ATRESMEDIA

16

Annual and Corporate Responsibility Report

ATRESMEDIA

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LETTER FROM THE CHAIRMAN

José Creuheras

Atresmedia has once again obtained excellent results in 2016. The signs of recovery that we noticed a few years ago have solidified and, although the market has still not returned to its highest levels, we can confirm that the worst is over. This factor, coupled with the ability of our **Organisation** to optimise and adapt to its environment, allows us to present an annual performance of which we can feel very proud. These great results are also down to the efforts and talent of an excellent team of professionals and, of course, the support of the Board of Directors and our shareholders. In short, **Atresmedia** has shown its strength once again this year.

If we have managed to attain a leading position in the market, as the main Spanish communications group, this is thanks to the creation of a highly skilled team. However, it is also thanks to the implementation of a strategy defined many years ago on the basis of four key principles: quality, professionalism, diversity and a commitment to the industry

The value of any company or project is mainly measured by its ability to create effective teams. This principle forms an essential part of the huge amount that I learned from José Manual Lara Bosch and, believe me, I try to apply it as much as possible every day in all of the projects in which I am involved. I am convinced that this is our great asset and the guarantee of good management.

Therefore, if we have managed to attain a leading position in the market, as the main Spanish communications **Group**, this is thanks to the creation of a highly skilled team. However, it is also thanks to the implementation of a strategy defined many years ago on the basis of four key principles: quality, professionalism, diversity and a commitment to the industry. Four principles that guide our work and that have allowed us to become what we are today. Our position is not the result of one day's work, but rather comes from a medium and long-term process, very distinct to the short-term approaches which have no place at **Atresmedia**. So the figures achieved in 2016 are the result of that work, carried out by all of those who form part of this **Group**, deeply rooted in a strategy designed to look to the future. It has therefore been essential to adapt to the macro-economic environment, search for new business niches to help overcome the crisis and optimise management processes.

The results from 2016 are also due to a sustainable and profitable leadership model that combines commercial needs with recognition and higher ratings from the viewers, listeners and advertisers. This proves that it is a valid model in all respects and a leading brand. We have made it clear that with our way of doing things we can become leaders without the need to betray our principles.

Each and every one of the divisions forming part of the **Atresmedia Group** has once again demonstrated the excellence of its operations. **Atresmedia Televisión** has further strengthened, if possible, a model characterised by quality, prestige and innovation. The leading position of **Antena 3**, our main brand, in December 2016 and January 2017 clearly shows us that the path that we have chosen is the right one, and that in this business it is indeed possible to combine television, a good image and audience success. This has not been easy, it never is, but it is good to remember that, among other factors, during the past year we have had to face the entry of new operators in both DTT and in the different forms of pay TV, and that the changes in consumer patterns force us to reinvent ourselves every day in order to compete for the leisure time of our audiences.

Atresmedia Radio, moreover, has closed a year that can only be described as excellent. **Onda Cero** faced yet another test of its ability to overcome the greatest challenges. In these circumstances, continuing to be the market's most profitable broadcaster by listener and managing to achieve the most complete and attractive offer in the sector, with the addition of José Ramón de la Morena, is something that is worth shouting about. The non-conformist spirit of the professionals in our radio business and their constant desire to develop themselves has been bearing fruit for many years and few can boast of having a project that is so solid and with such promising future prospects. **Europa FM**, meanwhile, continues to provide us with great news year after year. With the arrival at the station of Frank Blanco in the afternoons, we are sure that we have taken another great leap in terms of quality, just like the one we took a few years ago with the signing of Javier Cárdenas, whose success is undeniable.

The results from 2016 were also due to a sustainable and profitable leadership model that combines commercial needs with recognition and higher ratings from the viewers, listeners and advertisers

Atresmedia Publicidad has managed to commercially optimise each and every one of the resources of our **Group** and, thanks to its talent and efforts, it has once again this year become the largest seller of multimedia advertising on the Spanish market and the most valued exclusive television agent, leading in commercial service and effective advertising. In 2016, **Atresmedia Digital** has turned us into the leading audiovisual group on the Internet, establishing ourselves as an unquestionable leader with an innovative product that respects the **Company**'s DNA. Atresmedia Diversificación includes the **Group**'s businesses not linked to traditional advertising. Among its most important successes is the upturn in the number of households subscribing to our three international channels, which now exceeds 45 million across the world and which has positioned us as the leading worldwide operator with the highest number of subscribers after the American 'majors'. Finally, **Atresmedia Cine** released twelve films in 2016 which captured 38.4 % of the entire Spanish box office. In fact, the two highest grossing comedies of the year were productions from our Film Division.

Those of us who make up **Atresmedia** are aware that our leading position, achieved and consolidated in recent years throughout all of the business areas in which we are involved, obliges us to go beyond audience results or figures. For society, this **Group** is synonymous with leadership, with being capable of setting the paths along which current affairs run. Our media channels are positioned among the most credible, which is a source of pride but also an enormous responsibility for us all, aware that we are the ones who set the story that is shared by society and unites it. Everyone at **Atresmedia** knows that this ability to influence creates a series of obligations for us that we cannot leave ignore and we are certain that diversity is the best way of approaching this.

Beyond the challenges that we set ourselves each year as an **Organisation**, the macro-economic circumstances and their influence on the advertising market and the changes that society is constantly generating, **Atresmedia** must address the challenges posed by the legal and administrative environment. We have spent many years demanding that the legislators provide greater levels of stability, which in turn provides more security for our business. The second digital dividend is already looming on the horizon and will undoubtedly be one of the key events for the sector in the future, which is why we have been demanding greater levels of understanding from the authorities than were seen with the first dividend. Understanding also when it comes to establishing a schedule that benefits the users and the industry in this transition, and understanding when it comes to setting the keys factors that will result from this process and that to a great extent will determine the evolution of the free-to-air television business. We also expect the Administrations to tackle the regulatory convergence necessary as a result of unstoppable technological convergence. Or, in other words, if the content now travels and is consumed through a wide variety of devices, it seems logical and fair for all operators to have the same rights and obligations. Protecting children, especially, cannot only be confined to the area of free-to-air television.

At **Atresmedia** we are aware of the limits that an activity such as ours must have and know that we have a responsibility to society, not only to establish these limits but also to use the **Group**'s potential to positively transform our environment.

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As part of our general Corporate Responsibility policy, through the **Compromiso Atresmedia** brand we continue to run numerous campaigns against road traffic accidents, encouraging scientific research, protecting intellectual property and culture, respecting the environment and encouraging healthy lifestyles.

We have succeeded in rolling out the Ponle Freno fun-runs to the whole Spain, with these now taking place in Madrid, Vitoria, Tenerife and Vigo, and Objetivo Bienestar has held its 2nd Conference on well-being. We have also managed to persuade over one hundred thousand people to join the campaign on the use and installation of defibrillators run by Constantes y Vitales and, in connection with this issue, in 2016 **Atresmedia** became a cardio-protected space with the instillation of eight defibrillators at its facilities. We have also supported other non-profit organisations with donations and the allocation of slots for NGO advertising campaigns. These are valued at around €12 million, which is 49 % more than in 2015.

The satisfaction and welfare of its employees is also important to Atresmedia. That is why we seek to offer the best possible balance between their personal and professional lives and to contribute to their training. In 2016 we launched **Atresmedia Formación** with the aim of contributing to the progress of the audiovisual sector through courses on subjects relating to the world of television, radio, film, communication skills, computing, etc. I must not forget to express my gratitude to the **Group**'s employees who participated in the Corporate Volunteering Programme, donating more than 2,500 hours of their time to organisations which took them to soup kitchens, accompanying elderly or disabled people and training workshops for unemployed young people.

As a way of strengthening our commitment to the General Corporate Responsibility Policy, **Atresmedia** joined Forética, the leading forum in corporate social responsibility. In this way we have become the first communications group associated with this leading CSR organisation. Within Forética, the **Group** participated in the Transparency, Good Governance and Integrity Cluster. This is another sign of the importance of these values to **Atresmedia**.

Whilst in 2015 we received "Best Improver" from the CDP (Carbon Disclosure Project) for our progress in the commitment to climate change, in 2016 we went further in this area by teaming up with the National Geographic Channel for the release of Before the Flood, the documentary produced by Leonardo Di Caprio and Martin Scorsese which was a wake-up call on these issues.

Without wanting to boast, I should also mention the recognition that we have received this year as a company. The "RepTrak España 2016" study named us the **Audiovisual Group** with the best reputation based on the opinion of consumers, who took into consideration our financial strength, capacity for innovation, our leadership position ahead of the competition and our news and entertainment offer. We were also rated the most attractive company to work for in the communications groups sector in the 2016 Ranstad Employer Branding Report.

In 2016, **Atresmedia** has taken great steps to improve transparency and its corporate governance system. Thus, it has increased the presence of independent female board members on the Board of Directors and this now represents 31 %. There has also been an increase in the presence of

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independent female members on the Board's Committees, leading to the attainment of the proportion of female board members that the **Company** had set as a target for 2020 in its Director Selection Policy, which was 30 % of the total number of Board members. Together with other corporate measures also implemented or improved in 2016 to reinforce the commitment of the **Company** with best practices in Corporate Governance, I would like to highlight that an independent female board member has also been appointed as Coordinating Director, and has been assigned, in addition to the legally established duties, all of those contained in the recommendations of the Code of Good Governance.

Also during 2016, **Atresmedia** reviewed its observance of the Code in accordance with the Technical guide on good practices for the application of the "comply or explain" principle, issued by the CNMV in July 2016. As a result of this analysis, new measures were approved to improve corporate governance including, among others, modifying the Regulations of the Board of Directors in order to ensure the dedication of the directors to the **Company**, limiting the number of boards on which any one director can serve; improving its transparency, adding reports to its corporate website that were previously internal; commissioning an external and independent firm to assess the board and its committees; and agreeing for the external auditor, who to date has regularly attended the Audit and Control Committee, to also attend the Board at least once a year.

I will finish there. 2016 was yet another excellent year for **Atresmedia** and 2017 will be the same. We know that our strategic focus, based on a leading, sustainable and profitable model, is correct. We have shown that we know how to adapt better than anyone to the changes in our ecosystem, and that the position achieved is the result of the efforts and talent of the best team of professionals. With these certainties and supported by the trust placed in us, we face the future with the security of knowing that we can achieve any objectives we set for ourselves.

LETTER FROM THE CEO

Silvio González

2016 was undoubtedly a complex year but it has ended with a clearly positive balance. It is true that we have emerged from the economic crisis, although recovery is not yet complete, but despite everything our **Group** has never reached such a high turnover as that obtained this past year. Our continued commitment to management based on quality, professionalism, diversity and support for the audiovisual industry is seen in the market as a benchmark and largely explains why we are capable of exceeding expectations year after year. Knowing how to face challenges from solid foundations,

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without giving in to short-term temptations, defines and differentiates us, makes us consistent, shields us from adversity and allows us to optimise all opportunities presented to us. With this formula we have been able to successfully overcome the worst situations and can always look to the future from the best position.

In recent years **Atresmedia** has had to deal with a fall of 50 % in advertising investment; a digital switch off that brought to an end the broadcasts of the three leading channels in their genre; the entry of new operators, in both free-to-air television and in the different pay TV areas; as well as the appearance in society of new trends for consuming audiovisual content. Despite everything, **Atresmedia** has been able to adapt and achieve more than remarkable results. Our adaptation to environments in constant change is therefore one of our greatest assets. Over these years, the lack of certainty has not paralysed us, rather the opposite. Our activity has been enriched with innovative strategies, new lines of business and improvements in management that, based on the fundamental principles and values of our **Company**, have made us the greatest generator of content and the main multi-platform operator in our country.

Our activity has been enriched with innovative strategies, new lines of business and improvements in management, based on the fundamental principles and values of our Company

The strong performance of all **Atresmedia**'s Business Areas, optimised through an effective commercial policy, has enabled the **Group** to increase its net revenue by 5.2 % compared to 2015, reaching €1,021.1 million which, as I mentioned at the start of this letter, is the highest figure ever obtained by our **Company**. Our management model, based on the search for maximum efficiency and profitability, has made it possible to achieve an EBITDA of €202 million, a sales margin of 19.8 % and a net profit of €129.1 million, 30.1 % higher than last year. The work of our Commercial Division **Atresmedia Publicidad** has been key in achieving these figures. This excellent work is reflected in the power ratio (ratio of market share to audience share) which at 1.6 was the highest of all the sellers of television advertising. Once again this year, continuing with the principles of customer focus, innovation, efficiency and profitability, it has been the largest seller of multimedia advertising in the Spanish market with a share of 19 % of the total investment in conventional media.

Atresmedia Televisión, our great driving force, has strengthened the leading position of its television model. This shows that a commitment to high quality, innovative and diverse television does have its rewards, and that in television it is possible to combine the highest audience levels with prestige and recognition. Its six channels have positioned this division as the television group that grew the most (27.1 % audience, +0.3 basis points) in an environment of constant fragmentation. The success of our model and its commercial effectiveness, arising from its great social relevance and influence, has also enabled us to obtain an advertising market share above 42 %, establishing ourselves as the leading operator in Spain for viewers and advertisers.

Two of its channels, **Antena 3** and **laSexta**, were undisputed leaders in news coverage over an intense year for political, economic and social matters. Both channels obtained an excellent 24.2 % of the audience with the coverage of the general election on 26 June, unseating the public channel as leader and becoming the public's favourite television channels for keeping them informed throughout the day. The same happened with the coverage of the American election, in which both channels achieved

Antena 3 and laSexta, were undisputed leaders in the news coverage over an intense year for political, economic and social matters

a strong figure of 26.6 %, once again surpassing the news coverage of the public channel. These are two signs of the perfect operation of the two channels following the merger process and confirm the great business and editorial success that has resulted.

Antena 3 ended the year as the leader in television with a 13.3 % audience share, which allowed it to start 2017 in the same position and with the best prospects. It was also once again the leading channel in the mornings (13.3 %) and at weekends (12 %) and remained the most viewed channel in the commercial target at prime time, that preferred by the advertisers, with 14.3 %. **laSexta** celebrated its tenth anniversary established as the third private channel with 7.1 % of the audience compared to the 6.5 % of its direct competitor, something it has achieved for the fourth consecutive year. In 2016 we saw the largest ever distance between the two channels. **laSexta** was leader in prime time (7.7 %) in its commercial target (8.1 %) and beat its afternoon record (6.8 %).

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Moreover, the development of our four second generation channels has been a great success. The two channels that began broadcasting in 2015 were leaders in 2016. **Mega**, aimed at an adult male audience, obtained exceptional audience levels, closing the year with 1.8 % and achieving 7.4 % as absolute leader during the early hours of the morning. **Atreseries**, our new high-definition channel, was leader among the new concession themed channels with a 0.8 % audience share, despite the fact that the bank of HD televisions is still smaller than that of traditional ones. Both channels have demonstrated their strength, joining forces with two established brands, **Neox** and **Nova**, which achieved annual figures of 2.5 % and 2.2 % respectively.

Atresmedia Radio ended 2016 as once again the most profitable radio group in the market per listener. This is an unquestionably outstanding result taking into account the renovation that **Onda Cero** faced last year in the important morning time slot. We look to 2017 with the belief that we already have the best offer on the market. A diverse, professional and high quality proposal, from morning to night, where we have been strengthened with the addition of José Ramón de la Morena. There is still work to do in order to achieve our maximum potential, but over four million listeners endorse our formula and support the three offers from **Atresmedia**'s Radio Division. Our generalist station **Onda Cero** has increased its audience with an average of more than two million listeners according to the last survey and has held third place in its segment. The General Media Survey has also shown that it is the only broadcaster to have grown its audience as the result of a solid brand, satisfactory programming and an outstanding ability to deal with challenges. In terms of annual average audience of **Europa FM** and **Melodía FM**, both have proven to be synonymous with success, with almost two million listeners for the first and growth to 286,000 listeners for the second.

Atresmedia has also been the leading audiovisual group on the Internet in 2016. Its commitment to the world of multimedia has allowed it to retain its leading position established last year. **Atresmedia Digital** ended 2016 with a monthly average of over 24 million unique users, 14 % more than in 2015, being a complement to the great content factory that is this **Group**. **Flooxer**, our high quality online platform for short videos, has become established with more than one million monthly users. These

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figures confirm the good sense behind the step taken to strengthen the **Group**'s multi-platform strategy. To this we must add the leadership of **Atresplayer** as the leading platform with more than 4.8 million monthly users and more than 600 million video playbacks throughout the year.

Our strategy of seeking new paths for growth in addition to the revenue from traditional advertising has established the **Atresmedia Diversificación** model. Our three international channels, **Antena 3 Internacional**, **Atreseries** and **¡HOLA! TV**, have established us as the commercial operator with the most subscribed households, reaching 45 million outside of Spain and being leaders just behind the American 'majors'. **Atresmedia** has also continued to encourage entrepreneurship through the **Media for Equity** model, through which it has holdings in ten companies including some well-known start-ups.

Atresmedia was also the leading audiovisual group on the Internet in 2016

In terms of **Atresmedia Cine**, this area has experienced growth in terms of box office success. Our Film Division stands out with twelve films released in 2016, which took 38.4 % of the total box office for Spanish cinema throughout the year, something which gives us great satisfaction. By law we are required to participate in Spanish film production. However, far from just seeing this as an obligation, it has been an opportunity to explore new paths for our business model with the quality standards that guide us as a **Group**.

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In 2016, we have worked more intensely on **Compromiso Atresmedia**, which brings together the **Group**'s Corporate Responsibility initiatives such as Ponle Freno, Objetivo Bienestar, Constantes y Vitales, Hazte Eco and Crea Cultura, along with the **Fundación Atresmedia** initiatives and the Corporate Volunteering Programme through which our employees devote their time to various social organisations. The Tolerancia Cero campaign, in collaboration with the Mutua Madrileña Foundation, broadcast over 70 reports and pieces on Antena 3 Noticias to raise awareness about domestic violence.

