such as species diversity and endemism, total number of protected species) Value or importance of water source to local communities and indigenous peoples	All the water used comes from the public network.	TOTAL			Yes, 207
G4-EN10	Report the total volume of water recycled and reused by the organization. Report the total volume of water recycled and reused as a percentage of the total water withdrawal reported under Indicator G4-EN8.	Atresmedia, due to its business, does not recycle or re-use water.	TOTAL			Yes, 207
ASPECT: BIODIVERSITY		190, 202-203				Yes, 207
G4-EN11	Report the following information for each operational site owned, leased, managed in, or adjacent to, protected areas and areas of high biodiversity value outside protected areas: Geographic location Subsurface and underground land that may be owned, leased, or managed by the organization Position in relation to the protected area (in the area, adjacent to, or containing portions of the protected area) or the high biodiversity value area outside protected areas Type of operation (office, manufacturing or production, or extractive) Size of operational site in km2 Biodiversity value characterized by: The attribute of the protected area or high biodiversity value area outside the protected area (terrestrial, freshwater, or maritime ecosystem) Listing of protected status (such as IUCN Protected Area Management Categories, Ramsar Convention, national legislation)	Atresmedia operates in urban areas that do not affect natural areas, so it does not have an impact on biodiversity  The workplace at San Sebastián de los Reyes does not generate a significant environmental impact, and nor do the rest of the workplaces.	TOTAL			Yes, 207



	Indicators	Page / Answer	Reported	Part not reported	Reason for omission	External verification
G4-EN12	Report the nature of significant direct and indirect impacts on biodiversity with reference to one or more of the following: Construction or use of manufacturing plants, mines, and transport infrastructure Pollution (introduction of substances that do not naturally occur in the habitat from point and non-point sources) Introduction of invasive species, pests, and pathogens Reduction of species Habitat conversion Changes in ecological processes outside the natural range of variation (such as salinity or changes in groundwater level) Report significant direct and indirect positive and negative impacts with reference to the following: Species affected Extent of areas impacted Duration of impacts Reversibility or irreversibility of the impacts	Atresmedia operates in urban areas that do not affect natural areas, so it does not have an impact on biodiversity.	TOTAL			Yes, 207
G4-EN13	Report the size and location of all habitat protected areas or restored areas, and whether the success of the restoration measure was or is approved by independent external professionals. Report whether partnerships exist with third parties to protect or restore habitat areas distinct from where the organization has overseen and implemented restoration or protection measures. Report on the status of each area based on its condition at the close of the reporting period. Report standards, methodologies, and assumptions used.	190 Atresmedia operates in urban areas that do not affect natural areas, so it does not have an impact on biodiversity.	TOTAL			Yes, 207
G4-EN14	Report the total number of IUCN Red List species and national conservation list species with habitats in areas affected by the operations of the organization, by level of extinction risk: Critically endangered Endangered Vulnerable Near threatened Least concern"	Atresmedia operates in urban areas that do not affect natural areas, so it does not have an impact on biodiversity.	TOTAL			Yes, 207
ASPECT: EMISSIONS		196				Yes, 207
G4-EN15	Report gross direct (Scope 1) GHG emissions in metric tons of CO2 equivalent, independent of any GHG trades, such as purchases, sales, or transfers of offsets or allowances. Report gases included in the calculation (whether CO2, CH4, N2O, HFCs, PFCs, SF6, NF3, or all). Report biogenic CO2 emissions in metric tons of CO2 equivalent separately from the gross direct (Scope 1) GHG emissions.	190, 196-197 The calculation includes CO2 gases.	TOTAL			Yes, 207