Some of this work even affects those who form part of **Atresmedia**. This year we have converted the **Group**'s facilities into a cardio-protected space. Along with this, we have increased accessibility to content and platforms, provided more training and more measures for a good work-life balance and complied with the Global Compact, all of which shows our degree of commitment. In 2016 **Atresmedia** joined Forética, a leading corporate social responsibility organisation, marking a milestone on being the first communications group associated with this forum. The 2016 the Randstad Employer Branding Report named us as the most attractive company to work for in the communications groups sector. We have also created **Atresmedia Formación** to train the future professionals of the audiovisual industry in order to commit to the advancement and development of the sector.

For over ten years **Fundación Atresmedia** has been promoting projects in favour of children's welfare, improving education and normalising disability through all the media channels in our multi-platform.

Another of our principles is a commitment to society. Our objective is to generate value for our shareholders but also to assume our responsibility through the multi-platform organisation that we manage and we do this through Compromiso Atresmedia

Of course, all of this is only part of the path that we still have to travel. Our commitment to a positive change in society is based on enhancing corporate responsibility and dialogue with the groups and forums dedicated to these areas. It forms part of our DNA, being committed to positive change, and we will continue to work to achieve this.

In 2016 we have not only met our objectives but also surpassed them. **Atresmedia** continues to be a benchmark in business but also in society as a result of our diverse and high quality model. Our ability to deal with new challenges through hard work, innovation and enthusiasm means that we can look to the future with optimism.

KEY FIGURES OF ATRESMEDIA

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

Economic dimension	2014	2015	2016
Total net revenues (millions of €)	883.2	970.2	1,021.1
Gross operating profit (millions of €)	127.7	165.7	202.0
Net profit (millions of €)	46.8	99.2	129.1
Distributed economic value (millions of €)	657.9	698.1	738.7
Financial support received from Public Administrations (millions of €)	7.4	6.4	7.8
Ratio of advertising efficiency (adults)	1.51	1.54	1.52
Ratio of advertising efficiency (individuals)	1.55	1.58	1.55
Number of advertisers TV	824	858	858
Number of producers	22	30	30
Number of suppliers of goods and services	1,088	1,164	1,245
Average audience share of **Antena 3 Televisión** (%)	13.6	13.5	12.8
Average audience share of **laSexta** (%)	7.2	7.4	7.1
Average audience share of **Neox** (%)	2.6	2.6	2.5
Average audience share of **Nova** (%)	2.5	2.4	2.2
Average audience share of **Mega** (%)		0.9	1.8
Average audience share of **Atreseries** (%)		0.01	0.8
Number of listeners of **Onda Cero**	2,650,000	2,368,000	1,920,000
Number of listeners of **Europa FM**	2,078,000	1,954,000	1,947,000
Number of listeners of **Melodía FM**	255,000	230,000	286,000
Number of unique users of **Atresmedia** websites (million)*	7.9	9.6	12.2
Number of members of the Board of Directors	13	12	13
Number of independent directors of the Board of Directors	3	3	4
Number of female members of the Board of Directors	2	3	4
Compliance with the Code on Good Governance recommendations**	–	48	56

*Source: ComsCore.
** The new Code on Good Governance entered into force in 2015. Therefore, no data are included for 2014.

Social dimension	2014	2015	2016
Hours of children's programming broadcast	1,690	1,696	1,692
Cumulative hours of subtitling	21,327	26,055	36,159
Number of employees	1,806	1,917	2,022
% of women in the workforce	49.9%	49.5%	49.5%
Investment in training (€)	348,661	406,095	727,308
Hours of training per employee	22	26	22
Hours of corporate volunteering donated to the community	1,772	2,102	2,533
Foundation income contributed by **Atresmedia** (€)	300,000	500,000	500,000
Donations to NGOs through **Atresmedia** programmes	171,809	206,726	164,453
Complaints under the Self-regulation Code	8	2	3
Number of copyadvice requests to Self-control	772	876	1,028
Opportunity cost of broadcasting advertising slots on TV for NLEs* (€)	3,044,000	3,478,976	9,325,630
Opportunity cost of broadcasting advertising slots on radio for NLEs* (€)	3,494,228	2,543,913	2,643,127

* NLEs: Non-lucrative Entities.

Environmental dimension	2014	2015	2016
Consumption of white paper (kg)	26,844	27,566	26,813
Consumption of printer toner and cartridges (kg)	534	522	1,030
Consumption of fluorescent lights (units)	976	1,725	753
Solid urban waste (tonnes)	308	305	337
Gas consumption (m^3)	15,308	13,646	12,365
Consumption of heating oil (litres)	469,696	489,032	481,056
Electricity consumption (kWh)	27,399,791	29,276,341	29,622,523
Water consumption (m^3)	56,863	53,755	49,607
Direct GHG emissions (equivalent tonnes of CO_2)	1,505	1,562	1,552
Environmental investment (€)	89,490	111,481	120,495
Adherence grade to the Carbon Disclosure Project (CDP)	58D	93C	C *

* In 2016 CDP changed the evaluation method by deleting the numerical grade.

HIGHLIGHTS OF THE YEAR

Atresmedia Televisión reinforces a television model based on quality, innovation and plurality

The television model of **Atresmedia** becomes more and more solid having quality, innovation and plurality as its main values. **Antena 3** ended 2016 as the leader television in December (13.3 %), and started 2017 leading January with 13.3 %. **laSexta**, that celebrates its 10th anniversary beats its direct competitor for fourth consecutive year, with 7.1 % audience share, consolidating the third position among private operators.

Atresmedia closed the year being the tv group with the highest growth, reaching 27.1 % in an environment with new free to air and pay operators. **Atresmedia** lead the commercial target in prime time, the most prefered target for brands, with 31.1 % audience share. The complementarity and success of its six channels, made **Atresmedia** the only group capable to grow significantly in this context, and become the prefered offer for the most attractive public in the highest audience slot.

Atresmedia Televisión continued to set the standard for news. Atresmedia's television channels once again led coverage of the general election on 26 June (24.3 %), the Galician and Basque elections on 25 September (making a total of seven elections in which **laSexta** was the number one choice nationwide) and the American election (26.6 %). Following on from the precedent set the previous year, in which it made history with 7-D: el debate decisivo, with the four-person debate on 13 June, **Atresmedia** reached more than 4.6 million followers and had a 25.1 % average audience share.

- **Antena 3** ended the year as the leader television in December (13.3 %). It was also leader of the mornings (13.3 %) and first option on the weekends (12.0 %). The channel reached 14.3 % audiece share in the commercial slot with the highest audience. **Antena 3** started 2017 leading January with 13.3 %. It was also the best channel in commercial target (13.3 %), in Prime Time (13.7 %), in the morings (13.8 %) and in the weekends.
- **Antena 3 Noticias faced a deep renewal with success and leads the weekend. Antena 3** saw changes in its newscasts beginning in September with the arrival of Santiago Gonzalez as General Manager of **Antena 3 Noticias**. The Weekend edition was the undisputed leader on Saturdays and Sundays. To be precise, the first weekend edition led for the fourth consecutive year. Antena 3 Noticias 1, which has been presented by María Rey and Sandra Golpe since September, ended the year with high records. Antena 3 Noticias 2, with Vicente Vallés at the helm, also reached excellent numbers growing month after month.
- **Velvet and Mar de plástico, the top two premieres for Spanish fiction programmes in the past ten years, ended their runs with record numbers.** Velvet said farewell to its viewers with a record high (26.2 %), becoming the most-

watched fictional series of the season (3,586,000 viewers). It also made history by airing over fifteen minutes of its final episode live. Mar de plástico ended with a season high (20.6 %) and a finale that was the viewers' choice.

- **The penalties of the Champions League final between Real Madrid and Atlético de Madrid** garnered the highest television ratings of 2016, with 11,642,000 viewers. Last year, the Champions League ended its first season after returning to **Atresmedia** with a 34.1 % share and an average of 6,354,000 viewers (+0.5 points compared to 2015).
- **Tu cara me suena once again revolutionised Friday night**, ended up its best season ever and was the most watched program of friday nights, being the absolute leader with 23.4% and 3,263,000 viewers.
- **El hormiguero 3.0 had its strongest year yet.** The programme presented by Pablo Motos bet its all-time annual high and became the overall leader in its time slot, with an average of 14.9 % for 2016 and more than 2.7 million TV viewers (+0.5 points compared to 2015).

- **Espejo público achieved its all-time annual high** with 17.1 %, ending the year as the leader in its slot, with 16.8 % average audience share. In addition, Un café con Susanna grew stronger beginning in September, leading its slot from its premiere, with a 13.8 % share.
- **Karlos Arguiñano keeps its good reception among viewers.** The cooking show achieved a high average audience share, 14.5 % and 517,000 viewers.
- **La ruleta de la suerte was the unassailable leader yet another year**, with a 16.4 % share and almost one million followers.

- **Amar es para siempre and El secreto de Puente Viejo leader fiction series of the afternoon slot.** Both series kept solid records with 13.1 % and 1,483,000 viewers and 16.7 % (1,687,000 followers) respectively.
- **laSexta consolidated its third place among commercial TVs in the year of its 10th anniversary.** The channel got a 7.1 % audience share, surpassing Cuatro with the largest gap in its history.
- **laSexta Noticias achieved the best year in its history**, reporting its highest numbers, growing and surpassing its competitors. laSexta Noticias 14 horas, Monday–Friday, was the most-watched newscast, with a 13.4 % share and almost 1.4 million viewers.
- **Al rojo vivo again had its best year ever**, the most watched in its history with almost 700,000 viewers and a 12.5 % share. The show was the only morning news programme to see growth (0.8 points vs. 2015), leading its rival.
- **El intermedio the favourite daily program of laSexta.** It was once again the most-watched daily programme on **laSexta**, with 11.3 % share and more than two million followers.

- **Salvados continued to be the network's most iconic show.** It was the most-watched programme on **laSexta** in 2016 and overall leader with more than 2.7 viewers and a 13.9 % share. The "Salvados: una hora en La Moncloa" episode – which featured an interview with Prime Minister Mariano Rajoy – airing on 3 April, was the year's most-watched episode for the channel.
- **laSexta Noche and El objetivo, reference programs in information content.** The debate program aired on Saturdays and the news program shown on Sundays are the favourite ones to follow current affairs.
- **Más vale tarde achieved an all-time high** with a 7.8 % share and 759,000 followers. The show continued to grow yet another year, in keeping with the trend it has followed since it began airing.

- **Pesadilla en la cocina, leader in commercial target.** The program presented by Alberto Chicote had its second best season, with a 12.2 % share. It was the overall leader in the commercial target with 16.6 %.
- **Enviado especial, a new successful brand in laSexta.** Conducted by Jalis de la Serna, this program analyses in depth problems such as obesity, weapons and the market changes resulting from imports of Chinese products. Enviado Especial achieved 9.1 % audience share.
- **Zapeando also had its best year**, with a 7.3 % share and over 870,000 followers, up from 2015.
- **Also up was Jugones, which had the best year in its history**, obtaining a 5.6 % share (+0.4 over 2015).
- **laSexta Columna**, the news documentary programme airing on **laSexta**, also **set its best annual record** with an 8 % share.
- **Mega and Atreseries leaders in 2016.** The two new channels which joined **Atresmedia** in 2015 reported good results throughout 2016. **Mega** ended its first full year with a 1.8 % share and as the overall early morning leader with 7.4 %. **Atreseries**, the HD channel that rounded out the group's entertainment offerings, was the top new specialised channel with a 0.8 % share.
- **Neox and Nova consolidate their position in the afternoon. Neox** ended the year with 2.5 %, leading afternoon specialised offerings with a 2.9 % share and among viewers 18–35 (6 %). **Nova** finished 2016 with 2.2 % and was the top DTTV channel Monday–Friday afternoons, with a 3.1 % share.

Atresmedia Radio continues its renewal with a solid financial position and the best earnings rates

In 2016, **Atresmedia**'s Radio Division continued its bet on quality and plurality. **Onda Cero** added José Ramón de la Morena, a leader in night-time radio with El transistor, and Frank Blanco joined **Europa FM** at the helm of the first after-work show on Spanish radio.

- **The most profitable and solid radios of the sector. Atresmedia Radio** ended 2016 with the best revenue per listener and one of the most solid financial positions in the reporting Net Revenues of 82.2 mill €.
- **A radio of reference in Spain. Atresmedia Radio** finished the year consolidating its leading position in the radio market and continued to demonstrate its strength and influence. **Atresmedia**'s radio division reached an average audience of 4.2 million listeners.
- **Onda Cero increases its audience.** With an average of more than two million listeners, **Onda Cero** held the number three position among general interest radio stations, ending the year as the only station to increase its audience, according to the last survey (Encuesta General de Medios). Moreover, **Onda Cero** had an average audience in the year of almost 2 million listeners.

- **Successful morning show Más de uno.** Más de uno, with Carlos Alsina and Juan Ramón Lucas, earned an audience of more than 1.2 million listeners per day in 2016.
- **Betting for the best sports programming.** José Ramón de la Morena debuted on **Onda Cero** with 372,000 listeners, doubling the audience for his time slot.
- **Compromise with the analysis and the information in the highest audience slots.** Noticias Mediodía ended the year as the number two news show in its slot, with 204,000 listeners. Julia Otero consolidates its program in the second place of the ranking of the evening shows, and each night, 323,000 listeners tune in for La brújula.
- Isabel Gemio and Te doy mi palabra maintained their commitment to listeners and society, with 618,000 and 587,000 listeners on saturdays and sundays respectively.
- **Successful formulas of Europa FM and Melodía FM. Europa FM**, with almost 2 million listeners, held its position at number three among specialised stations. **Melodía FM**, one of the youngest formulas on Spanish radio, grew to 286,000 listeners as an average in 2016 (269.000 in the last survey).
- **Levántate y Cárdenas: yet another year of growth.** The morning show Levántate y Cárdenas, gathered more than 1.1 million dreamers every morning with a successful mixture of entertainment, current affairs, good music and humor with Javier Cárdenas at the helm.

Atresmedia Publicidad

- **Atresmedia Publicidad was the highest ranked exclusive agent for television**, leading in sales service and advertising effectiveness.
- **The audiovisual group with the best reputation.** Studies such as RepTrak España, Personality Media, Media Scope, Superbrands and Randstad Award once again demonstrated that **Atresmedia** is the audiovisual group with the best reputation.
- **Atresmedia's commercial offerings were ranked number two by Comscore**, only surpassed by Google, with over 27 million users, reaching 84 % of the online population.
- **Eduardo Olano was appointed as the new Chairman of Atresmedia Publicidad**, passing the General Manager's baton to José Miguel García-Gasco. Beatriz Medina, Digital General Manager of **Atresmedia Publicidad**, was named chair of the board of directors for IAB Spain.
- **Atresmedia Publicidad launched Iceberg, an innovative initiative providing access to Atresmedia's entire digital advertising portfolio.** This year also saw the launch of Atresdata, a new and revolutionary tool for improving affinity and effectiveness in television advertising sales.
- **Consolitation of MABS. Atresmedia Publicidad** made a strong showing with the second edition of the Management & Business Summit, a major gathering of global executives and leaders.
- **The importance of television to increase awareness. Atresmedia Publicidad** and Tres14Research once again conducted the ROIMAP study, reflecting the continued increase of the importance of television in increasing awareness.
- **Special advertising actions with big companies. Atresmedia Publicidad** worked with Twentieth Century Fox, Ikea, DKV, Adeslas, Heineken, Bwin and Gas Natural Fenosa on special actions in 2016.

Atresmedia maintains its position as the leading online audiovisual group

As a group, **Atresmedia**'s websites ended 2016 with a monthly average of more than 24 million unique users, up 14 % on 2015, maintaining the corporation's position as the leading audiovisual group on the Internet.

- Throughout 2016, the **Antena 3** website received an average of 8 million unique users per month.
- **This year, the Antena 3 news portal was again a key element of Atresmedia's digital growth**, topping its 2015 figures by 16 % and attracting 3.6 million monthly users interested in the intense Spanish and international political agenda. The latter included such issues as the American presidential election and the Brexit vote, among others.
- **laSexta Noticias website tripled its 2015 numbers.** laSexta Noticias website was responsible for one of **Atresmedia**'s milestones in the digital arena. It succeeded in tripling its 2015 numbers, to more than 2.8 million users, becoming the television website with the highest growth in 2016 and consolidating its position as the number three television website in Spain.
- **One year after its launch, Flooxer consolidated its position as a creators' platform, with more than one million users per month enjoying its content,** which included over 15,000 videos on its first anniversary. In addition, the series Paquita Salas, released on **Flooxer**, caught the eye of a large audience of viewers and critics, and was recognised with several awards.
- **Atresplayer was the leading platform, with over 4.8 million monthly users** and more than 600 million video plays per year. It ended the year with over 4.5 million registered users, 1 million more than at the close of 2015.
- **Over 6.8 million users visited Atresmedia's Thematic & Partners websites, 30% more than the previous year.** This was the result of the addition of new titles, seeking to diversify and search out new user niches.

Atresmedia Diversificación: the expansion model consolidates its position

This Division groups together the **Atresmedia** businesses not linked to advertising and is made up of four areas: **International**, **Media for Equity**, **New Businesses** and **Music Rights Management**.

- **Atresmedia is the group with the highest number of subscribers only after the big American majors**. This shows the high capacity of penetration in the pay TV market.
- **Atresmedia Group's three international channels – Antena 3 Internacional, Atreseries and ¡HOLA! TV – reached 45 million subscriber homes**, up 40 % from 2015.
- **Antena 3 Internacional celebrated its twentieth anniversary in 2016**, debuting in Canada, the United Kingdom, Australia and Equatorial Guinea. This increased its subscribers by 20 % over the previous financial year.
- **Atresmedia Diversificación's Media for Equity model established itself as a key player in the Spanish venture capital sector.** At year end, the **Atresmedia** portfolio included ten companies in which it has shareholdings, notably, some of the most promising Spanish start-ups.

Atresmedia Cine: another year of box office growth

- **Atresmedia Cine premiered twelve films in 2016, which accounted for 38.4 % of the total Spanish box office**, up nine points on 2015. All of the new films ranked among the top twenty five money-makers, and five were in the top ten.
- **Atresmedia Cine won two Goya Awards with El hombre de las mil caras** for Best Screenplay and Best Leading Actor, Eduard Fernández. This film also won other prizes: Premio Feroz , Gaudí, and San Sebastian.
- **Palmeras en la nieve continued its successful run**, bringing in a total of 16.8 million euros at the box office in 2016.
- **The two biggest Spanish comedy box-office hits of the year**, Cuerpo de élite and Villaviciosa de al lado, were **Atresmedia Cine** productions.

Corporate Responsibility: Atresmedia's commitment to sustainability

Economic and corporate dimension

Atresmedia is recognised by the RepTrak España 2016 study as the Audiovisual Group with the best reputation

Atresmedia is the audiovisual company with the best reputation among Spanish consumers in terms of financial results, products and services offered, integrity, good citizenship, leadership, innovation and working environment, according to data from the study RepTrak España 2016.

For all indicators analysed in the study, which is based on 8,084 interviews and 32,000 assessments of 290 companies, **Atresmedia** ranked considerably higher than its main competitors. In the opinion of consumers, the **Group**'s strongest points are its financial soundness, innovation capacity, leadership position among competing companies, and its news and entertainment offerings.

Third Personality Media Image Study places Atresmedia Televisión at the top of the ranking of programmes with the highest quality

According to the latest analysis in the third television Image Study, conducted by Personality Media, **Antena 3** and **laSexta** are the Spanish channels with the highest quality, the favourites among Spaniards, the most entertaining, with the best news programmes and presentors, and the most varied programming.

The study puts **Atresmedia Televisión** at the head of the ranking of the Top 15 highest quality programmes. For the third year, between them, **Antena 3** and **laSexta** garnered the top position in 10 of the 11 categories that make up this study, which measures the positive attributes of channels.

Atresmedia joins Forética, leading CSR forum in Spain, participating in the Transparency, Good Governance and Integrity Cluster

Atresmedia has signed a co-operation agreement with Forética, making the audiovisual company the first communications group to become a member of one of the leading CSR and sustainability organisations in Spain and Latin America. With this co-operation agreement, the **Group** seeks to more actively and dynamically promote the **Company**'s corporate responsibility strategy, as well as continuing to make a positive contribution to society, individuals and the environment in order to ensure a more sustainable future.

Within Forética, **Atresmedia** will also be part of the Transparency Cluster, through which the top global trends and discussions around transparency, good governance and integrity will be incorporated into the Spanish context.

Atresmedia climbs to number 18 in the Reporta 2016 report and is the media company with the best public information

The Reporta 2016 report, published by DEVA, evaluates the quality of the financial and non-financial information of the 113 companies that make up the IGBM stock index (Index of the Madrid Stock Exchange). The study looks at three aspects: transparency, importance and accessibility of the information published. For the fourth consecutive year, with 73.4 points, **Atresmedia** is the media company with the best position in the ranking, climbing 11 places from its 2015 spot, from 29 to 18. Additionally, **Atresmedia** is the media company with the best score in all three assessment criteria.

Most attractive employer among communications groups, according to the 2016 Randstad Employer Branding Report

Atresmedia's HR policies have earned it the title "most attractive employer in the telecommunications industry" for the fourth consecutive year, according to the 2016 Randstad Employer Branding Report.

This study, which represents the best independent international analysis recognising the most attractive employers, also shows **Atresmedia** to be the third most attractive company in Spain, with 64.26 % of those surveyed choosing it as the **Company** they would like to join as an employee. The **Company** leads the ranking among young people aged 18–24 and is the best positioned in the "interesting job content" and "pleasant working atmosphere" categories, where it ranks number one.

Atresmedia Formación is created to contribute to the advancement of the audiovisual sector

Atresmedia took another step forward in its commitment to the audiovisual industry in 2016, creating **Atresmedia Formación**, an initiative aimed at training future audiovisual media professionals, supporting the progress and development of the sector.

Due to the **Group**'s experience and considerable technical and professional capacity, **Atresmedia Formación** has developed a comprehensive and specialised range of training offerings suited to the working reality of media and communications companies. The catalogue is made up of 438 practical single-subject courses specialising in subjects relevant to the environment: television, radio, cinema, music, etc., as well as other areas: communication skills, computing, multimedia, etc.

Social dimension

Atresmedia subtitles almost 100 % of its live broadcasts

Among **Atresmedia**'s priorities is increasing and facilitating access to audiovisual content for all people, regardless of their auditory or visual capacity. In 2016, live programming was the most important focus, and with the exception of sporting events, almost 100 % of live broadcasts were subtitled, incvluding all general interest news.

The group provides space valued at almost 12 million euros for NGO advertising campaigns, 49 % more than the previous year

In order to disseminate information about the work of different non-profit-making organisations and increase public awareness of their causes, **Atresmedia** provides free television and radio advertising space valued at 11,968,757 euros, representing a 49 % increase in this type of support over the previous year.

Ponle Freno races expand into other areas of Spain, now in Madrid, Vitoria, Tenerife and Vigo

The Ponle Freno races are continuing to expand into other areas of Spain. The cities hosting this major road safety event now number four. Madrid continues to draw the largest crowds, with 20,000 runners at its eighth edition. Vigo's first edition was a success, attracting 1,000 runners, and Tenerife and Vitoria have reinforced their participation with their second and third editions, respectively. These races enabled Ponle Freno to raise more than 200,000 euros, which have been allocated to different projects supporting the victims of traffic accidents.

Objetivo Bienestar holds its second wellbeing conference

The 2nd Objetivo Bienestar Conference was held in June 2016 at Ateneo de Madrid. At this second edition, the aim was to approach the concept of wellbeing from a practical perspective which could be applied to everyday life, placing special emphasis on issues such as emotional intelligence, interpersonal relationships, managing change, the search for happiness and self-improvement. The gathering featured such noted speakers as Luis Rojas Marcos, Silvia Congost, Pedro García Aguado, Mila Cahue, Enrique Rojas, Tomás Navarro, Javier Iriondo and Lary León.

More than 100,000 people join the Constantes y Vitales campaign for the use and installation of defibrillators

In 2016, Constantes y Vitales set itself a new and ambitious goal: asking autonomous communities to regulate the use and installation of defibrillators in public spaces. In just one month, more than 50,000 people joined the campaign, totalling over 100,000 by the end of the year. In addition, three autonomous communities have announced that they are taking steps to become cardiac-protected regions: Asturias, Murcia and Madrid. What is more, thanks to the campaign, numerous private companies and organisations have joined the initiative, installing defibrillators in their locations. These include **Atresmedia**, which became a cardiac-protected space in 2016, placing eight defibrillators in its facilities.

Crea Cultura launches its new campaign: "Está en tu mano"

Crea Cultura had launched a new campaign with the aim of conveying the importance of culture and responsible consumption of the same. Under the slogan "Está en tu mano", the campaign seeks to raise awareness of responsibility among digital consumers, getting them involved in content creation. The campaign was launched in collaboration with Google, Fece, Fedicine and Movirecord.

Tolerancia Cero airs over 70 reports and pieces on Antena 3 Noticias to raise awareness of gender-based violence

In 2015, Antena 3 Noticias and the Mutua Madrileña Foundation created the Tolerancia Cero initiative, aimed at raising awareness, encouraging reports to the police and sensitisation through education around this scourge of society. In 2016, spots were aired on television, along with commercial breaks on all radio stations, and all of the group's websites and social networks spotlighted this initiative. In addition, through its news programmes, **Atresmedia** used all of its communication powers to raise awareness among the population, airing over 70 pieces and reports discussing the problem of gender-based violence.

Fundación Atresmedia's ¡Grandes Profes! initiative brings together almost 5,000 teachers

One of the **Fundación Atresmedia**'s most recognised actions is the ¡Grandes Profes! initiative, which in 2016 brought together more than 1,400 teachers in person, with 3,500 attending via streaming. The goal of the event is to strengthen the figure of the teacher and give them tools for their everyday work in the classroom. On this occasion, it featured highly respected speakers from different fields, including César Bona, Victor Küppers, Nachi Picas and Nuria Roca, who shared experiences and tips to provide inspiration for attendees and give them examples to follow in their daily work with students.

209 Atresmedia employees participate in the Voluntariado Corporativo Programme, donating more than 2,500 volunteer hours to social welfare organisations

Atresmedia has a comprehensive corporate volunteerism programme which attracts more and more employee participation with each passing year. In 2016, **Atresmedia** offered 15 volunteer activities, helping 13 different social welfare organisations. 209 volunteers took part, donating 2,533 hours of their time to soup kitchens, providing companionship for the elderly and disabled, and training workshops for unemployed youth.

Environmental dimension

Atresmedia and National Geographic Channel join forces against climate change with the premiere of Before the Flood

Atresmedia programming includes a wide variety of content on environmental protection, with very specific messages to help build a society that is more respectful of its environment. In 2016, National Geographic Channel and **Atresmedia Televisión** joined forces against climate change with the premiere of Before the Flood, produced by Leonardo DiCaprio and Martin Scorsese, and directed by Fisher Stevens. The goal was to send out a warning to the world on the state of the environment and the fight against climate change.

Hazte Eco joins forces with Intermon Oxfam for the Marrakech Climate Change Conference

Hazte Eco, the **Atresmedia** initiative supporting the protection and defence of the environment and promoting community involvement in this area, joined forces with Oxfam Intermon in 2016 to send out a message of awareness-raising and action against climate change through the campaign "El cambio climático afecta más a quienes tienen menos", on the occasion of the Marrakech Climate Change Conference. The awareness-raising campaign consisted of airing a spot on **Neox**, as well as coverage of the conference on **laSexta** news shows. For its part, the website hazteeco.es created a specific section for this cause and the **Neox** programme Hazte Eco devoted a special programme to it.

ATRESMEDIA

Mission, vision and values

Mission

Broadcast of varied, innovative and high quality news and entertainment programs 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 our 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 encourage our employees to work on their own development and that of the organisation, giving them the strength and confidence to help the **Company** achieve its business goals.

Teamwork: We promote a culture based on establishing trust and respect between the Company and its employees. We empower them and encourage them to participate in decision-making processes, based on the principles of delegation and responsibility.

Financial results

Atresmedia reported excellent results in 2016. It achieved its highest ever revenues; higher even than those reported in 2007 when the conventional advertising market was 34 % bigger than it is today. Thanks to the strong performance of all its media and platforms, the Company's net revenues, EBITDA and net profit all increased compared to 2016.

The advertising market in conventional media was worth a total of 5,234.7 million euros, up 4.3 % on the previous year, according to Infoadex.

- Net revenue totalled 1,021.1 million euros, up 5.2 % on the 970.2 million euros reported for 2015.
- EBITDA for the year totalled 201.9 million euros,with a margin on net revenue of 19.8 % compared with 17.0 % in 2015.
- Net profit for the year increased by 30.1 % to 129.2 million euros.
- The distributed economic value in the year amounted to 738.7 million euros.

Atresmedia Televisión

The revenues generated by **Atresmedia**'s Television Division increased markedly in the year; in fact, it reported its highest ever revenues despite operating in a market that has shrunk by 39 % since its peak in 2007. Although it operates one channel fewer than its main competitor, it has succeeded in developing a varied and competitive range of programming with attractive content that has resulted in impressive audience figures.

The Division's financial results improved as a result in 2016:

- Net revenue totalled 909.5 million euros, up 6.1 % on the 857.4 million euros reported for 2015.
- EBITDA for the year totalled 169.4 million euros, an increase of 26.9 % on 2015 and with a margin on net revenue of 18.6 %.

Atresmedia Radio

The Radio Division of the **Company** has released solid results despite the lower growth shown by the advertising radio market. The strength of the grid of the radio channels, renewed in 2015, together with the cost control, make **Atresmedia Radio** the most profitable radio company in Spain, with an EBITDA Margin on sales of 24 %.

- Net revenue totalled 82.2 million euros, down 8.6 % on the 89.9 million euros reported for 2015.
- As costs were contained to almost the same extent by which revenues fell, EBITDA for the year totalled 19.7 million euros.
- The EBITDA margin on Net Revenues of the Radio Division maintained the same level of 2015: 24 %.

Shareholders Structure

Grupo Planeta De Agostini

Grupo Planeta De Agostini is the result of a strategic alliance between Grupo Planeta and De Agostini. The group's aim is to secure its leading position in the publishing world, in new sectors of the economy and, in particular, in the audiovisual media industry.

Grupo Planeta is Spain's largest family-owned publishing and communications group and a leading provider in the areas of culture, education, information and audiovisual entertainment. Since the foundation of Editorial Planeta in Barcelona in 1949, the Group, currently headed by José Creuheras, has combined sound business sense with a great capacity for innovation and a decidedly multinational approach.

Grupo Planeta leads the publishing market in Spain and Latin America, is second in the market in France and ranks among the top ten publishing enterprises worldwide. It owns over 100 publishing imprints that encompass all the literary genres and it boasts a catalogue featuring over 15,000 Spanish and foreign authors, both classic and contemporary. It is also the leading education private group in Spain and has more than 100,000 students in 88 countries.

Grupo Planeta's international outlook begins with its strong roots in Europe and Latin America. Its presence in over twenty-five Spanish-, Portuguese- and French-speaking countries gives it access to a market of nearly eight-hundred million people worldwide.

Grupo De Agostini is an Italian multinational group with operations in publishing, the production and distribution of content for television and cinema, and in the financial and insurance sectors. Founded in 1901, Grupo De Agostini has gradually expanded its activities from the historical editorial business, -the company is present in over 30 countries and publishes in 13 languages- to the diversification and international areas, fruit of the strategy implemented in 1997.

In December 2016 Grupo Planeta De Agostini restructured its investment in **Atresmedia**, and the company Grupo Pasa Cartera S.A.U. is now the direct holder of the Company's shares.

RTL Group

RTL Group S.A. holds its shares in **Atresmedia** via its subsidiary UFA FILM, Gmbh. Since July 2001 Bertelsmann has been the majority shareholder of RTL Group.

With 60 television channels and 31 radio stations in 12 countries, RTL Group is Europe's leading company in the entertainment market. The company, whose head office is in Luxembourg, has investments in radio and television companies in Germany, France, Belgium, the Netherlands, Luxembourg, Spain, Hungary, Croatia and Southeast Asia. Its shares are listed on the stock markets of Frankfurt, Brussels and Luxembourg.

Television: The RTL Group is the television company with the greatest number of viewers in Europe. Its channels, which include RTL in Germany, M6 in France, RTL 4 in the Netherlands and RTL-TVI in Belgium, are viewed by millions of people every day.

The multinational also has investments in markets such as Hungary (RTL Klub, RTL II and six cable channels), Croatia (RTL Televizija, RTL 2 and RTL Kockica), and in Spain via Atresmedia. In August 2013, RTL and

CBS Studios International announced a joint venture, RTL CBS Asia Entertainment Network, to launch two pay television channels in Southeast Asia: RTL CBS Entertainment HD and RTL CBS Extreme HD.

Content: FremantleMedia, RTL's content production division, is one of the largest international producers outside the United States. With operations in 31 countries, it produces over 10,000 hours of programming a year.

It is also one of the world's largest audiovisual rights distributors, selling more than 20,000 hours in 200 countries.

Radio: RTL operates radio stations in 6 countries with millions of listeners every day. It owns leading broadcasters in France (RTL) and has holdings in Germany (104.6 RTL and Antenne Bayern), Belgium (Bel RTL and Radio Contact), in Spain, via Atresmedia (Onda Cero, Europa FM and Melodía FM) and Luxembourg (RTL Radio Lëtzebuerg, Eldoradio).

Digital: RTL Group has become the leading European media company in on-line video and is ranked among Europe's top four global players in online video. In June 2015, RTL Group founded the RTL Digital Hub to oversee the investments in the multi-channel networks BroadbandTV and StyleHaul and in SpotX, one of the leading players in programmatic video advertising. RTL Group has also invested in Clypd, a pioneer in programmatic TV, and VideoAmp, a platform for cross-screen data optimisation.

Grupo Imagina

Grupo Imagina has operations throughout the world and is a leading producer and broadcaster of audiovisual products and sports events, being one of the most important audiovisual groups in Europe.

Grupo Imagina is shareholder of **Atresmedia Corporación** since 31st October 2012, year of the merger of **Antena 3** with **laSexta**, through Imagina Media Audiovisual, S.L. AND Mediaproducción, S.L.U.

Shareholders Structure

There were no material changes in the shareholder structure in the year.

G4-17

Atresmedia companies: subsidiaries and associates

Corporate structure at 22/02/17

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
Mr. Miguel Langle Barrasa

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

Atresmedia Radio

General Manager
Mr. Ramón Osorio de Rebellón

Atresmedia Publicidad

Chairman
Mr. Eduardo Olano Codesido

General Manager
Mr. José Miguel García Gasco

Atresmedia Digital

General Manager
Ms. Patricia Pérez González

Atresmedia Diversificación

General Manager
Mr. Javier Nuche Sanz

Atresmedia Cine

Chairman
Mr. Mikel Lejarza Ortiz

Fundación Atresmedia

General Manager
Ms. Carmen Bieger Morales

The stock market in 2016 and the outlook for the economy

2016 was a very good year for the Spanish economy, although the stock market did not reflect it. The IBEX 35 traded at below its opening level throughout the year. It closed at **9,352.10** points, **a fall of 2.01 %**, making this the second consecutive year that the index closed lower than at the start of the year. Other European markets performed better, with the major indexes closing up on the year. The US stock markets were also trading higher at the end of the year than at the start.