	Indicators	Page / Answer	Reported	Part not reported	Reason for omission	External verification
G4-EN16	Report gross energy indirect (Scope 2) GHG emissions in metric tons of CO2 equivalent, independent of any GHG trades, such as purchases, sales, or transfers of offsets or allowances.	190, 197 The calculation includes CO2 gases.	TOTAL			Yes, 207
G4-EN17	Report gross other indirect (Scope 3) GHG emissions in metric tons of CO2 equivalent, excluding indirect emissions from the generation of purchased or acquired electricity, heating, cooling, and steam consumed by the organization (these indirect emissions are reported in Indicator G4-EN16). Exclude any GHG trades, such as purchases, sales, or transfers of offsets or allowances. Report gases included in the calculation, if available. Report biogenic CO2 emissions in metric tons of CO2 equivalent separately from the gross other indirect (Scope 3) GHG emissions. Report other indirect (Scope 3) emissions categories and activities included in the calculation.	190, 197 The calculation includes CO2 gases.	TOTAL			Yes, 207
G4-EN18	Report the GHG emissions intensity ratio. Report the organization-specific metric (the ratio denominator) chosen to calculate the ratio. Report the types of GHG emissions included in the intensity ratio: direct (Scope 1), energy indirect (Scope 2), other indirect (Scope 3). Report gases included in the calculation.	The intensity of emissions is determined by dividing internal consumption by the number of employees. Scope 1: 1,82 tCO2/employee, Scope 2: 2,43 tCO2/employee, Scope 3: 0,35 tCO2/employee				Yes, 207
G4-EN19	Report the amount of GHG emissions reductions achieved as a direct result of initiatives to reduce emissions, in metric tons of CO2 equivalent. Report gases included in the calculation (whether CO2, CH4, N2O, HFCs, PFCs, SF6, NF3, or all). Report the chosen base year or baseline and the rationale for choosing it. Report standards, methodologies, and assumptions used. Report whether the reductions in GHG emissions occurred in direct (Scope 1), energy indirect (Scope 2), other indirect (Scope 3) emissions.	196-197 The calculation includes CO2 gases.	TOTAL			Yes, 207



	Indicators	Page / Answer	Reported	Part not reported	Reason for omission	External verification
G4-EN20	Report production, imports, and exports of ODS in metric tons of CFC-11 equivalent. Report substances included in the calculation. Report standards, methodologies, and assumptions used. Report the source of the emission factors used.	193-194	TOTAL			Yes, 207
G4-EN21	Report the amount of significant air emissions, in kilograms or multiples for each of the following: NOX SOX Persistent organic pollutants (POP) Volatile organic compounds (VOC) Hazardous air pollutants (HAP) Particulate matter (PM) Other standard categories of air emissions identified in relevant regulations Report standards, methodologies, and assumptions used. Report the source of the emission factors used.	196-197	TOTAL			Yes, 207
ASPECT: EFFLUENTS AND WASTE		200				Yes, 207
G4-EN22	Report the total volume of planned and unplanned water discharges by: Destination Quality of the water including treatment method Whether it was reused by another organization Report standards, methodologies, and assumptions used."	200-201 Atresmedia sends this to the public sewage network.				Yes, 207
G4-EN23	Report the total weight of hazardous and non-hazardous waste, by the following disposal methods: Reuse Recycling Composting Recovery, including energy recovery Incineration (mass burn) Deep well injection Landfill On-site storage Other (to be specified by the organization) Report how the waste disposal method has been determined: Disposed of directly by the organization or otherwise directly confirmed Information provided by the waste disposal contractor Organizational defaults of the waste disposal contractor"	190, 200-201 The number of units is specified, since given the type of waste generated, it is impossible to calculate the weight .	TOTAL			Yes, 207



	Indicators	Page / Answer	Reported	Part not reported	Reason for omission	External verification
G4-EN24	Report the total number and total volume of recorded significant spills. For spills that were reported in the organization's financial statements, report the additional following information for each such spill: Location of spill Volume of spill Material of spill, categorized by: Oil spills (soil or water surfaces) Fuel spills (soil or water surfaces) Spills of wastes (soil or water surfaces) Spills of chemicals (mostly soil or water surfaces) Other (to be specified by the organization) Report the impacts of significant spills.	There have been no discharges.	TOTAL			Yes, 207
G4-EN25	Report the total weight for each of the following: Hazardous waste transported Hazardous waste imported Hazardous waste exported Hazardous waste treated Report the percentage of hazardous waste shipped internationally.	190, 201	TOTAL			Yes, 207
G4-EN26	Report water bodies and related habitats that are significantly affected by water discharges based on the criteria described in the Compilation section below, adding information on: Size of water body and related habitat Whether the water body and related habitat is designated as a protected area (nationally or internationally) Biodiversity value (such as total number of protected species)"	There have been no bodies of water or habitats affected by discharges.	TOTAL			Yes, 207
ASPECT: PRODUCTS AND SERVICES		190				Yes, 207
G4-EN27	Report quantitatively the extent to which environmental impacts of products and services have been mitigated during the reporting period. If use-oriented figures are employed, report the underlying assumptions regarding consumption patterns or normalization factors.	192-197, 199-200	TOTAL			Yes, 207
G4-EN28	Report the percentage of reclaimed products and their packaging materials for each product category. Report how the data for this Indicator has been collected.	Atresmedia does not manage products.				Yes, 207