The economic recovery that began in 2014 continued throughout 2016. GDP grew in the year by 3.2 %, the same as in the previous year. A number of factors helped produce this additional growth in the year: an upturn in job growth that gave domestic consumption a strong boost, the ease with which the fiscal tightening process was implemented, the exceptional performance of tourism and falling oil prices and interest rates.

According to the macroeconomic forecasts of various bodies, the economy will continue to grow in 2017, albeit more moderately. This is because some of the aforementioned factors will no longer be supporting growth. Oil prices climbed rapidly at the start of the year and, furthermore, tax increases designed to meet deficit targets for 2017 have now come into effect. These and other factors mean that consumption and investment are likely to grow more slowly.

According to the latest forecasts from the Fundación de las Cajas de Ahorros (FUNCAS), published in January 2017, analysts expect GDP to grow by 2.4 % in 2017. These estimates are slightly higher than the figures published by the IMF (2.3 %) and lower than those published by the Bank of Spain and the Government (2.5 %).

The advertising market continued to grow in 2016, although in the end not by as much as in 2015. According to Infoadex, the total advertising market grew in 2016 by 4.3 % to 5,234.85 million euros. The television advertising market totalled 2,121.9 million euros, a 5.5 % increase on 2015.

At the date of this report, analysts expect the television advertising market in 2017 to grow by around 4.7 % to 2,221 million euros.

Atresmedia's shares and share capital

Atresmedia's shares were trading at 10.39 euros at the end of 2016, up 5.6 % on the 2015 closing price. The performance of European television companies in general was mixed during the year, with their share prices falling by an average of 3.6 %.

Television companies' share prices, at least in Spain, are closely linked to trends in the advertising market. **Atresmedia**'s shares therefore rose more in the first half of the year (when the market grew by 8.4 %) than in the second half (when the market grew by just 2.5 %).

At 31 December 2016 the share capital of **Atresmedia Corporación** was 169.3 million euros, represented by 225,732,800 shares with a face value of 0.75 euros.

Key figures	2016
Share capital at 31 December (thousands of euros)	169,299.6
Number of shares at 31 December	225,732,800
Market capitalisation at 31 December (millions of euros)	2,345.36
Share price at 31 December (euros/share)	10.39
High (euros/share)	11.72
Low (euros/share)	7.73
Weighted average price (euros/share)	9.75
Average daily trading volume (shares)	894,246
Average daily trading volume (thousands of euros)	8,715.0

Source: Six Telecours

Shareholder and investor relations

The Investor Relations department and the Shareholders' Office are responsible for publishing quarterly financial reports, audience data reports and other periodical information. These departments also give details of the market and company news, and the Group's financial outlook.

During the year Atresmedia's Investor Relations department took part in 34 conferences and roadshows in cities including London, Madrid, Paris, Milan Frankfurt, Dublin, Nice, New York, Boston, Chicago and Oporto.

In addition to these trips, the department held ongoing and direct meetings, investor group meetings and telephone conversations with sector analysts and investors. Around 700 contacts in the financial community were established in the period.

To ensure that they have fast access to clear information, the corporate website, www.atresmediacorporacion.com, has a special section for shareholders and investors where price sensitive information, financial results and other key news items are published.

Investors can contact the **Company** at the email address ir@atresmedia.com, while non-institutional shareholders should write to oficinadelaccionista@atresmedia.com.

Analysts and investors can contact the **Company** through the Investor Relations department to get direct answers to their questions and concerns about the sector and about **Atresmedia**. The issues that generated the most interest last year were the performance of the advertising market (monthly trends and the outlook for 2017), the sectors that spent most on advertising in each quarter, the impact of new technologies and new ways of watching television on traditional television consumption and their knock-on effect on advertising spending.

The department's staff also answered questions on issues such as the **Group**'s cost structure, its other divisions (radio, film, diversification) and the **Company**'s approach to the new digital world.

Investor Relations, meanwhile, with the aim of raising the profile of different areas of the **Group**, organised sessions with analysts and investors at which the

heads of the divisions talked about the main variables affecting the business and answered their questions. In December it produced a case study on **Atresmedia Radio** discussing its market, programming, outlook and business goals.

Strategy and business model

Atresmedia is the most important communications group in Spain, a leader in the television and radio markets with an ever-increasing presence in the digital market and in businesses that are not entirely dependent on traditional advertising. All these media are marketed by **Atresmedia Publicidad**.

Atresmedia Televisión is the **Group**'s largest division, accounting for 89.0 % of its total revenues.

It operates six free-to-air channels, each with its own distinct personality, which top the rankings for their respective target audiences: **Antena 3**, **laSexta**, **Neox**, **Nova**, **Mega** and **Atreseries**.

The **Company**'s flagship is **Antena 3**, and was its first channel, launched 26 years ago. It is a generalist channel that broadcasts programmes from a wide range of genres, with the aim of attracting the widest audiences. News, entertainment, drama and sport form the bulk of its content and provide the structure for its weekly programming. It's audience share in 2016 was 12.8 %, with prime time commercial audience figures (the most attractive audience for advertisers) of 14.3 %. **laSexta** Is the **Group**'s second channel with an audience share of 7.1 %. It merged with **Atresmedia** in 2012; since then its audience figures have increased year-on-year. One of its prime focuses is informative programming: in addition to two news programmes it broadcasts a daily informative and political talk show and a weekly special information programme. **Neox** is the most important of the complementary channels, with a 2.5 % audience share. Aimed at young audiences, it was launched in 2005 and is now an established brand for viewers seeking more modern content. On the **Neox** channel, the morning slot, NeoxKidz, is aimed at very young audiences, broadcasting the top cartoon shows. **Nova** (2.2 % audience share) is **Atresmedia**'s channel aimed at female audiences. Its programming includes music, cookery, soap operas and films. **Mega** is one of **Atresmedia**'s newest channels, launched in July 2015. Aimed at adult, male audiences, it principally broadcasts foreign series, football, films and documentaries. It attracted exceptional audience levels right from the start, and had an average audience share of 1.8 % at the end of 2016. **Atreseries** is the group's youngest channel. It broadcasts Spanish drama series from **Antena 3**'s archives and highly successful foreign series. In 2016 its audience share was 0.77 %, with 1.00 % of commercial target audiences.

With these six channels, each with its own clearly defined profile and target audiences, **Atresmedia Televisión** is today a widely recognised brand with outstanding, high-quality and varied pro-

gramming for a plurality of audiences, that respects its viewers and endeavours to bring them the best information and entertainment products.

All of **Atresmedia Televisión**'s channels aim to inform and entertain, based on a clear commitment to truthfulness and quality, which continues to win the support of the public, who trust the wide range of content offered on **Atresmedia**'s channels to meet their entertainment and information needs. **Atresmedia Televisión**'s channels achieved a combined audience share of 27.1 % in 2016, three percentage points more than in 2015.

Revenues in the television business are highly cyclical and closely linked to trends in the advertising market. Being aware of the cyclical nature of its main source of revenues, **Atresmedia** works constantly to maximise them. Its sales team analyses every campaign, customer and programme to determine the best commercial strategy. This, combined with attractive programming, has enabled **Atresmedia Televisión** to achieve a share of the television advertising market of over 42 %, making it the leading operator in the Spanish market, and a Power Ratio of 1.6, the highest of all the Free to Air Televisions in Spain. All this makes **Atresmedia Television** the top TV player in Spain.

Atresmedia Radio generates 8.0 % of the **Group**'s revenues and is Spain's third-largest radio broadcaster in terms of listener numbers. It operates three distinctive stations with a combined average of 4.2 million listeners in 2016 (third 2016 EGM wave, rolling average). **Onda Cero**, with 1.92 million listeners, is Spain's third-ranking non-specialist radio station. Its programming was extensively restructured in 2015, changing part of its content and some of its best-known voices. After many years with no changes, the station is entering a new phase with exciting plans for the future, without losing sight of the values it has always been known for: credibility, quality and being in touch with its audience.

Europa FM is the third-ranking music station and the station of choice for listeners who enjoy not only the latest music but that of the last few decades. It had an average of 1.95 million listeners in the year. Its top programme in 2016 was once more the morning show Levántate y Cárdenas, which over 1.1 million people wake up to each morning.

Melodía FM Is the **Group**'s third station. Relaunched in 2014, its target audience is more mature than that of **Europa FM**. Its listener figures have increased in every single month since its relaunch, and at the end of 2016 it had 286,000 listeners.

Atresmedia Publicidad: **Atresmedia** is supported by a strong and experienced sales force. Is the biggest seller of multimedia advertising in the Spanish market with a 19 % share of total spending in conventional media. This division markets the advertising services of all the **Group**'s media, offering tailored solutions

for customers across all platforms. Its strategy is based on a customer-focused approach, innovation, efficiency and profitability. This strategy ensures that customers, who seek to get the most out of their investments, trust **Atresmedia** to provide them with the support needed to ensure that their campaigns reach their target audiences at the most suitable times for the best price.

Atresmedia Digital: Is one of Atresmedia's most important and fastest-growing divisions. Created to develop **Atresmedia**'s on-line strategy, at the end of 2016 it was the clear leader in the audiovisual sector on the internet.

This division is building its strategy around four key areas: the websites of the **Group**'s television channels and radio stations, specialist websites, full-length videos (**Atresplayer**) and short videos (**Flooxer**).

In 2016 monthly unique visitor figures for **Atresmedia Digital**'s websites totalled 24 million, up 14 % on the monthly average in 2015, being leader in the sector. This growth is due to the quality of the content offered on the **Group**'s television and radio websites and. In addition, in 2016 the television websites were redesigned to make them more usable and easy to navigate, in line with new ways of consuming content, and to give them a more attractive look.

In November 2016 **Atresmedia Digital** launched its new strategy for specialist sites, extending its range of vertical portals, building up the range of content offered through cooperation agreements, enabling it to reach new audiences and strengthen the **Atresmedia** brand. **Atresmedia**'s **Temáticos&Partners** is the largest group of specialist websites belonging to a Spanish media company, comprising 13 specialist portals offered by **Atresmedia** and seven cooperation agreements with Spain's top publishers and native internet media.

One of **Atresmedia Digital**'s flagship products is **Atresplayer**, an on-line video platform allowing viewers to watch television live or on catch-up. Users can access this season's content for free, or pay a monthly subscription to access all content.

In 2016 **Atresmedia** continued to strengthen its position as the leading on-line platform for viewing television. 660 million videos were viewed throughout the year and the platform had over 4.8 million users a month.

Atresmedia's commitment to varied, high-quality content is the key to the platform's success. In addition to the **Group**'s drama and entertainment content, the strong performance of football broadcasting under the Champions Total banner (the final between Real Madrid and Atlético de Madrid was the most viewed live broadcast on **Atresplayer** in 2016 with 300,000 users) was fundamental to building **Atresplayer**'s audiences.

Over a million users a month enjoyed the short videos offered on the **Flooxer** platform in 2016. In just one year the platform has grown to host content from 200 creators in 450 formats and with over 15,000 videos.

In this short period of time, **Flooxer** has become a go-to platform for users, content creators and brands, developing a range of high quality content across all genres and formats appealing to all types of audience: humour, lifestyle, action, drama, children's content, film, cookery, TV and music, etc.

Atresmedia Diversificación: This division was created to further **Atresmedia**'s ambitions for growth. It brings together the **Group**'s businesses that are not linked to advertising, allowing it to generate additional revenues. The businesses included under the **Atresmedia Diversificación** umbrella include the **Internacional**, **Media for Equity**, **New Businesses** and **Music rights management division**.

- **Atresmedia Internacional** was set up to unify the strategies and efforts of the **Group**'s three international channels (**Antena 3 Internacional**, **Atreseries** and iHola!TV) and, especially, its distribution, communication and marketing activities. The creation of this new division resulted in the number of subscriber households increasing by over 40 % in the year, to 45 million.

- Through its **Media for Equity** business, **Atresmedia** invests in companies it considers to have great potential, swapping capital for advertising space. In less than three years, **Atresmedia** has become an established player in the Spanish risk capital sector, as a co-investor in some of its main funds. The **Group** has invested in more than ten high potential start-ups, giving these new businesses the important boost represented by the opportunity to advertise on the **Group**'s television channels and radio stations (**Job Today**, **Promofarma**, **Fintonic**, **Hundred** Rooms, etc.).

- The **New Businesses** division is responsible for the commercial management of the **Group**'s brands and for seeking new business opportunities in segments outside the advertising sector. The lines operated by the division include licences and merchandising, on-line games and Tualbum.com.

- Finally, the **Music rights management division** manages music distribution rights through music publishing company IRRADIA, and the exploitation of recording rights under the **Atresmúsica** music label, launched in 2015.

Atresmedia Cine is the **Group**'s film production division. Every year it produces or invests in the production of feature length films to comply with the requirements of the General Audiovisual Law, under which television broadcasters must invest part of their revenues in the film industry. Through **Atresmedia Cine**, the **Group** has turned an obligation into an opportunity, releasing over 110 titles to date. In 2016 the division co-produced 12 feature length films, all of which were ranked among the top 40 films released in the year, accounting for 38.4 % of the box office receipts for Spanish films.

Atresmedia creates, generates, manages, distributes and markets content across every possible platform, making it the most important communications group in Spain.

Corporate governance

RELEVANT ASPECT

In 2016, **Atresmedia** has taken significant steps to improve the organisation's transparency and corporate governance, carrying out reforms to adapt to new developments in the legislation and the Code of Good Governance, approved in February 2015.

Atresmedia's Corporate Governance System is comprised of the company's governing and management bodies, along with the legal provisions and internal regulations that have been approved in order to ensure its correct operation and the control of these bodies, as well as an appropriate relationship with all of the stakeholders: employees, shareholders, investors, public administrations, advertisers, viewers, etc.

System of corporate governance

The system is based on **Atresmedia**'s Corporate Governance Policy, the main objective of which is to promote the common interest of the organisation and its stakeholders, as reflected in its principles.

Principles governing Atresmedia's Corporate Governance Policy
1. To define a corporate governance system that is respectful of the legal, general and self-imposed regulations.
2. To pay attention to good governance recommendations and incorporate them into its system, provided that this is possible and that they are in keeping with the social interest.
3. To ensure the fair treatment of shareholders, on the basis of strict compliance with the regulations on market abuse.
4. To facilitate the exercising of shareholders' rights (rights of information, effective participation and voting, etc.).
5. To promote communication and the active participation of stakeholders in the company, with a view to creating shared value (shareholders, investors, advertisers, employees, etc.).
6. To ensure the existence of the appropriate procedures for selecting directors, which guarantee a reasonable balance and diversity in the Board of Directors when carrying out its mission.
7. To ensure the quality and effectiveness of the operation and performance of the Board of Directors, the Chairman of the Board, the Company's Chief Executive and the Board's Committees.
8. To establish control and compliance mechanisms for the procedures established for the supervision and monitoring of the corporate governance model.
9. Utmost transparency, ensuring the timely and accurate reporting of all matters relating to the Company, including the financial situation, ownership and governance of the Company and corporate responsibility.

Atresmedia's governing and management bodies

In 2016 **Atresmedia** has increased the presence of independent directors on the Board and its Committees. Ms. Mónica Ribé has joined the Audit and Control Committee, which therefore has a majority of independent members, and Ms. Patricia has joined the Executive Committee, which in terms of the category of directors appointed has a similar composition to the Board of Directors, in accordance with Recommendation 37 of the Code of Good Governance.

Composition of the Board of Directors

Moreover, with the appointment of Ms. Mónica Ribé another step has been taken towards gender diversity in the organisation. Female directors now represent 30 % of the Board of Directors, which allows it to meet Recommendation 14 of the Code of Good Governance and the target that **Atresmedia** had set in its Directors' Selection Policy for 2020.

Another new development this year has been a change in the Chairman's directorship status, now being classified as executive. As a result of this change, Ms. Patricia Estany has been appointed as Coordinating Director. In addition to the legally established duties, she has been assigned all of the duties contained in article 15 of the Board of Directors Regulations, whose content is adapted to Recommendation 34 of the Code of Good Governance. These duties are:

- To request the convening of the Board of Directors or the inclusion of new items on the agenda of a Board meeting already convened.
- To coordinate and bring together the non-executive directors and lead, where appropriate, the regular evaluation of the Chairman of the Board of Directors.
- To chair Board meetings in the absence of the Chairman and Vice-Chairmen.
- To report the concerns of the non-executive directors.
- To keep in contact with investors and shareholders in order to gather their points of view for the purposes of forming an opinion on their concerns.
- To coordinate the Chairman's succession planning.

Board of Directors

Mr. José Creuheras
Chairman

Mr. Maurizio Carlotti
Vice-chairman

Mr. Silvio González
Chief Executive Officer

Ms. Patricia Estany
Coordinating Director

Mr. Josep María Benet
Member

Mr. Mauricio Casals
Member

Ms. Aurora Catà
Member

Mr. Marco Drago
Member

Ms. María Entrecanales
Member

Mr. Elmar Heggen
Member

Mr. José Manuel Lara
Member

Ms. Mónica Ribé
Member

Mr. Nicolas de Tavernost
Member

Mr. Manuel de la Viuda
Secretary

Ms. Margarita González
Vice-Secretary

Chairman:	Mr. José Creuheras
Vice-chairman:	Mr. Maurizio Carlotti
Chief Executive Officer:	Mr. Silvio González
Coordinating Director:	Ms. Patricia Estany
Members:	Mr. Josep María Benet, on behalf of Imagina Media Audiovisual, S.L.
	Mr. Mauricio Casals
	Ms. Aurora Catá
	Mr. Marco Drago
	Ms. María Entrecanales
	Mr. Elmar Heggen
	Mr. José Lara
	Ms. Mónica Ribé
	Mr. Nicolas de Tavernost
Secretary:	Mr. Manuel de la Viuda
Vice-Secretary:	Ms. Margarita González

Executive Committee

Chairman:	Mr. José Creuheras
Chief Executive Officer:	Mr. Silvio González
Coordinating Director:	Ms. Patricia Estany
Members:	Mr. Maurizio Carlotti
	Mr. Marco Drago
	Mr. Nicolas de Tavernost
Secretary	Mr. Manuel de la Viuda

Audit and Control Committee

Chairwoman:	Ms. Aurora Catà
Vice-Chairman:	Mr. Elmar Heggen
Members:	Ms. María Entrecanales
	Mr. José Lara
	Ms. Mónica Ribé
Secretary:	Ms. Margarita González

Appointments and Remuneration Committee

Chairwoman:	Ms. Patricia Estany (Coordinating Director)
Vice-Chairman:	Mr. Nicolas de Tavernost
Members:	Mr. Mauricio Casals
	Ms. Aurora Catá
	Ms. María Entrecanales
Secretary:	Mr. Manuel de la Viuda

*Composition as of 31 December 2016

Remuneration of the Board of Directors

The Ordinary General Shareholders' Meeting held in 2016 made limited changes to the directors' remuneration policy approved in the 2015 meeting and which gave rise to a remuneration plan with an allocation of shares aimed at certain directors and managers of **Atresmedia Corporación**.

This plan establishes a long-term incentive linked to the organisation's performance over a three year period and to meeting two financial targets. This is only aimed at executive directors, as recommended in the Code of Good Governance.

The changes made to the policy and details of the plan appear in the Annual directors' remuneration report approved by the Board of Directors on 22 February 2017, which has been sent to the Comisión Nacional del Mercado de Valores (National Securities Market Commission - CNMV) and is available on its website and the corporate website of **Atresmedia**.

Reforms of the internal regulations

In 2016, **Atresmedia** carried out new reforms to its Corporate Governance regulations. Some of these are the result of legal requirements, as Law 22/2015 of 20 July on Account Audits introduced amendments to the Capital Companies Act with regard to the competencies and composition of the Audit and Control Committee. Others have been carried out to improve **Atresmedia**'s level of compliance with the Code of Good Governance.

In this regard, it has amended the Board of Directors Regulations in order to establish limits and rules about the number of boards to which a director can belong, following Recommendation 25 of the CGG. It has also approved a new internal code of conduct regarding the securities market, in order to adapt to the new European regulation on market abuse that entered into force in July 2016.

These amendments are in addition to those already carried out by the **Organisation** in 2015 which involved reforming all of the corporate governance regulations and approving new policies for corporate governance, corporate responsibility, directors' selection and communication with shareholders and investors, among others. The regulations comprising **Atresmedia**'s Corporate Governance System are as follows:

- Bylaws
- General Shareholders' Meeting Regulations
- Board of Directors Regulations
- Internal Code of Conduct in matters relating to the Securities Market
- Code of Conduct
- Regulatory Compliance Committee Regulations
- Electronic Shareholders' Forum Regulations
- Corporate policies:
  - General Corporate Governance policy
  - Policy on communication with shareholders, investors and voting advisers
  - Tax policy
  - Remuneration policy
  - Directors' selection policy
  - General corporate responsibility policy
- Policies and Protocols of the Regulatory Compliance and Control Model:
  - Action protocol in the event of a breach of the Regulatory compliance and crime prevention model
  - Disciplinary system of the Regulatory compliance and crime prevention model
  - Regulatory procedure for the queries and complaints channel
  - Protocol on the acceptance and giving of gifts
  - Risk protocol related to the possible use of audiovisual material without rights
  - Action protocol of the Committee to comply with the Ley General de Comunicación Audiovisual (General Law on Audiovisual Communication - CLGCA) in relation to advertising
  - Protocol on the use of computer resources
  - Protocol for analysing and approving related-party transactions
  - Protocol for compliance by Fundación Atresmedia with all obligations deriving from the Ley de Prevención de Blanqueo de Capitales y de Financiación del Terrorismo (Law on the Prevention of Money Laundering and Financing Terrorism)
  - Action protocol for transactions with special tax implications
- Other protocols
  - Notifications management protocol
  - Management protocol for Powers of Attorney and Electronic Signatures
  - Action protocol against criminal risk
  - Directors' recruitment protocol

All of the regulations forming part of **Atresmedia**'s Corporate Governance System are available on the corporate website www.atresmediacorporacion.com, in the Shareholders and Investors/Corporate Governance section.

The **Group**'s internal protocols and procedures are available to all employees on the corporate Intranet.

Good Governance and transparency: initiatives of improvement in 2016

In keeping with the *Guía técnica de buenas prácticas para la aplicación del principio "cumplir o explicar"* (Technical guide on good practices for the application of the "comply or explain" principle) issued by the CNMV in July 2016, **Atresmedia** decided to review, in the second half of the year, the explanations relating to breaches or partial breaches provided in the 2015 Corporate Governance Report. The objective was to assess whether these clarifications fit the criteria established by the guide, according to which companies must clearly indicate the Code of Good Governance recommendations that they are not following and provide, in each case, an explanation of the reasons for this and measures adopted in order to ensure that the organisation's activity continues to be consistent with the objectives of the Recommendation and the Code.

As a result of this analysis, **Atresmedia**'s Board of Directors, at the request of its Chairman and in collaboration with the Board Committees and its Secretary, has approved some improvements, many of which have already been reflected in the 2016 Annual Corporate Governance Report, available on the website of the CNMV and **Atresmedia**.

Regulation or recommendation		Legal principle/ recommendation CGG	Implementation date	Action
General Meeting	Inclusion of suitable explanations about the Corporate Governance activity in the Chairman's speech to the General Meeting.	Recommendation 3 of the CGG	14/12/2016	The Board of Directors has resolved to deal in more depth with this matter in the speech given by the Chairman at Ordinary General Meetings.
	Retransmission of the General Shareholders' Meeting through the website.	Recommendation 7 of the CGG	14/12/2016	The Board of Directors has approved the retransmission through the website of the 2017 Ordinary General Meeting and subsequent ones.
Board of Directors and Committees	Selection and appointment of new independent directors and their appointment to the Audit Committee, so that they form a majority.	Mandatory Legal principle 529m of the LSC	20/04/2016	The 2016 Ordinary General Shareholders' Meeting approved the appointment of the independent director Ms. Mónica Ribé, who joined the Audit and Control Committee, which now has a majority of independent members.
	Appointment of at least one independent director to the Executive Committee, so that its composition is similar to that of the Board of Directors.	Recommendation 37 of the CGG	23/11/2016	The Board of Directors has agreed to appoint the independent director Ms. Patricia Estany to the Executive Committee.
	In 2020, female directors must represent 30 % of the Board of Directors.	Recommendation 14 of the CGG	20/04/2016	With the appointment of Ms. Mónica Ribé, female directors account for more than 30 % of the total.
	To establish a maximum number of Boards to which a director can belong.	Recommendation 14 of the CGG	23/11/2016	The Board of Directors has implemented a maximum limit and rules for its application (art. 35 of the Board Regulations).
	Independent directors must represent at least one third of the total, as there is one shareholder who controls more than 30 % of the share capital.	Recommendation 17 of the CGG	20/04/2016	With the appointment of Ms. Mónica Ribé, **Atresmedia** has 30 % independent directors, a figure that is close to the recommended 33 %.
	Variable remuneration of executive directors through the delivery of shares or financial instruments linked to its value.	Recommendation 47 of the CGG	23/11/2016	Only executive directors have this type of remuneration.

Regulation or recommendation		Legal principle/ recommendation CGG	Implementation date	Action
Transparency	To publish a report on the auditor's independence on the website.	Recommendation 6 of the CGG	14/12/2016	The Board of Directors has agreed to publish this report with the documentation made available to shareholders for the Ordinary General Meeting.
	To publish a report on related-party transactions on the website.	Recommendation 6 of the CGG	14/12/2016	The Board of Directors has agreed to publish this report with the documentation made available to shareholders for the Ordinary General Meeting.
Other	Involvement of an external adviser in the annual assessment of the Board of Directors	Recommendation 36 of the CGG	23/11/2016	The Board of Directors has agreed for an independent specialist firm to advise it on the assessment for 2016.
	Meeting of the external auditor with the entire Board of Directors to inform them about the work carried out and the evolution of the company's accounting and risk situation	Recommendation 42 of the CGG	23/11/2016	The Board of Directors has agreed that as of 2017 the external auditor, who so far has attended the Audit and Control Committee five times a year, will also attend the Board at least once a year.

In 2015, and for the third consecutive year, there was an assessment of the Board of Directors and its Committees, setting out the conclusions from this in a report that contained an Action Plan for 2016. The Secretary of the Board of Directors analysed the improvement proposals in this plan. A selection of those implemented during the year are included below:

1. The system for evaluating the Board of Directors was reviewed, taking into account Recommendation 36 of the CGG. The Appointments and Remuneration Committee meeting held on 23 November 2016 proposed, to the Board of Directors, the hiring of an external adviser to review its activity in 2016. It also favourably reported on the independence and suitability of the firm Deloitte to assume this task. On that same date, the Board of Directors approved the involvement of this firm in the evaluation process, which will culminate with a report to be approved in 2017.
2. Communication with the directors has been intensified in relation to corporate responsibility initiatives and the execution of the programmes of **Fundación Atresmedia**. The Corporate General Manager attended the Audit and Control Committee in order to explain the Annual and Corporate Responsibility Report, and the General Manager of **Fundación Atresmedia** attended the Board of Directors on the same date that the Board approved the 2017 Action Plan.

Evolución seguimiento Código de Buen Gobierno

* 2017 compliance scenario after the improvements approved in 2016

3. There has been an intensification of the participation of directors in matters related to the control and management of the **Group**'s risks. Its supervision is the responsibility of the Audit and Control Committee, to which regular reports have been submitted on the updating of the GRC system, mainly on the incorporation of risks and controls related to compliance and crime prevention.
4. The Secretary of the Board of Directors has provided information to the directors on the legal reforms affecting the **Group** during the year, paying special attention to those related to corporate governance and market abuse.
5. Continuous monitoring was carried out on the application of corporate policies, through controls associated with these in the GRC system and their reporting and application. Direct awareness of the directors from the different business areas has been encouraged, through a greater presence of the directors in the Board of Directors meetings. In 2016, the General Managers of **Atresmedia Publicidad**, **Atresmedia Radio**, **Atresmedia Televisión**, **Antena 3 Noticias** and **Fundación Atresmedia** have attended these meetings.

The conclusion of this internal analysis is that the degree of fulfilment and application of the proposals from the 2016 Action Plan is very high. However, this will continue to be taken into account as a reference for future years and, to the extent that proposals are not fully executed they will form part of the Action Plan for 2017.

Risk and Compliance Management Model

Atresmedia has implemented a Risk and Compliance Management Model which allows it to identify and assess the possible risks from its activity and mitigate them by implementing specific controls and action plans.

This Model is updated regularly depending on the evolution of the **Group**'s businesses, the materialisation of risks and new regulatory developments.

Its main objectives are:

- To ensure uniformity in the definition, identification and measurement of risks across all of the **Group**'s businesses.
- To create and maintain an internal control environment.
- To have tools and indicators that facilitate the assessment and identification of new potential risks, identifying these and allowing for the introduction of the necessary controls and their updating.
- To set policies, rules and procedures for action for the business areas of the **Group**'s different companies.
- To check that everyone related to **Atresmedia** complies with the rules and regulations relevant to all of the **Group**'s businesses.

Roles and responsibilities

The management and final responsibility for the Risk and Compliance Management Model lies with the Board of Directors.

The Audit and Control Committee is responsible for supervising the Model's operation and for reporting on this to the Board of Directors so that it can approve or amend, as appropriate, the action plans to be implemented.

Moreover, the Regulatory Compliance Committee and the Internal Auditing and Process Control Department regularly inform the Audit Committee of all new developments.

Other responsibilities related to the Risk and Control Management System are distributed as follows:

Business units and corporate units	• Responsible for controls, evaluation and supervision. • Compliance with external and internal regulations (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. • Information on new regulations that may apply to the **Group** or any of its business areas.
Internal auditing and process control department	• Coordinates and manages the Risk and Control Management Model • Designs policies and procedures and identifies new controls. • Tests controls and reports to the Audit and Control Committee.
Director of regulatory compliance (RCC)	• Chairs the Regulatory Compliance Committee. This is an independent external professional, requiring a strong ability for decision-making and taking action given that they are external to the **Group**'s organisational structure. The person the Board of Directors has appointed to this position is Mr. Pedro Ramón y Cajal, who has been a director at **Atresmedia** and has extensive legal training and experience in compliance models.
Regulatory compliance committee (RCC)	• The body that monitors the **Group**'s regulatory compliance. • Responsible for monitoring the Code of Conduct, Queries and Complaints Channel and Internal Regulation regarding the securities market.
Head of criminal compliance	• Responsible for implementing and monitoring the **Group**'s Criminal Compliance Model. • Responsible for the operation of the Queries and Complaints Channel.

Key components of the Model

The Risk and Compliance Management Model at **Grupo Atresmedia** has several key components:

Internal control tools

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

SAP GRC System	Internal Control System for the Preparation and Issuance of Financial Reporting (ICFR)	Policies, Protocols and Procedures
Internal Code of Conduct	Other computer control tools (e.g. Purchasing Management System, Contract Proposal Management System, Quality System, etc.)	Code of Conduct
Queries and complaints channel	Regulatory Compliance Committee	Head of Criminal Compliance

New developments in 2016

In 2016, **Atresmedia** has strengthened both its Internal Risks and Control Model and the Regulatory Compliance and Crime Prevention Model with various improvements.

- **Training on the Criminal Compliance Model**. Two specific types of training have been carried out:
  - Face-to-face training for the Senior Management and middle managers, a total of 85 people with the presence of all of the **Group**'s directors, on the most relevant new developments in the area of criminal responsibility as well as its adaptation to **Atresmedia**'s Criminal Compliance Model. The training was given by an external expert with the collaboration of the staff responsible for compliance at **Atresmedia**. A questionnaire to evaluate the knowledge acquired was also completed.
  - An online course on criminal responsibility was launched, aimed at all **Atresmedia** employees, more than 1,800 professionals. The training was structured into five modules in order to be able to address the main criminal risks of each business and organisational area of **Atresmedia**. During 2016, more than 80 % of the staff took the course and completed the assessment questionnaire.
- In the SAP.GRC System, the control of risks associated with corporate criminal responsibility was strengthened with the addition of **new specific controls related to the Criminal and Reputational Compliance Model**.
- In keeping with the commitment to continuously improve the Model, **different controls were reviewed and adapted** in order to adjust them to the organisational changes and evolution of the businesses of **Atresmedia**.

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

Corporate Responsibility: profitable and committed

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 the stakeholders.

CR scorecard	2014	2015	2016	
Economical sustainability				
Net income (millions of €)	883.23	970.2	1,021.1	↑
Economic value distributed (millions of €)	657.9	698.1	738.7	↑
Financial aid received from governments (millions of €)	7.4	6.4	7.8	↑
Human Resources				
Percentage of women in the workforce	49.9	49.5	49.5	=
Permanent employment	81.0	78.0	76.5	↓
Turnover index	3.2	2.7	5.3	↑
Hours of training per employee	22.0	26.2	22.1	↓
Investment in training (€)	348,661	406,055	727,308	↑
Accident severity index	0.14	0.06	0.05	↓
Society				
Income provided by Atresmedia to the Fundación Atresmedia (€)	300,000	500,000	500,000	=
Free campaigns for NGOs and non-profit organisations (€)	6,538,228	6,022,293	11,968,757	↑
Volunteering hours	1,722	2,102	2,533	↑
Funds contributed to NGOs through Atresmedia programmes (€)	171,809	206,726	164,453	↑
Percentage of programming subtitled	72.71	78.65	80.18	↑
Environment				
Electricity consumption (kWh / employee)	15,171	15,272	14,650	↓
Water consumption (m^3 / employee)	31.5	28	24.5	↓
Emission of scope 1 greenhouse gases (equivalent tonnes of CO_2 / employee)	1.82	0.81	0.77	↓
Environmental investment (€)	89,490	111,481	120,495	↑

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

Cross-cutting approach and management

Atresmedia understands Corporate Responsibility (CR) as the creation of a business model that, in addition to contributing value to the **Company** and ensuring its necessary profitability and competitiveness, also contributes in an active, valuable, recognisable and positive manner to the progress of society, and generates trust and support among the main stakeholders: audience, employees, advertisers, investors, suppliers and society in general.

In order to achieve this profitable and committed business model, **Atresmedia** has designed a CR e-Strategy that is guided by the corporate values of commitment, independence, quality, creativity, long-term vision, innovation, leadership and teamwork. In turn, the strategy is implemented through a number of areas of action based on transparency in management, responsibility in communication, the satisfaction of stakeholders and listening to them, a commitment to innovation, the attraction and retention of talent and the protection of the environment.

CR at **Atresmedia** has been evolving since it was first implemented in the **Company** in 2004. Initially it had a more philanthropic nature and focused on launching specific social actions. However, it has evolved over time and now is of a stable, strategic and cross-cutting nature within the organisation, following a more proactive and broader approach.

In line with the **Group**'s current commitment to CR, in 2015 **Atresmedia** incorporated the CSR recommendations of the Code of Good Governance and designed a new general CR policy, approved by the Board of Directors and supervised by the Audit and Control Committee, which identifies and describes the commitments of the **Group**.

1. To produce and broadcast responsible news and entertainment content for all of society.
2. To promote high quality, honest and ethical advertising.
3. To support the employees as the **Company**'s main asset.
4. To contribute to the progress and development of society.
5. To minimise its environmental impact and raise awareness in society about caring for the environment.
6. To strengthen corporate governance.
7. To transmit its corporate policies and values to the entire value chain.
8. To establish transparent relations with stakeholders.

G4-18, G4-24, G4-25, G4-26, G4-27

Members of the Atresmedia Corporate Responsibility Committee.