	Indicators	Page / Answer	Reported	Part not reported	Reason for omission	External verification
<b>ASPECT: COMPLIANCE</b>		<b>168</b>				<b>Yes, 207</b>
G4-EN29	Report significant fines and non-monetary sanctions in terms of: Total monetary value of significant fines Total number of non-monetary sanctions Cases brought through dispute resolution mechanisms Where organizations have not identified any non-compliance with laws or regulations, a brief statement of this fact is sufficient.	There have not been any penalties of an environmental nature.	TOTAL			Yes, 207
<b>ASPECT: TRANSPORT</b>		<b>190, 194-195</b>				<b>Yes, 207</b>
G4-EN30	Report the significant environmental impacts of transporting products and other goods and materials for the organization's operations, and transporting members of the workforce. Where quantitative data is not provided, report the reason. Report how the environmental impacts of transporting products, members of the organization's workforce, and other goods and materials are mitigated. Report the criteria and methodology used to determine which environmental impacts are significant.	202 Atresmedia's business does not produce significant environmental impacts.	TOTAL			Yes, 207
<b>ASPECT: OVERALL</b>		<b>190</b>				<b>Yes, 207</b>
G4-EN31	Report total environmental protection expenditures by: Waste disposal, emissions treatment, and remediation costs Prevention and environmental management costs	53, 190 Los costes de tratamiento y restauración no son significativos	TOTAL			
<b>ASPECT: SUPPLIER ENVIRONMENTAL ASSESSMENT</b>		<b>67, 199</b>				<b>Yes, 207</b>
G4-EN32	Report the percentage of new suppliers that were screened using environmental criteria.	100%	TOTAL			Yes, 207
G4-EN33	Report the number of suppliers subject to environmental impact assessments. Report the number of suppliers identified as having significant actual and potential negative environmental impacts. Report the significant actual and potential negative environmental impacts identified in the supply chain. Report the percentage of suppliers identified as having significant actual and potential negative environmental impacts with which improvements were agreed upon as a result of assessment. Report the percentage of suppliers identified as having significant actual and potential negative environmental impacts with which relationships were terminated as a result of assessment, and why.	66-68 Atresmedia's suppliers, given their business, have no significant environmental impact. However, suppliers are required to comply 100% with environmental criteria, when applicable.	TOTAL			Yes, 207



	Indicators	Page / Answer	Reported	Part not reported	Reason for omission	External verification
ASPECT: ENVIRONMENTAL GRIEVANCE MECHANISMS			168			Yes, 207
G4-EN34	<ul style="list-style-type: none"><li>Report the total number of grievances about environmental impacts filed through formal grievance mechanisms during the reporting period.</li><li>Of the identified grievances, report how many were:<ul style="list-style-type: none"><li>Addressed during the reporting period</li><li>Resolved during the reporting period</li></ul></li><li>Report the total number of grievances about environmental impacts filed prior to the reporting period that were resolved during the reporting period."</li></ul>	There have not been any complaints of an environmental nature.				Yes, 207

	Indicators of Labor Practices	Page / Answer	Reported	Part not reported	Reason for omission	External verification
ASPECT: EMPLOYMENT			147			Yes, 207
G4-LA1	Report the total number and rate of new employee hires during the reporting period, by age group, gender and region. Report the total number and rate of employee turnover during the reporting period, by age group, gender and region.	147-150 No significant differences exist in the turnover rate, in its breakdown by age and gender.	PARTIAL			Yes, 207
G4-LA2	Report the benefits which are standard for full-time employees of the organization but are not provided to temporary or part-time employees, by significant locations of operation. These include, as a minimum: Life insurance Health care Disability and invalidity coverage Parental leave Retirement provision Stock ownership Others Report the definition used for 'significant locations of operation'.	155	TOTAL			Yes, 207