Atresmedia involves the main internal governance and control bodies in the management of CR, ensuring that it is applied across the organisation:

G4-18, G4-19, G4-20, G4-21

Responding to stakeholders

Atresmedia has set itself the objective of giving specific responses to the needs and expectations of its stakeholders, and therefore it strives to maintain an active dialogue with all of them. For this reason, **Atresmedia** has several specific communication channels, including different corporate e-mail addresses, newsletters for customers and the audience, surveys, focus groups and a large number of social network profiles.

The **Group** is aware of the importance of identifying the most significant economic, social and environmental aspects for its priority stakeholders. To do this **Atresmedia** has been conducting specific studies since 2012 which have involved representatives of its stakeholders, both internal and external. These analyses have mainly included surveys focused on a wide sample of representatives (over 3,000) and focus groups aimed at collecting opinions first-hand.

The results of these studies have identified "quality of the content", "social action" and "child protection" as aspects of extremely high priority for the **Group**. These already form part of **Atresmedia**'s Corporate Responsibility strategy and will continue to be strengthened in upcoming action plans.

Matrix of important factors

The material issues have been defined using the indices in the GRI – G4 Guide.

The prioritisation of the important (material) issues for **Atresmedia** is determined by the relevance and likelihood of the impact of these issues on the business (both positive and negative), which in turn are closely related to **Atresmedia**'s ability to manage the expectations of its stakeholders and create value for society.

Outstanding initiatives in 2016

Atresmedia, the audiovisual group with the best reputation according to the 2016 Rep Trak España study

Atresmedia is the audiovisual company with the best reputation among Spanish consumers in terms of financial results, supply of products and services, integrity, citizenship, leadership, innovation and work environment, according to the figures published in the 2016 Rep Trak España study.

Atresmedia notably exceeds the performance its main competitors in all of the indicators analysed in this study, conducted from 8,084 surveys and 32,000 valuations of 290 companies.

The **Group**'s strong points, according to consumers, are its financial strength, innovation capacity, position of leadership compared to competitor companies, and its supply of news and entertainment content.

Atresmedia, the first audiovisual communication group to be a partner of Forética

Atresmedia has signed a partnership agreement with Forética through which the audiovisual company has become the first communications group to be a partner of one of the leading CSR and sustainability organisations in Spain and Latin America. With the signing of this partnership agreement the **Group** aims to more actively and dynamically promote the Corporate Responsibility strategy within the company, and to also continue with its positive contribution to society, people and the environment, helping to achieve a more sustainable future.

Within Forética, **Atresmedia** participates in the Transparency Cluster, a body through which the main global trends and conversations in matters of transparency, good governance and integrity from a business perspective will be transferred to Spain, through collaboration with governments and opinion leaders. The objective is also to contribute to generating knowledge and developing a leading position as a Spanish benchmark in matters of transparency, good governance and integrity.

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Puesto	Compañía	Sector	Puntos	Dif. puntos	Dif. ranking
12	ACS	Mat. Básicos, Industria y Construcción	77,7	+4,0	▲ 9
13	Amadeus	Tecnología y telecomunicaciones	76,7	+1,6	▲ 7
14	Red Eléctrica	Petróleo y Energía	76,5	-3,5	▼ 4
15	Mapfre	Servicios Financieros e Inmobiliarios	75,7	+7,8	▲ 15
16	FCC	Mat. Básicos, Industria y Construcción	75,6	-1,6	▼ 1
17	Cie Automotive	Mat. Básicos, Industria y Construcción	74,1	+12,2	▲ 25
18	Atresmedia	Servicios de consumo	73,4	+3,1	▲ 11
19	Caixabank	Servicios Financieros e Inmobiliarios	73,1	-6,1	▼ 7

Atresmedia rises to 18th position in the Reporta 2016 report and is the media organisation with the best public information

The Reporta 2016 report, published by DEVA, assesses the quality of the financial and non-financial information of the 113 companies comprising the Madrid Stock Exchange general index (IGBM). The study looks at three criteria: transparency, relevance and accessibility of the information published. For the fourth consecutive year, with 73.4 points, **Atresmedia** is the media company with the best position in the ranking having risen 11 positions compared to 2015, moving from 29th to 18th position. **Atresmedia** is also the media company with the best ratings in the three assessment criteria.

SB 2016 SUSTAINABLE BRANDS BARCELONA MAY 22 - 23 - 24

Atresmedia is once again the platform providing the greatest meeting point between the world of business and sustainability: Sustainable Brands

Sustainable Brands, of which **Atresmedia** is once again media partner for the second consecutive year, closed the doors of its second edition with over 450 attendees of 30 nationalities and more than 40 speakers. The event was held in Barcelona and was preceded by Sustainable Sunday, a fun day during which over 4,000 people enjoyed leisure activities and workshops based around sustainability and brands.

The professional Sustainable Brands events are an ideal forum for sharing knowledge and contributing value to the way of understanding the world and business from the perspective of sustainability.

The event was created in 2006 with the mission of inspiring, involving and equipping the innovative brands and companies to guarantee their profitability and also a better future. It is a global community with more than 350,000 specialists from innovative companies and brands.

Antena 3, **laSexta** and **Onda Cero** have covered the main ideas arising from this forum through their news programmes.

Magíster en Responsabilidad Social y Sostenibilidad

Atresmedia collaborates with the Masters in Social Responsibility and Sustainability at the Universidad Complutense de Madrid for the third consecutive year

The objective of this Masters course, involving different professionals in the disciplines from over 12 countries, is to acquire the new skills necessary for diagnosing, designing, developing, deploying, implementing and assessing administration and management models focussing on Social Responsibility and Sustainability. One of the purposes of the Masters course is employability and entering the world of work and it therefore uses the real projects of renowned Spanish and Latin American companies.

Atresmedia collaborates with In Good Companies

In 2016, the third edition of In Good Companies took place and had the support of **Atresmedia** as media partner.

With In Good Companies, the Hazloposible Foundation seeks firstly to share success stories of collaboration between companies and NGOs that can serve as inspiration, and secondly to provide a space where partnerships can be established to jointly develop corporate volunteering programmes.

Contribution to the Sustainable Development Goals (SDGs)

The SDGs approved by the United Nations in 2015 offer a great opportunity for countries and citizens across the world to embark on a new path that decisively contributes to improving the lives of everyone.

Atresmedia is aware of the important work of companies in achieving these essential goals and for this reason it uses its policies, initiatives and broadcasting power to support the SDGs where the company's contribution is greatest or of special relevance.

Sustainable Development Goal	Atresmedia's Actions
1 NO POVERTY	• Broadcasting awareness campaigns on television, radio and on-line platforms about NGOs working to eradicate poverty. • Corporate volunteering actions.
2 ZERO HUNGER	• Broadcasting awareness campaigns on television, radio and on-line platforms about NGOs working to eradicate hunger. • Corporate volunteering actions.
3 GOOD HEALTH AND WELL-BEING	• Ponle Freno: initiative to reduce road accidents. • Objetivo Bienestar and Objetivo Bienestar Junior. • Constantes y Vitales: initiative to promote medical research and health prevention and awareness.
4 QUALITY EDUCATION	• **Fundación Atresmedia** is working to improve the quality of education in Spain through initiatives such as Grandes Profes and Descubre la FP. • Crea Cultura campaign: initiative to defend intellectual property, highlight the work of its creators, and promote culture and talent. • Corporate volunteering actions.
5 GENDER EQUALITY	• **Atresmedia** is a member of Red de Empresas por una Sociedad Libre de Violencia de Género (Network of Companies for a Society Free from Domestic Violence). • Tolerancia Cero campaign to promote the reporting of domestic violence and raise awareness in society about this social problem. • Approval of **Atresmedia**'s Equality Plan. • Collaboration agreement with the Integra Foundation to promote non-labour practices in **Atresmedia** for women who are victims of domestic violence. • Broadcasting of awareness raising campaigns on television, radio and on-line platforms about NGOs working for equality and to eradicate domestic violence.
7 AFFORDABLE AND CLEAN ENERGY	• Hazte Eco: environmental awareness campaigns on the **Neox** channel and information about the environment. • Collaboration agreements with Greenpeace, WWF and Ecoembes. • Broadcasting of special programmes on the environment and climate change. • Corporate volunteering actions.
10 REDUCED INEQUALITIES	• Corporate volunteering actions.
13 CLIMATE ACTION	• Hazte Eco: environmental awareness campaigns on the **Neox** channel and information about the environment. • Collaboration agreements with Greenpeace, WWF and Ecoembes. • Broadcasting of special programmes on the environment and climate change. • Corporate volunteering actions.
17 PARTNERSHIPS FOR THE GOALS	• **Atresmedia** is a member of the main leading sustainability forums including: Forética, Pacto Asociación Española para la Calidad o Responsible Media Forum (Pact of the Spanish Association for Quality and Responsible Media Forum).

In addition to its commitment to the Sustainable Development Goals, **Atresmedia** has also been a member of the Spanish Network of the United Nations Global Compact since 2008, thus showing its commitment to the 10 principles promoted by that organisation respecting human and labour rights, the environment and the fight against corruption.

Excellence in management

A priority objective for **Atresmedia** is to reach the highest standards of quality in all of its management processes and in the programmes and advertisements it broadcasts. The organisation works by focusing on excellence, always taking into account compliance with the existing legislation and regulations.

To ensure that this occurs, **Atresmedia** has a Quality Management System aimed at the control and continuous improvement of the organisation's key processes and applied to the **Group**'s main businesses.

This system follows these steps:

The **Internal Audit and Process Control Division** coordinates the entire system and a **Quality Committee**, formed by the departments most involved, meets regularly to implement action plans and improvements.

The System also has a **corporate application** which allows for the identification, classification and categorisation of all quality-related incidents that occur in the programmes broadcast through any of the **Group**'s media, be it on television, the radio or virtually.

There is also a standard **communications system** that reports to the management on the source of the incidents, their description, classification and any actions taken.

Improvement actions undertaken in the field of television during 2016

- Improvements to the safety measures to ensure continuity of service when faced with any eventuality.
- Culmination of the implementation of a new news editing system to improve the process for the production and editing of news.
- Improvements to control advertising with time restrictions.
- Intensification of control over any possible errors in the programmes before they are broadcast, through different supervisory measures.

In 2016, television incidents were 11 % lower than in the previous year

Thanks to the efficiency of this Quality Management System and the improvement plans implemented, the incidents recorded in the processes for the production, recording and broadcasting of content have maintained a highly favourable downward trend for several years. In 2016, there were 11 % fewer incidents than in the previous year.

Improvement actions undertaken in the multimedia field during 2016

- Updating of the web content storage system, improving its performance and availability.
- A significant increase in the output capacity and management of Internet traffic.
- Updating of the video platform, optimising the use of resources.
- Extension of the Internet platform, reducing the delivery time of VOD content.

Thanks to these and other improvements, incidents across all platforms have fallen by 13% compared to the previous year.

Evolution in the Number of Television Incidents

(*) Incidents from La Sexta channels are included as of October 2012. The Mega channel was added in July 2015

(**) The Nitro, La Sexta3 and Xplora channels ceased broadcasting as of May

Evolution in the Number of Digital Incidents

(*) Incidents involving the Atresplayer platform are included as of October 2013

Suppliers, partners in the commitment to Sustainability

Atresmedia involves its entire value chain in its commitment to Corporate Responsibility. In this way, it binds suppliers to the **Group**'s mission, vision and values, and establishes mutually beneficial relationships with them in order to improve the **Company**'s sustainability.

Definition of R+D product

- Generation of ideas.
- Incorporation of Atresmedia's values in the content.
- Responsible television model.
- Attention to the expectations of the audience and advertisers.

Production and purchase of rights

- Selection and contracting of producers.
- Acquisition of broadcasting rights.
- Transparent purchasing process.
- Corporate Responsibility Clause in contracts with suppliers.

Programming

- Adapting of the content and advertisements to self-regulation codes.
- Strict classification of content by age.

Distribution

- Atresmedia Channels.
- Websites and Social Networks.
- Smart TV.
- Smartphones.
- Investment in accessibility from all platforms.
- Parental control tools.

Reception and Sale

- Monitoring of audiences.
- Listening and interactivity mechanisms.
- Sale of broadcasting rights.
- Innovation and quality in the advertising marketing service.

Atresmedia distinguishes between two types of suppliers:

- Producers and distributors who supply drama, current affairs, news and/or entertainment contents.
- Other suppliers of goods and services.

Producers and distributors

Partnerships with producers

Globomedia participates in Atresmedia's disability awareness conferences "Vive su Realidad" (Live their Reality)

During 2016, four groups of 10 people, formed of **Atresmedia** employees and other professionals from the written press and audiovisual companies with which the **Group** collaborates, had the opportunity to find out more about the daily life of people with disabilities.

Among those attending were four people from the producer Globomedia, who participated in these awareness events in order to promote the employability of this group.

Atresmedia's External Production Division is responsible for the relationship with distributors and for managing the acquisition of broadcasting rights for products that are not exclusively produced for **Atresmedia Televisión**, such as feature films, TV-movies, documentaries and entertainment programmes.

Moreover, the selection and management of the economic and operational relationships with producers responsible for producing ad-hoc content for **Atresmedia** corresponds to the Production Division.

All content and formats, before their selection, must pass a strict control which ensures that they are in line with the **Group**'s own model of responsible and high quality television. The chosen suppliers must also ensure compliance with **Atresmedia**'s Corporate Responsibility values and principles. Therefore, they are obliged to sign a specific clause encouraging the application of measures that promote respect for human rights, caring for the environment and the accessibility and diversity of content.

Corporate Responsibility clause for Suppliers

In 2016, the number of programmes produced practically doubled, while the number of producers with which it worked has remained constant at 30, 24 of which were national.

The number of distributors has increased by 33 %, while the number of external purchasing proposals has increased by 27 % compared to 2015, mainly due to the launch and consolidation of the new channels **Mega** and **Atreseries**. 43 % of distributors and 49 % of the 200 contracting proposals are national.

The acquisition of broadcasting rights is handled through an internal approval system, which ensures transparency in the process and internally publicises the contracting conditions in the financial, legal advice, programming and internal audit departments.

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

Number of producers who have collaborated with Atresmedia TV on fiction series and the series produced

Number of Atresmedia TV distributors

Number of external purchasing proposals generated at Atresmedia TV

Partnerships with distributors

Atresmedia and Warner Bros. Pictures collaborate in the charity screening of the film Palmeras en la Nieve (Palm Trees in the Snow), in support of AMREF Health Africa

A charity screening of the film Palmeras en la Nieve took place in May at the Olimpia theatre in Huesca and was attended by Luz Gabás, writer of the best-seller, and Adriana Ugarte, the film's leading actress. The event was made possible thanks to the collaboration of **Atresmedia** and one of the main distributors with which it works, Warner Bros. Pictures. Over 400 people attended and the money raised was sent to AMREF's "Stand Up For African Mothers" African midwifery training programme.

Other suppliers of products and services

For all other suppliers, **Atresmedia** applies a unique contracting procedure that affects all of the companies that supply products and services equally, and is based on the following requirements:

- Transparency.
- Technical quality.
- Sustainability.

Moreover, the entire contracting process is internally audited to ensure transparency and reliability in contracting.

Purchase Expenditure (millions of €)

Criteria applicable to the contracting of suppliers

Minimum technical quality criteria
Necessary in order to be able to value the financial offer.

Valuation of the financial offer
Purchases of more than €50,000 are approved by a Purchasing Committee.

Environmental responsibility of the suppliers
Requirement to minimise the environmental impact of their activities and "green purchasing" criteria.

Corporate Responsibility Clause
Signing of a Corporate Responsibility clause.

Partnerships with suppliers of goods and services

Atresmedia and Sodexo collaborate in the "Otro Tiempo, Otro Planeta" (Another Time, Another Planet) project for the employability of women who have been victims of domestic violence

Atresmedia and Sodexo, committed to the fight against domestic violence, signed a collaboration agreement in 2016 in order for the vegetable oil used at its facilities to be delivered to the Otro Tiempo Association so that it can be used in its "Otro Tiempo, Otro Planeta" project, which seeks to contribute to the employability of women who have been victims of domestic violence.

Sodexo is one of **Atresmedia**'s service providers and supplies its food service.

93 % of the suppliers of goods and services are national and the purchases made from them represent 91 % of total expenditure

"Women are a priority in Sodexo's commitment to integration and the diversity of its workforce. As one of the world's largest employers, we play a key role in the employability of groups at risk of exclusion, and women who have been victims of domestic abuse are one of these"

Carina Cabeza
Chairwoman of SODEXO

Committed to a more competent and responsible audiovisual sector

Where **Atresmedia** is involved in the main forums and associations in the audiovisual sector, it participates with an attitude of positivity and dialogue, helping to develop public policies that build a competent and responsible industry.

Sector 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 Council on Telecommunications and the Information Society)
AERC	Asociación Española de Radiodifusión Comercial (Spanish Association of Commercial Broadcasting)
ACR	Asociación Catalana de Radio (Catalan Radio Association)

Atresmedia also belongs to the Open Television Platform (televisionabierta.es) which was created in 2016 to defend the television model of universal access, free and at no cost, particularly in relation to the release of the 700 MHz spectrum (called the second digital dividend).

During 2016, **Atresmedia** continued working to promote an optimal legislative framework and a suitable environment for the audiovisual sector. Listed below are the main issues in which the **Group** has been involved:

Supporting Spanish cinema	The **Atresmedia Group**, like all other television channels, has come out against the mandatory "investment fee" to fund the production of films. The sector argues that it is the activity of the channels themselves that strengthens the country's film industry. However, in 2016 both the Constitutional Court and the Supreme Court ruled on this issue, declaring the legality of this obligation, meaning that the television channels have fulfilled their investment obligations for yet another year. The revenue from these films represented more than 75 % of the total revenue of Spanish cinema in 2016.
Public television funding	**Atresmedia** has always believed that public television should seek 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. **Atresmedia Televisión** maintains its activity, both individually and through its membership of UTECA, to achieve a true rationalisation of the public television sector as a whole.
Reforms relating to the collective management of intellectual property rights	Since June 2016, copyright management companies have had new general fees in compliance with the regulation approved in 2014 and 2015. **Atresmedia** is carrying out an intense negotiation process with all of these in order to sign contracts that are adapted to the new situation.
Proposed reforms of the European Union regulations	Throughout 2016 the European Commission, in the framework of its Digital Single Market strategy, presented various proposals to amend the European regulations relating to the audiovisual sector, included among which are the following: • Decision to release the 700 MHz spectrum for mobile telephony. • Amendment of the Audiovisual Services Directive. • Various proposals on directives and regulations in matters of intellectual property. **Atresmedia** actively participates in the development of these regulations, both individually and through the Spanish and European associations to which it belongs, as well as through the newly created Televisión Abierta (Open Television) platform.

ATRESMEDIA
TELEVISIÓN

The leadership of a plural and a quality television

Atresmedia's television model continues to perform strongly, supported by high quality and innovation as its core values. It ended 2016 as the television group (27.1 %) that grew the most (+0.3) in a sector that has witnessed the launch of five new free-to-air channels. The complementarity and success of its six channels make it the only group capable of growing significantly in this context and also make it the preferred choice among the most commercially attractive audience during prime time.

Antena 3 ended the year as the television leader in December (13.3 %). It was leader in the mornings (13.3 %) and was the most popular option at the weekends (12.0 %). It was once again the channel preferred by the commercial audience during prime time (14.3 %).

Moreover, **laSexta** (7.1 %) celebrated a truly magnificent ten years in March. It surpassed Cuatro (6.5 %) for the fourth consecutive year and by the greatest margin in its history. It comfortably outperformed it yet again during prime time (7.7 % vs. 6.2 %) and in the commercial target (8.1 % vs. 7.6 %). It beat its afternoon record (6.8 %) and matched its best performance in the evening (7.4 %).

The great results also extended to the themed channels, which formed a varied and complementary offer addressing different audiences with different genres. **Neox** (2.5 %) remained the group's most effective themed channel and the second best on the market. It was also the favourite themed channel with viewers aged 18 to 35 years old (6.0 %), its target audience. **Nova** ended the year as the leading women's channel in December (2.5 %) and consolidated its absolute leadership in the afternoons from Monday to Friday, with 3.1 % in 2016. Mega ended its first full year with 1.8 % and was the most popular option in the early hours (7.4 %), performing better than the general channels. **Atreseries**, meanwhile, strengthened its position as the leading new themed channel with 0.8 %.

Once again a benchmark for news and current affairs

Atresmedia Televisión also once again consolidated its position as a first-rate news provider. Viewers chose to follow the debate of the four candidates, on 13 June on **Atresmedia**, with more than 4.6 million followers, accounting for 25.1 % audience share. The coverage on **Antena 3** and **laSexta** of the election on 26 June accounted for 24.2 % of the audience. Both channels were the preferred option, well ahead of public television. They were also chosen by most people to follow the American elections (26.6 %).

This starring role at times of breaking news stems from the great performance of the daily news programmes. Antena 3 Noticias Fin de semana, with Matías Prats and Mónica Carrillo, was once again the absolute leader on Saturdays and Sundays with 12.8 % and an average of over 1.6 million viewers. The first edition on these days remained the absolute leader for the fourth consecutive year, with 14.3 % and 1.7 million viewers. Antena 3 Noticias 2, which has been fronted by Vicente Vallés since September, ended the year with 11.6 % and 1,607,000 viewers. Antena 3 Noticias 1, which also had a change of faces in September with the addition of María Rey and Sandra Golpe, ended the year with 13.1 % and 1,625,000 followers. The results were positive from the first moment. Noticias de la mañana (13.5 %) was the morning programme that grew the most compared to the previous year (+0.7) and achieved its best result since 2009.

The news programmes on **laSexta** also achieved noteworthy results (10.3 %). They grew for the fifth consecutive year, having their best ever year and strengthening their dominance over those on Cuatro. The first edition from Monday to Friday, fronted by Helena Resano, continued with the upward trend seen over the last four years, once again comfortably beating its direct competitor and becoming absolute leader in its time slot with a share of 13.4 % and 1,362,000 viewers. laSexta Noticias 20h with Cristina Saavedra also improved its performance. It grew for the fifth consecutive year and recorded a new annual high: 10.0 % and 1.1 million viewers. Positive results were also seen at the weekend: the first edition, with Cristina Villanueva grew for the fourth consecutive year (10.1 % and 900,000) and the second (7.1 % and 847,000) remained above Cuatro.

However, the warm reception from the audience was not only for news programmes. Espejo Público recorded the best year in its history (17.1 %) and ended the year as leader of its time slot. Un café con Susanna, in which Susanna Griso interviews leading

current affairs figures, was leader of its time slot from the moment of its launch in September, with an average of 13.8 % at the end of the year.

On **laSexta**, Al rojo vivo with Antonio García Ferreras grew once again, as it has done every year since its launch. It achieved its best year ever (12.5 %), was the only morning debate show to grow (+0.8 vs. 2015) and widened the gap with Cuatro. The audience also chose **laSexta** as their source of information on weekday afternoons. Más vale tarde (7.8 % and 759,000), with Mamen Mendizabal, Hilario Pino and Manu Marlasca grew once again and achieved a record annual high.

Daytime spaces were not the only time slots to perform well. Current issues also found their place in the evening schedule. Fridays were the moment for laSexta Columna, which ended its best ever year with 8.1 %, and Equipo de investigación with 6.8 %. On Saturdays, laSexta noche with Iñaki López and Andrea Ropero averaged 9.8 % and exceeded one million viewers. On Sundays, El objetivo with Ana Pastor averaged 8.8 % and over 1.6 million viewers. The channel also successfully incorporated a new brand, Enviado especial, in which Jalis de la Serna looks at the different problems facing society today such as obesity, weapons and the proliferation of Chinese products. It ended its seven broadcasts with 9.1 % and almost 1.6 million followers.

Antena 3 also dedicated space to current affairs in the evening. It broadcast four specials on food and consumption with outstanding results, averaging 15.6 % and almost 2.5 million viewers. The episode dealing with super-food was the leader in its time slot. It also offered late night specials on different current affairs issues. The programme dedicated to the disappearance of Diana Quer reached an impressive 16.0 % and almost 1.2 million viewers. Moreover, laSexta broadcast a new series of Policías, which ended with 6.3 % and 844,000.

With a strong positioning in sport

In 2016, **Atresmedia Televisión** also consolidated its position in sport. This year the Champions League ended its first season back on **Atresmedia** with 34.1 % and an average of 6,354,000 viewers, which is 3.5 % more than its previous season on La1 from TVE. The penalties in the final between Atlético de Madrid and Real Madrid became the most watched broadcast of the season, obtaining 11,642,000 viewers. The competition also continued growing. The group stage of the 2016-17 season averaged 28.0 % and 5,080,000 viewers, which is an improvement of 1.1 % compared to the result from the previous year.

The **Group** also stood out for its sports analysis programmes. Jugones, with Josep Pedrerol, maintained its growth and once more recorded its best annual figures with 5.6% (+0.4 compared to 2015).

Moreover, El Chiringuito de Jugones was the leader sports talk show of its time slot, and kept increasing its influence at the Social Networks. The program ended the year with an average audience share of 4.3 % and 234,000 viewers.

Consolidation of the best entertainment

Atresmedia Televisión's entertainment formula continued to find favour with the audience in 2016. With innovation and quality as core principles, its combination of new and veteran programmes achieved great results.

Two of the main flagships of **Antena 3** were undoubtedly El hormiguero 3.0 and Tu cara me suena. Pablo Motos' programme once again achieved its best ever year and established itself as absolute leader in its time slot with 14.9 % audience share (+0.5 vs. 2015) and over 2.7 million viewers. Tu cara me suena with Manel Fuentes also continued making history. The fifth series again revolutionised Friday evenings, becoming the most watched on those days (3,263,000) and positioning itself as absolute leader in its best ever series (23.4 %).

The channel also maintained its commitment to the diversification of audiences and genres, and offered a new series, Casados a primera vista, which positioned itself as leader with 14.7 % and almost 2.5 million followers. In April it focussed on dance with Top Dance (13.4 % and 1,953,000), released Dos días y una noche —a new programme of interviews with Susanna Griso (10.3 % and 1,768,000) — and launched the 2016-17 season with El amor está en el aire (10.5 % and 1,237,000). It also broadcast two special entertaining programmes on hypnosis. Both were the preferred option in their time slot with a noteworthy 18.1 % and 2,513,000 followers.

In the mornings, La ruleta de la suerte celebrated a truly magnificent ten years of broadcasting. It confirmed its position as unbeatable leader for yet another year, with 16.4 % and almost one million followers. Moreover, Karlos Arguiñano maintained his great appeal and ended the year with 14.5 % and 571,000.

In the afternoons, the duo of game shows ¡Ahora caigo! and ¡Boom! continued to demonstrate its effectiveness. The programme with Arturo Valls ended 2016 with 14.7 % and 1,407,000 viewers, and that with Juanra Bonet ended with 12.5 % and 1,418,000. In 2016, ¡Boom! also achieved its best results since its launch in 2014. On 18 January it surpassed two million viewers (2,088,000) and on 8 June it was positioned as leader and achieved its maximum share (20.3 %) with the winning of the largest prize on Spanish television by the contestants Rockcampers.

laSexta was not far behind with its achievements in entertainment. Salvados once again positioned itself as the channel's programme with the highest viewing figures and absolute leader with over 2.7 million viewers and 13.9 %. Jordi Évole's interview with Mariano Rajoy on Una hora en la Moncloa was the most watched on **laSexta** in 2016 with 3,840,000 and 19.2 %.

El intermedio also confirmed its great success. Wyoming and Sandra Sabatés' ironic approach to current affairs positioned itself as the channel's most watched daily programme with 11.3 % and over two million followers. Pesadilla en la cocina, another veteran presented by Alberto Chicote, returned with renewed strength. Its fifth series became its second best ever and it was absolute leader of the commercial target (16.6 %).

Zapeando also stood out. This fun entertainment formula with Frank Blanco and his team of collaborators ended its best year with 7.3 % and over 870,000 followers. Another veteran programme, El club de la comedia, added Ana Morgade as presenter and ended the season with a share of 6.7 % and 1,151,000 viewers.

The channel also showed the second series of Pekín Express, which was broadcast last year on **Antena 3**, and it launched A mi manera. The first, with Cristina Pedroche as race director, ended with 7.8 % and an average of 1.3 million followers. The second received very positive reviews and recorded 6.1 % and 1,128,000 viewers.

Series atresmedia, the benchmark brand in spanish drama

In 2016 the **Series Atresmedia** brand continued being synonymous with the best of Spanish drama, receiving critical acclaim and good audience figures. Velvet was one of the greatest exponents in this sense. This stylish period drama ended its hugely successful fourth series. The **Group** made a real effort with the series finale: it organised an event at the Círculo de Bellas Artes with a wide range of activities based around the drama and made history with the live broadcasting of over fifteen minutes of its last episode. Velvet ended as absolute leader in its fourth season and had an average share of 21.7 % and around 3.6 million followers during the last period. Its final episode had a record share (26.2 %) and was the most viewed drama broadcast of the season (4,302,000).

Moreover, Allí abajo and Mar de plástico confirmed the great reception seen for their first seasons. Allí abajo was the second most viewed series on **Antena 3** in 2016, ending its second season with 18.2 % and 3,164,000. Mar de plástico concluded with 17.5 % and 2,897,000. Its final episode was another demonstration of **Atresmedia**'s commitment to innovation: viewers chose how it would end, with justice or revenge. The "Justice" ending achieved a double record: it was the most viewed

episode and had the highest share for the series over that season (20.6% and 3,232,000).

2016 also saw us saying goodbye to Vis a vis and Bajo sospecha. Vis a vis, popular with audiences and critics from the start, ended with 14.1 % and 2,427,000 followers and a "yellow tide" of fans. Bajo sospecha, leader for most of its episodes, closed its second season with 15.8 % and 2,808,000 viewers.

This season also saw new arrivals. Buscando el Norte arrived in February and was absolute leader with its multi-channel release (19.1 % and 3,466,000), ending with 15.2 % and 2,736,000 followers on average. La embajada was released in April, an innovative programme on politics and power, and on its release it was in a leading position with over 4 million viewers and ended with 16.0 % and around 2.7 million viewers on average.

Evenings and afternoons on **Antena 3** also continued to be territory for drama. Amar es para siempre and El secreto de Puente Viejo remained strong. Both were once again leading dramas in their time slot. The first closed the year with 13.1 % and 1,483,000 followers and the second with 16.7 % and 1,678,000.

Great results in foreign drama and the best films

Antena 3 once again brought in foreign drama with good audience results. Lucifer was the preferred option in its time slot and the most viewed foreign series of the year with 13.8 % and 1,611,000 followers. Blindspot averaged 11.7 % and 1,173,000 viewers and Supergirl averaged 10.7 % and 906,000 followers during their summer broadcasts.

laSexta, moreover, broadcast the first series of Merlí, a series from TV3 that was a true phenomenon for audiences and critics in Catalonia. It closed the year with 5.2 % and 913,000 viewers.

The **Group** also continued hitting the mark with its film catalogue selection. El peculón yet again positioned itself as a contender with the best market share (13.5 % and 2,050,000). Life on the Line, broadcast on 4 December, was the most watched film in the 2016-17 season up to the end of the year, with over 3.5 million viewers (20.5 %). And Multicines (14.1 % and 1,692,000) remained unbeatable as the most watched option in its time slot.

laSexta also stood out in this genre. El taquillazo on **laSexta** (9.0 % and 1,360,000) improved its average by 1.0 % compared to the previous year, with Sherlock Holmes: A Game of Shadows being its most watched film of the year with 2,114,000 (13.7 %).

Complementary and successful thematic channels

Five new free-to-air channels were launched in 2016, so fragmentation increased. However, the offer of **Atresmedia**'s themed channels, based on the complementarity of audiences and genres, still achieved positive results. The veteran channels **Neox** and **Nova** were positioned among the most effective in the market, while the most recent channels **Mega** and **Atreseries** consolidated their positioning.

Neox (2.5 %) remained the second most viewed thematic channel, leader in the afternoons (2.9 %) and among viewers aged 18 to 35 (6.0 %). Its offer of American sitcoms was once again one of its main hallmarks. The tenth season of The Big Bang Theory was the leading option in its time slot in a thematic channel, with 4.2 % audience share. This was the same with the eighth series of Modern Family, the most viewed with 3.3 %. The Big Bang Theory beat its own record this year and recorded the episode with the highest viewing figures in its history: 5.6 % and 969,000 viewers on 29 May. **Neox** also broadcast the most watched film on a themed channel in 2016: Harry Potter and the Order of the Phoenix (979,000 and 6.8%). Its contender for child viewers, **NeoxKidz** (11.1 %), again surpassed exclusively child-related channels such as Clan (10.8 %) for children aged between 10 and 12.

Nova (2.2 %) was the leading thematic channel channel Monday to Friday in the afternoon (3.1 %) and has been the most watched on demand (3.2 %) since records began. It ended the year as the leading women's themed channel with 2.3 % from October to December. Its offering of soap operas continued to prove popular and it positioned itself as the most popular themed option on Monday to Friday afternoons. The episode of Un camino hacia el destino on 16 November was its most watched broadcast of the year with 636,000 viewers and a share of 4.0 %.

Mega ended its first full year with 1.8% and as absolute leader of early mornings (7.4%), even out-performing the general channels. Its combination of sport and factual programming especially attracted the male audience (2.5 %) and achieved outstanding results in its commercial target (2.5 %). El Chiringuito de Jugones with Josep Pedrerol was one of its emblems: the sporting chat show was leader in its time slot and a real phenomenon on the social networks. It closed the year with 4.3 % and 234,000 viewers. In February, the themed channel also offered the UEFA Futsal Championship, which averaged 3.0 % and 503,000 followers, and positioned itself among the channel's most watched programmes of the year. Hardcore Pawn and Mystery Diners were two of its most effective factual franchises.

Atreseries established itself as the leading new themed channel with 0.8 %. Despite being in HD and not being available on all television sets, its offering of series and films achieved a noteworthy result. The channel released series such as Bates Motel, Mildred Pierce, UnReal, Looking and the Catalan show "Cites" in Spain and recovered classics such as Murder, She Wrote and the main exponents of the **Atresmedia** factory. It also offered its own drama shows such as Tercer grado and Café en serie. Its broadcast of Los hombres de Paco was the most watched in its history with 277,000 viewers.

Commitment to television that is diverse and for everyone

RELEVANT ASPECT

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 the production and 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.

1 Content of quality and interest

Atresmedia takes on the responsibility of offering high quality, diverse content which reflects the different realities, environments and voices that make up society, and which meets the needs and expectations of the audience. To do this, it is committed to its own television model based on quality, the diversity of genres, innovation and commitment.

Content control mechanisms

Atresmedia Televisión carries out a selection and control process on the content which ensures that all broadcasts reflect the **Group**'s values, ethical codes and policies and that they reach the expected quality levels.

G4-26, G4-27

This process consists of different mechanisms, both internal and external:

Internal mechanisms

Content Committee

The Committee ensures the application of the **Group**'s values in the entire content creation process, from the beginning right up until they see the light of day in the broadcasting.

Atresmedia's code of conduct

eral description of the policies, principles, objectives and values of **Atresmedia**. This code unifies and reinforces the identity, visibility and standards of conduct of the **Group**.

Professional Ethical Code for news services

The news services at **Antena 3** and **laSexta** have professional ethical codes that ensure a rigorous and high quality news service committed to the ethical and Corporate Responsibility principles.

Principles of the Professional Ethical Code for news programmes

- Reference framework: the Constitution and legal framework emanating from it.
- Respect for the dignity of people.
- Language and visual resources of carefully handled and monitored information.
- Principle of separating the activities of all the journalists in order to avoid possible conflicts of interest.
- Clear and explicit separation between news and advertising.
- Unequivocal differentiation between news content and content which implies a critical interpretation or comment.
- Ban on accepting gifts.
- Legal principle of the presumption of innocence.
- Extreme rigour when there are minors involved.
- Participation of viewers through the social networks.