G4-LA	Indicators of Labor Practices	Page / Answer	Reported	Part not reported	Reason for omission	External verification
G4-LA3	Report the total number of employees that were entitled to parental leave, by gender. Report the total number of employees that took parental leave, by gender. Report the total number of employees who returned to work after parental leave ended, by gender. Report the total number of employees who returned to work after parental leave ended who were still employed twelve months after their return to work, by gender. Report the return to work and retention rates of employees who took parental leave, by gender.	No. of employees on maternity leave: 42 No. of employees on paternity leave: 19 The number of returning staff and staff retaining their jobs is 100%.	TOTAL			Yes, 207
ASPECT: LABOR/MANAGEMENT RELATIONS		42, 147-150, 158-159				Yes, 207
G4-LA4	Report the minimum number of weeks' notice typically provided to employees and their elected representatives prior to the implementation of significant operational changes that could substantially affect them. For organizations with collective bargaining agreements, report whether the notice period and provisions for consultation and negotiation are specified in collective agreements.	Notice periods are established in the collective agreement The existing collective agreements include the consultation and negotiation conditions.	TOTAL			Yes, 207
ASPECT: OCCUPATIONAL HEALTH AND SAFETY		164				Yes, 207
G4-LA5	Report the level at which each formal joint management-worker health and safety committee typically operates within the organization. Report the percentage of the total workforce represented in formal joint management-worker health and safety committees.	164 100%	TOTAL			
G4-LA6	Report types of injury, injury rate (IR), occupational diseases rate (ODR), lost day rate (LDR), absentee rate (AR) and work-related fatalities, for the total workforce (that is, total employees plus supervised workers), by: Region Gender Report types of injury, injury rate (IR), occupational diseases rate (ODR), lost day rate (LDR), absentee rate (AR) and work-related fatalities for independent contractors working on-site to whom the organization is liable for the general safety of the working environment, by: Region Gender Report the system of rules applied in recording and reporting accident statistics.	164-165 Law 31/1995 on the Prevention of Occupational Risks.	TOTAL			Yes, 207



G4-LA	Indicators of Labor Practices	Page / Answer	Reported	Part not reported	Reason for omission	External verification
G4-LA7	Report whether there are workers who are involved in occupational activities who have a high incidence or high risk of specific diseases.	There is no risk of occupational illnesses.	TOTAL			Yes, 207
G4-LA8	Report whether formal agreements (either local or global) with trade unions cover health and safety. If yes, report the extent, as a percentage, to which various health and safety topics are covered by these agreements.	100%	TOTAL			Yes, 207
<b>ASPECT: TRAINING AND EDUCATION</b>		<b>156</b>				<b>Yes, 207</b>
G4-LA9	Report the average hours of training that the organization's employees have undertaken during the reporting period, by: Gender Employee category	156-157 Attendance on training courses shows no significant differences by gender.	TOTAL			Yes, 207
G4-LA10	Report on the type and scope of programs implemented and assistance provided to upgrade employee skills. Report on the transition assistance programs provided to facilitate continued employability and the management of career endings resulting from retirement or termination of employment.	156-158	TOTAL			Yes, 207
G4-LA11	Report the percentage of total employees by gender and by employee category who received a regular performance and career development review during the reporting period.	Performance evaluations are not periodically performed.	TOTAL			Yes, 207
<b>ASPECT: DIVERSITY AND EQUAL OPPORTUNITY</b>		<b>148</b>				<b>Yes, 207</b>
G4-LA12	Report the percentage of individuals within the organization's governance bodies in each of the following diversity categories: Gender Age group: under 30 years old, 30-50 years old, over 50 years old Minority groups Other indicators of diversity where relevant Report the percentage of employees per employee category in each of the following diversity categories: Gender Age group: under 30 years old, 30-50 years old, over 50 years old Minority groups Other indicators of diversity where relevant	149-150, 154 The CV's of the members of the board of directors are on the corporate website at <a href="http://www.atresmedia.es">www.atresmedia.es</a>	TOTAL			Yes, 207
<b>ASPECT: EQUAL REMUNERATION FOR WOMEN AND MEN</b>		<b>148</b>				<b>Yes, 207</b>
G4-LA13	Report the ratio of the basic salary and remuneration of women to men for each employee category, by significant locations of operation. Report the definition used for 'significant locations of operation'.		TOTAL			Yes, 207



G4-LA	Indicators of Labor Practices	Page / Answer	Reported	Part not reported	Reason for omission	External verification
<b>ASPECT: SUPPLIER ASSESSMENT FOR LABOR PRACTICES</b>		<b>65, 67</b>	<b>Yes, 207</b>			
G4-LA14	Report the percentage of new suppliers that were screened using labor practices criteria.	100%	TOTAL			Yes, 207
G4-LA 15	Report the number of suppliers subject to impact assessments for labor practices. Report the number of suppliers identified as having significant actual and potential negative impacts for labor practices. Report the significant actual and potential negative impacts for labor practices identified in the supply chain. Report the percentage of suppliers identified as having significant actual and potential negative impacts for labor practices with which improvements were agreed upon as a result of assessment. Report the percentage of suppliers identified as having significant actual and potential negative impacts for labor practices with which relationships were terminated as a result of assessment, and why.	Atresmedia's suppliers, taking into account their business, have no existing or potential significant negative impact on work practices.	TOTAL			Yes, 207
<b>ASPECT: LABOR PRACTICES GRIEVANCE MECHANISMS</b>		<b>49</b>	<b>Yes, 207</b>			
G4-LA16	Report the total number of grievances about labor practices filed through formal grievance mechanisms during the reporting period. Of the identified grievances, report how many were: Addressed during the reporting period Resolved during the reporting period Report the total number of grievances about labor practices filed prior to the reporting period that were resolved during the reporting period.	There have been no complaints regarding work practices.				Yes, 207
G4-HR	Indicators of Human Rights	Page / Answer	Reported	Part not reported	Reason for omission	External verification
<b>ASPECT: INVESTMENT</b>		<b>65, 67, 167-168</b>	<b>Yes, 207</b>			
G4-HR1	Report the total number and percentage of significant investment agreements and contracts that include human rights clauses or that underwent human rights screening. Report the definition of 'significant investment agreements' used by the organization.	There have been no investment agreements requiring clauses on human rights.	TOTAL			Yes, 207



G4-HR	Indicators of Human Rights	Page / Answer	Reported	Part not reported	Reason for omission	External verification
G4-HR2	Report the total number of hours in the reporting period devoted to training on human rights policies or procedures concerning aspects of human rights that are relevant to operations. Report the percentage of employees in the reporting period trained in human rights policies or procedures concerning aspects of human rights that are relevant to operations.	No requirements for training have been detected in terms of human rights.	TOTAL			Yes, 207
ASPECT: NON-DISCRIMINATION		60, 152				Yes, 207
G4-HR3	Report the total number of incidents of discrimination during the reporting period. Report the status of the incidents and the actions taken with reference to the following: Incident reviewed by the organization Remediation plans being implemented Remediation plans have been implemented and results reviewed through routine internal management review processes Incident no longer subject to action	There have been no discrimination cases.	TOTAL			Yes, 207
ASPECT: FREEDOM OF ASSOCIATION AND COLLECTIVE BARGAINING		60, 147-148				Yes, 207
G4-HR4	Report operations and suppliers in which employee rights to exercise freedom of association or collective bargaining may be violated or at significant risk either in terms of: Type of operation (such as manufacturing plant) and supplier Countries or geographical areas with operations and suppliers considered at risk Report measures taken by the organization in the reporting period intended to support rights to exercise freedom of association and collective bargaining.	65-67 Atresmedia and its suppliers, taking into account their business, have no risk that the employees' freedom of association or right to collective bargaining may be infringed or threatened.	TOTAL			Yes, 207
ASPECT: CHILD LABOR		60, 123				Yes, 207
G4-HR5	Report operations and suppliers considered to have significant risk for incidents of: Child labor Young workers exposed to hazardous work Report operations and suppliers considered to have significant risk for incidents of child labor either in terms of: Type of operation (such as manufacturing plant) and supplier Countries or geographical areas with operations and suppliers considered at risk Report measures taken by the organization in the reporting period intended to contribute to the effective abolition of child labor.	60 Atresmedia and its suppliers, taking into account their business areas, have no significant risk of cases of child labour and young employees exposed to dangerous jobs.	TOTAL			Yes, 207



G4-HR	Indicators of Human Rights	Page / Answer	Reported	Part not reported	Reason for omission	External verification
ASPECT: FORCED OR COMPULSORY LABOR		60, 147-148	Yes, 207			
G4-HR6	Report operations and suppliers considered to have significant risk for incidents of forced or compulsory labor either in terms of: Type of operation (such as manufacturing plant) and supplier Countries or geographical areas with operations and suppliers considered at risk Report measures taken by the organization in the reporting period intended to contribute to the elimination of all forms of forced or compulsory labor."	60 Atresmedia and its suppliers, taking into account their business areas, have no risk of forced labour.	TOTAL			
ASPECT: SECURITY PRACTICES		65-68	Yes, 207			
G4-HR7	Report the percentage of security personnel who have received formal training in the organization's human rights policies or specific procedures and their application to security. Report whether training requirements also apply to third party organizations providing security personnel.	Atresmedia do not have security personnel on the payroll. Subcontracted personnel must comply with the same Corporate Responsibility clauses as other suppliers.	TOTAL			Yes, 207
ASPECT: INDIGENOUS RIGHTS		60	Yes, 207			
G4-HR8	Report the total number of identified incidents of violations involving the rights of indigenous peoples during the reporting period. Report the status of the incidents and actions taken with reference to: Incident reviewed by the organization Remediation plans being implemented Remediation plans have been implemented and results reviewed through routine internal management review processes Incident no longer subject to action	Atresmedia operates in Spain and the indigenous population are not at risk.	TOTAL			Yes, 207
ASPECT: ASSESSMENT		60	Yes, 207			
G4-HR9	Report the total number and percentage of operations that have been subject to human rights reviews or human rights impact assessments, by country.	Atresmedia operates in Spain and does not consider compliance with human rights as a risk, so no evaluations are made.	TOTAL			Yes, 207



G4-HR	Indicators of Human Rights	Page / Answer	Reported	Part not reported	Reason for omission	External verification
ASPECT: SUPPLIER HUMAN RIGHTS ASSESSMENT		65-68	Yes, 207			
G4-HR10	Report the percentage of new suppliers that were screened using human rights criteria.	Atresmedia does not consider its suppliers to be a risk for compliance with human rights, so no evaluations are made.	TOTAL			Yes, 207
G4-HR11	Report the number of suppliers subject to human rights impact assessments. Report the number of suppliers identified as having significant actual and potential negative human rights impacts. Report the significant actual and potential negative human rights impacts identified in the supply chain. Report the percentage of suppliers identified as having significant actual and potential negative human rights impacts with which improvements were agreed upon as a result of assessment. Report the percentage of suppliers identified as having significant actual and potential negative human rights impacts with which relationships were terminated as a result of assessment, and why.	Atresmedia does not consider its suppliers to be a risk for compliance with human rights, so no evaluations are made.	TOTAL			Yes, 207
ASPECT: HUMAN RIGHTS GRIEVANCE MECHANISMS		49	Yes, 207			
G4-HR12	Report the total number of grievances about human rights impacts filed through formal grievance mechanisms during the reporting period. Of the identified grievances, report how many were: Addressed during the reporting period Resolved during the reporting period Report the total number of grievances about human rights impacts filed prior to the reporting period that were resolved during the reporting period.	There have been no complaints in terms of human rights.	TOTAL			Yes, 207



G4-SO	Indicatos of Society	Page / Answer	Reported	Part not reported	Reason for omission	External verification
<b>ASPECT: LOCAL COMMUNITIES</b>		<b>167-168</b>	<b>Yes, 207</b>			
G4-SO1	Report the percentage of operations with implemented local community engagement, impact assessments, and development programs, including the use of: Social impact assessments, including gender impact assessments, based on participatory processes Environmental impact assessments and ongoing monitoring Public disclosure of results of environmental and social impact assessments Local community development programs based on local communities' needs Stakeholder engagement plans based on stakeholder mapping Broad based local community consultation committees and processes that include vulnerable groups Works councils, occupational health and safety committees and other employee representation bodies to deal with impacts Formal local community grievance processes	168-188 Actions benefiting the community are a MATERIAL aspect for stakeholders	TOTAL			Yes, 207
G4-SO2	Report operations with significant actual and potential negative impacts on local communities, including: The location of the operations The significant actual and potential negative impacts of operations"	There are no operation centres that have or could have a significant negative impact on local communities.	TOTAL			Yes, 207
<b>ASPECT: ANTI-CORRUPTION</b>		<b>46, 49, 51</b>	<b>Yes, 207</b>			
G4-SO3	Report the total number and percentage of operations assessed for risks related to corruption. Report the significant risks related to corruption identified through the risk assessment.	46, 51	TOTAL			Yes, 207
G4-SO4	Report the total number and percentage of governance body members that the organization's anti-corruption policies and procedures have been communicated to, broken down by region. Report the total number and percentage of employees that the organization's anti-corruption policies and procedures have been communicated to, broken down by employee category and region. Report the total number and percentage of business partners that the organization's anti-corruption policies and procedures have been communicated to, broken down by type of business partner and region. Report the total number and percentage of governance body members that have received training on anti-corruption, broken down by region. Report the total number and percentage of employees that have received training on anti-corruption, broken down by employee category and region.	42-44 100%	TOTAL			Yes, 207



G4-SO	Indicatos of Society	Page / Answer	Reported	Part not reported	Reason for omission	External verification
G4-SO5	<p>Report the total number and nature of confirmed incidents of corruption.</p> <p>Report the total number of confirmed incidents in which employees were dismissed or disciplined for corruption.</p> <p>Report the total number of confirmed incidents when contracts with business partners were terminated or not renewed due to violations related to corruption.</p> <p>Report public legal cases regarding corruption brought against the organization or its employees during the reporting period and the outcomes of such cases.</p>	There have been no cases of corruption or lawsuits.	TOTAL			Yes, 207
<b>ASPECT: PUBLIC POLICY</b>		<b>46, 61</b>				<b>Yes, 207</b>
G4-SO6	<p>Report the total monetary value of financial and in-kind political contributions made directly and indirectly by the organization by country and recipient/beneficiary.</p> <p>Report how the monetary value of in-kind contributions was estimated, if applicable.</p>	Atresmedia does not make contributions of this type.	TOTAL			Yes, 207
<b>ASPECT: ANTI-COMPETITIVE BEHAVIOR</b>		<b>46</b>				<b>Yes, 207</b>
G4-SO7	<p>Report the total number of legal actions pending or completed during the reporting period regarding anti-competitive behavior and violations of anti-trust and monopoly legislation in which the organization has been identified as a participant.</p> <p>Report the main outcomes of completed legal actions, including any decisions or judgments.</p>	Atresmedia has not received complaints related to anti-competitive behaviour or similar.	TOTAL			Yes, 207
<b>ASPECT: COMPLIANCE</b>		<b>46, 85, 122</b>				<b>Yes, 207</b>
G4-SO8	<p>Report significant fines and non-monetary sanctions in terms of:</p> <p>Total monetary value of significant fines</p> <p>Total number of non-monetary sanctions</p> <p>Cases brought through dispute resolution mechanisms</p> <p>If the organization has not identified any non-compliance with laws or regulations, a brief statement of this fact is sufficient.</p> <p>Report the context against which significant fines and non-monetary sanctions were incurred."</p>	85, 108	TOTAL			Yes, 207
<b>ASPECT: SUPPLIER ASSESSMENT FOR IMPACTS ON SOCIETY</b>		<b>65</b>				<b>Yes, 207</b>
G4-SO9	Report the percentage of new suppliers that were screened using criteria for impacts on society.	Atresmedia does not consider that its suppliers are a risk in relation to negative social impacts, so no evaluations are made.	TOTAL			Yes, 207



G4-SO	Indicatos of Society	Page / Answer	Reported	Part not reported	Reason for omission	External verification
G4-SO10	Yes, 181	Atresmedia does not consider that its suppliers are a risk in relation to negative social impacts, so no evaluations are made.	TOTAL			Yes, 207

**ASPECT: GRIEVANCE MECHANISMS FOR IMPACTS ON SOCIETY**

85, 92, 122

Yes, 207

G4-SO11	Report the total number of grievances about impacts on society filed through formal grievance mechanisms during the reporting period. Of the identified grievances, report how many were: Addressed during the reporting period Resolved during the reporting period Report the total number of grievances about impacts on society filed prior to the reporting period that were resolved during the reporting period.	There have been no complaints about social impacts.	TOTAL			Yes, 207
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G4-PR	Indicators of Product Responsibility	Page / Answer	Reported	Part not reported	Reason for omission	External verification
<b>ASPECT: CREATING CONTENT</b>		<b>65, 84, 106, 120</b>				<b>Yes, 207</b>
M2	Methodology for assessing and monitoring adherence to content creation values.	65, 84-86, 106, 120-125	TOTAL			Yes, 207
M3	Actions taken to improve adherence to content creation values, and results obtained.	65, 84-86, 106, 120-125	TOTAL			Yes, 207
<b>ASPECT: CONTENT DISSEMINATION</b>		<b>84, 106, 120</b>				<b>Si, 178</b>
M4	Actions taken to improve performance in relation to content dissemination issues (accessibility and protection of vulnerable audiences and informed decision making) and results obtained.	84-97, 106-108, 120-125	TOTAL			Yes, 207
M5	Number and nature of responses (feedback/ complaints) related to content dissemination, including protection of vulnerable audiences and informed decision making and accessibility, and processes for addressing these responses.	85, 92, 124	TOTAL			Yes, 207
<b>ASPECT: AUDIENCE INTERACTION</b>		<b>85, 96, 106, 120, 133</b>				<b>Yes, 207</b>
M6	Methods to interact with audiences and results.	86-92, 96, 106-107, 120, 133	TOTAL			Yes, 207



G4-PR	Indicators of Product Responsibility	Page / Answer	Reported	Part not reported	Reason for omission	External verification
ASPECT: CUSTOMER HEALTH AND SAFETY		38-41	Yes, 207			
G4-PR1	Report the percentage of significant product and service categories for which health and safety impacts are assessed for improvement.	Atresmedia's products have no risks to health or safety.	TOTAL			Yes, 207
G4-PR2	Report the total number of incidents of non-compliance with regulations and voluntary codes concerning the health and safety impacts of products and services within the reporting period, by: Incidents of non-compliance with regulations resulting in a fine or penalty Incidents of non-compliance with regulations resulting in a warning Incidents of non-compliance with voluntary codes If the organization has not identified any non-compliance with regulations and voluntary codes, a brief statement of this fact is sufficient.	There have been no incidents deriving from the breaching of the regulations or voluntary codes related to the health and safety of products and services.	TOTAL			Yes, 207
ASPECT: PRODUCT AND SERVICE LABELING		91-95, 123	Yes, 207			
G4-PR3	Report whether the following product and service information is required by the organization's procedures for product and service information and labeling: The sourcing of components of the product or service Content, particularly with regard to substances that might produce an environmental or social impact Safe use of the product or service Disposal of the product and environmental/ social impacts Other (explain) Report the percentage of significant product or service categories covered by and assessed for compliance with such procedures.	91-95, 123	TOTAL			Yes, 207
G4-PR4	Report the total number of incidents of non-compliance with regulations and voluntary codes concerning product and service information and labeling, by: Incidents of non-compliance with regulations resulting in a fine or penalty Incidents of non-compliance with regulations resulting in a warning Incidents of non-compliance with voluntary codes If the organization has not identified any non-compliance with regulations and voluntary codes, a brief statement of this fact is sufficient.	92, 120, 124	TOTAL			Yes, 207
G4-PR5	Report the results or key conclusions of customer satisfaction surveys (based on statistically relevant sample sizes) conducted in the reporting period relating to information about: The organization as a whole A major product or service category Significant locations of operation	69-83, 85	TOTAL			Yes, 207



G4-PR	Indicators of Product Responsibility	Page / Answer	Reported	Part not reported	Reason for omission	External verification
G4-PR6	Report whether the organization sells products that are: Banned in certain markets The subject of stakeholder questions or public debate Report how the organization has responded to questions or concerns regarding these products.	120 Atresmedia does not market products that are banned or questioned by the stakeholders.	TOTAL			Yes, 207
G4-PR7	Report the total number of incidents of non-compliance with regulations and voluntary codes concerning marketing communications, including advertising, promotion, and sponsorship, by: Incidents of non-compliance with regulations resulting in a fine or penalty Incidents of non-compliance with regulations resulting in a warning Incidents of non-compliance with voluntary codes.	120	TOTAL			Yes, 207
ASPECT: MEDIA LITERACY		96				Yes, 207
M7	Actions taken to empower audiences through media literacy skills development and results obtained.	96-97	TOTAL			Yes, 207
ASPECT: Customer Privacy		46				Yes, 207
G4-PR8	Report the total number of substantiated complaints received concerning breaches of customer privacy, categorized by: Complaints received from outside parties and substantiated by the organization Complaints from regulatory bodies Report the total number of identified leaks, thefts, or losses of customer data. If the organization has not identified any substantiated complaints, a brief statement of this fact is sufficient.	There have been no complaints about a violation of privacy and loss of customer data.	TOTAL			Yes, 207
ASPECT: COMPLIANCE		46				Yes, 207
G4-PR9	Report the total monetary value of significant fines for non-compliance with laws and regulations concerning the provision and use of products and services. If the organization has not identified any non-compliance with laws or regulations, a brief statement of this fact is sufficient.	92, 120, 124				Yes, 207





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