Principles of the Professional Ethical Code for news programmes

- Reference framework: Declaration of Human Rights and the Spanish Constitution.
- Giving a voice to organisations and groups fighting for the underprivileged and against inequality and injustice.
- NGOs and new social movements as a basic pillar when reporting.
- Promotion of the values of equality, solidarity, coexistence, peace, freedom and understanding.

External mechanisms

Atresmedia Televisión carries out research work and is in constant communication with the audience in order to adapt its content as much as possible to the tastes and demands of the viewers.

Qualitative research

- The daily analysis of audience figures supplied by Kantar Media is complemented with an investigation carried out by **Atresmedia** along with prestigious institutes from the sector.
- 103 discussion groups were held during 2016, which meant listening to the assessments and opinions of 824 people, resulting in guidelines on the trends and demands of society for television.
- Since 2014 the "listening" tool, which the social networks have become, has helped to complement the audience studies and the information provided by the discussion groups.
- International benchmarking projects have been carried out to obtain information on the audiovisual formats that are trending in other parts of the world.

Audience communication

- **Atresmedia** has a website and call centre service to respond to any possible queries. In 2016 it received over 31,000 calls from viewers, and more than 2,300 people also visited the **Group**'s facilities.
- The measurement tool Instar Social offers official data on television-related comments made on Twitter.
- In 2016, it is important t highlight the launch of the Opina section in the channel **Atreseries**, that allows the user to send his valuation, critic or suggestion.

Antena 3 is perceived by the audience as the most diverse channel and the one striving most to create quality content

According to the different qualitative research actions carried out by the **Group**, **Atresmedia Televisión** is rated as the strongest, best positioned and, above all, most enriched company compared to its closest competitors. According to these sources, it projects a more diverse image in relation to television content and styles. It is also the **Group** that achieves the best recognition and notoriety for its different channels (not only **Antena 3** and **laSexta**, but also a large number of its themed channels).

In terms of the different channels, **Antena 3** continues to enjoy the best rating out of all of the generalist channels. It is seen as the most diverse and the one striving most to create quality content. It continues to be rated as the channel that is most committed to developing a more controlled television language, and projects a "most updated" and "most innovative" image.

laSexta is perceived as a channel committed to a social and innovative change

laSexta once again demonstrates its strength within the system of generalist channels, thanks to its strong recognition among the viewers and its maturity as a proposal. It is defined as a channel committed to social change, interested in showing how the world is changing, open to innovation and daring when committing to new content. It is also recognised for its commitment to equality, based on the strong presence of women in its schedule.

Antena 3 and laSexta are once again the channels with the television of highest quality, the most entertaining and that preferred by the Spanish people

According to the latest analyses carried out by the third study, Imagen de las televisiones (Image of television), performed by Personality Media, **Antena 3** and **laSexta** are the Spanish channels with the highest quality, those that are preferred by the Spanish people, the most entertaining, with the best news programmes and presenters, and with the most varied programming.

The study positions **Atresmedia Televisión** at the head of the Top 15 ranking of the highest quality programmes and it is the **Group** with the greatest representation.

For the third year, **Antena 3** and **laSexta** share the leadership in 10 out of the 11 categories forming part of this study, which measures the positive attributes of the channels.

With regard to attributes, consumers rate **Antena 3** as the most entertaining channel (26 %), followed by **laSexta** (24 %). It is also the most liked by all audience types (28 %) and has the most varied programming (27 %). The two **Atresmedia TV** channels also share the television throne for having the highest quality (22 %).

laSexta is the channel with the best news programmes (24 %), has the highest credibility (24 %), the most innovative programming (29 %) and has the highest audience identification (24 %). The **Atresmedia TV** channel ties with **Antena 3** in the question of best presenters, each with 26 %.

2 Responding to social concerns

Atresmedia is committed to a television model that acts as a spokesperson for the public and includes issues of social interest in its daily programming. It also understands that supporting charity events and publicising them to the whole of society is part of its responsibility as a media organisation.

Raising awareness and reporting on society's problems

Atresmedia chooses its televised content taking into account that it not only has an obligation to inform society, so that people can form their own opinions, but also has the responsibility of raising awareness and bringing the main social problems closer to the public, so that together they can search for better solutions.

In order to achieve this, both **Antena 3** and **laSexta** have programmes that contribute to generating critical reflection among the audience:

SOCIAL ISSUES IN CURRENT AFFAIRS PROGRAMMES	
A FONDO	The A fondo programme from Antena 3 Noticias is a news reporting programme focused on researching current affairs. In 2016 it provided a large amount of coverage for the following issues: • 20 % of electronic waste is not appropriately recycled. • The Gender Violence Courts celebrate 10 years. • Carelessness causes 80% of forest fires. • Pro-anorexia and bulimia websites are multiplying. • 20 % of school bullying victims become bullies themselves.
ESPEJO PÚBLICO	Espejo público is a news magazine programme that addresses current issues on a daily basis through interviews and reports. From the viewpoint of social interest, it is worth mentioning two sections: • The Objetivo Bienestar section, dedicated to broadcasting advice on how to look after your body but also how to achieve emotional well-being. • The Tiempo de lectura section, a special space dedicated to promoting reading.
SALVADOS	Salvados is a programme that looks at current affairs from the personal perspective of the committed journalist Jordi Évole. The following are some of the many social issues covered in 2016: • Anti-globalisation. • The miracle of reconciliation. • Male chauvinism kills. • The current situation of women in Spain. • Refugees, no news from Europe and ASTRAL. • By whom, how and where is the clothing sold by big brands manufactured? • Education and the demands on our children.
EL OBJETIVO	El objetivo is a programme of interviews and current affairs, presented by Ana Pastor, based on the genre of fact checking and data journalism. The following social issues were covered in 2016: • School bullying. • The future of pensions. • Special on Lampedusa.

LA SEXTA COLUMNA	LaSexta columna is a programme presented by Antonio García Ferreras and directed by Rodrigo Blázquez which focuses on analysing current affairs. The following are some of the social issues covered: • Waste management in Spain. • Volkswagen: emission impossible. • Refugees: right of admission reserved.
ENVIADO ESPECIAL	Enviado especial is a documentary series starring Jalis de la Serna which seeks to portray the current globalised world, as complex and fascinating as it is contradictory. Main documentaries in 2016: • The roof of the world, on climate change. • The desert of prodigies, on the labour used for the Qatar World Cup. • The factory of the world, in China.
EQUIPO DE INVESTIGACIÓN	• This is an investigative programme presented by Gloria Serra, which looks in more depth at certain issues of interest. In 2016, the programme covered issues such as: • The quality of water in our country. • Home Social Madrid.
AL ROJO VIVO	Al rojo vivo is a morning news program directed and presented by Antonio García Ferreras, in which current affairs are analyzed, and in which social matters have a wide coverage. Some of the topics that have been treated were the follows: • Inequality. • Energetic poverty. • Refugees. • Labour insecurity. • Students' protests.

SOCIAL ISSUES IN ENTERTAINMENT PROGRAMMES	
El HORMIGUERO	El hormiguero 3.0 is a talk show whose content revolves around humour, interviews and science experiments. Many social causes have been supported during the different programmes, including the following: • Penélope Cruz fights against leukaemia and presents the documentary "Soy UNOENTRECIENMIL" in order to help raise €100,000 from the audience to end child leukaemia. • Amores Perros. Section that encourages people to adopt dogs that have been unlucky in life. • Emilio Aragón presents the short film from the Mahuer Foundation to promote greater awareness of rare diseases, which in Spain alone affect around three million people.
EL INTERMEDIO	El Intermedio is a programme that analyses the day's current events and reviews the most important news items in a tone that mixes information and humour. In addition to current affairs and politics, social issues have a strong presence on the programme. Some examples of such issues that have been covered are: • Energy poverty. • Dependence. • Refugee crisis. • Domestic violence among young people. • Homeless people. • Precariousness of domestic employment. • The programme travels to Saharawi refugee camps to learn first-hand about life in the Saharawi camps.

Cervantes vive

laSexta brought the greatest figure in Spanish literature into the 21st century. During the months of February, March and April, **laSexta** ran a global initiative that paid homage to this universal writer, whose work remains relevant 400 years after his death.
The channel wanted to turn him into a chronicler and commentator of our time. The initiative began with the launch, from the Twitter profile @Cervantes_Vive, of famous quotes from his works that are closely linked to the present day. Subsequently, original content was broadcast through all of the news and entertainment programmes on **laSexta**: identity elements, image pieces, reports, documentaries, etc. It also developed its own website which contains all the pieces devoted entirely to the subject and offers extra content related to the writer.

Charity specials

During 2016, various charity slots were broadcast on **Atresmedia**'s different television channels. These covered the Corporate Responsibility campaigns of **Atresmedia** and its **Foundation**, as well as the work of non-profit organisations, helping to raise money and increase awareness of their causes:

- The series Velvet organised a charity market that managed to raise over €20,000 for the Asociación Española Contra el Cáncer (Spanish Association Against Cancer, AECC). **Atresmedia** added an extra contribution to the proceeds thanks to the sale of furniture, objects and clothing from the series.
- La ruleta de la suerte broadcast a charity special with teachers and students as part of World Teacher Day, which raised over €6,000 to be used entirely for the educational and social projects of each school.
- La ruleta de la suerte also organised a special programme on the UNHCR, in which the presenter Jorge Fernández accompanied the organisation on a trip to the Azraq refugee camp in Jordan, home to around 35,000 Syrians. The programme also disseminated an SMS to raise awareness about the refugee crisis and help raise money and donations for the organisation.

Disability awareness workshop at the Madrid Première Week

The schedule for the Madrid Première Week 2016 film event included a workshop on raising awareness about "The normalisation of disability in audiovisual content".

The session featured the actor Federico Aguado, who plays a young man with an intellectual disability in the series Mar de plástico (**Antena 3**), who shared his experience of playing this character. Screenwriter and director David Marqués also participated, contributing the vision of the group of professionals who write stories for film and television and include people with disabilities in their plots.

The workshop gave the participants the opportunity to put themselves in the shoes of a person with a disability, seeing the difficulties that these people face on a daily basis. The conclusions were unanimous: "vulnerability and dependence".

3 Child protection

In 2016, NeoxKidz broadcast a total of 1,635 hours of programmes dedicated to the younger audience
Source: Kantar Media

In 2016, **Atresmedia** continued strengthening the quality content aimed at families and continued to provide spaces that are suitable for both parents and children, carrying out a strict control of the content broadcast, its rating and the advertisements issued during the children's slot.

Quality children's television

During 2016, **Atresmedia Televisión** added new content aimed at children to its programming through its channel **Neox**. Harvey Beaks, Angry Birds, The Goldbergs, the complete Harry Potter saga and the Puppets are some of last year's releases which combine quality and entertainment for children.

Hours of children's programming

Channel	Content	Hours
Neox	NeoxKidz	1,635
	Rest of Neox	41
laSexta	Cinema	5
Atreseries	The Clone Wars	11
Total hours		**1,692**

Moreover, the children's portal neoxkidz.com offers a selection of the channel's best content, as well as on-line games. Its objective is to offer a fun and educational environment for children, based on four concepts: entertainment, education, safe browsing and usability.

Children aged between 0 and 4 years also have an environment with adapted content that includes educational videos, stories, songs and cartoons.

During 2016, various **Antena 3** Televisión game shows also broadcast episodes in which children were the stars, including the Christmas specials of ¡Ahora Caigo! and ¡Boom!, and a La ruleta de la suerte special on World Teacher Day.

Control and self-regulation over content and infant contents

Atresmedia Televisión is committed to protecting children in televised content, hence its compliance, since 2005, with the **Self-Regulation Code on Televised and Infant Content**, which is voluntarily applied by all the companies who have signed up to it. **Atresmedia** also forms part of its Mixed Monitoring Committee, responsible for checking that the code is correctly implemented.

In 2015, the Code amended the content rating system for the different age groups, as well as the criteria for determining these ratings. The objective of this change was to help responsible adults with their parental control, as well as to seek greater objectivity and automatism when applying the Code.

In 2016, a total of 123 complaints were filed against all of the operators signed up to the Code, of which a total of 11 were accepted as inappropriate broadcasts. Of these, only 3 corresponded to **Atresmedia**.

Moreover, in 2016 the CNMC issued three sanctioning decisions against **Atresmedia** for the inadequate rating of content. Although the **Group** used the same rating awarded by the ICAA (Institute of Cinematography and Audiovisual Arts) to rate its audiovisual works, in accordance with the Self-Regulation Code on Televised and Infant Content, with article 8 of the Film Law, and as established by the ICAA itself, these sanctions have been imposed by the CNMC on the understanding that this rating is inadequate. The decisions have been appealed by **Atresmedia**.

Self-Regulation Code complaints accepted by the Committee

4 Television for everyone

One of **Atresmedia**'s priorities is to increase and facilitate access to audiovisual content for everyone, regardless of their hearing or visual capacity.

Atresmedia dedicates significant resources to achieving this objective and, thanks to its efforts to improve in this aspect year after year, it has achieved one of the most extensive and varied accessible offers on the domestic television market.

In 2016, the **Group** subtitled a total of 36,155.9 hours, which represents more than 80 % of its programming, with the channels **Neox**, **Mega** and **Atreseries** being those with the highest percentage of subtitled programming, 78 % and 95 % respectively.

It has subtitled almost 100 % of direct broadcasts, except sporting events

As in the previous year, the offering of live programming was the most important commitment as, with the exception of sporting events, almost 100 % of live broadcasts were subtitled. In this sense, it is worth highlighting its commitment to making all general interest news events accessible, regardless of their time slot. **Atresmedia** also provides maximum flexibility in its programming to address the changing length of programmes such as Espejo público and Al rojo vivo, which in 2016 happened regularly due to breaking news.

Various special programmes were also subtitled:

Major special programmes that have been subtitled live:

- Al rojo vivo and Espejo público specials on the investiture and the Brussels terrorist attack.
- Al rojo vivo specials on Lesbos, Brexit, the Government Pact, American debate, the PSOE, Target the White House and the Berlin terrorist attack.
- "El debate a 4", pre and post; and the Television Academy debate.
- General Elections: specials on **Antena 3** news, Al rojo vivo and El objetivo.
- Al rojo vivo and El objetivo specials on the Galician and Basque Elections.
- Más vale tarde Special.

Regular live programming with subtitles:

- 6:15 news
- Espejo público
- Al rojo vivo
- El intermedio
- Zapeando
- Más vale tarde
- laSexta columna
- El objetivo
- All news programmes on **Antena 3** and **laSexta**
- Sports and Weather
- El chiringuito de jugones

Subtitled advertising has increased by 40 %, increasing from 15.2 hours in 2015 to 21.4 hours in 2016

Also worth mentioning are the efforts made to ensure that all recorded content already subtitled is adjusted to the new broadcasts, checking and adapting any changes that arise one by one.

In terms of subtitled advertising, this increased by 40 % in 2016, reaching a total of 21.4 hours compared to the 15.2 hours last year. Apple, Campofrío, Vodafone, Repsol and Almirall are examples of companies that have broadcast accessible advertisements.

Grupo Atresmedia Subtitling for the Deaf

Year	Hours	Percentage over 25 hours
2014	21,327.1	72.71 (*) (**)
2015	26,054.8	78.65(**)
2016	36,155.9	80.18 (***)

(*) laSexta 3, Nitro, Xplora stopped broadcasting on 5 May 2014.
(**) Source: CNMC – CESYA.
(***) Own source due to the 2016 data from the CNMC – CESYA not being published on the publication date of this report.

Moreover, there has been an increase in the audio-described and signed broadcasts of the channels, which will include the upcoming episodes of series such as Aquí no hay quién viva and Forensic Files. The audio-descriptions of content such as About a Boy (**Neox**), The Last Man on Earth (**Neox**) and Law and Order (**Nova**) were also increased.

It is also worth mentioning the Salvados programme on James Rhodes, which was offered with subtitles for the deaf and a translation into Spanish for people with a visual disability.

Other contributions in which **Atresmedia** was involved during 2016 include:

- Collaboration with the Ministry and with the National Commission of Markets and Competition (CNMC) in contributing the quarterly data on accessible broadcasts for the control of legal compliance (Ley General de Comunicación Audiovisual (General Law on Audiovisual Communication) 7/2010).
- Thanks to an agreement with Ericsson Redbeemedia to adapt the "Time Machine" software, underway since summer 2016 on the BBC, it is working on improving the delay in live subtitles.
- Continuation of the collaboration with the **Atresmedia** website to offer subtitled broadcasts of its recorded content
- Investment in the subtitling of a package of films being released in 2017, containing over 100 titles.

Accessible content was globally increased in 2016, compared to the previous year:

- Subtitling: 39 % ↑
- Signed: 39 % ↑
- Audio-description: 38 % ↑

Numbers of hours of signed programs

Number of hours audiodescribed

Number of subtitled hours

5 Bringing the media closer to society

Atresmedia, aware of the influence that the media has on public opinion, promotes awareness about the sector and organises various activities where it opens its doors to society and encourages people to learn about its operations:

Velvet: The event of the year	Fans of "Velvet" had an unmissable date coinciding with the broadcasting of the penultimate episode of the series. "The Event of the Year" was held throughout the day. It was a meeting point to bring Velvet closer to fans of the series, which had a multitude of activities and actions that were enjoyed by the more than 2,500 people who attended. It was a very special event, open to the public, with free entry and was the prelude to the great farewell of the series.
Proyecto Mañana 2016	The main purpose of the "Proyecto Mañana 2016" (2016 Tomorrow Project) is to promote, execute and coordinate a research and development project in the university sector which identifies and encourages creativity and talent among students of audiovisual communication. In 2016, the students of Audiovisual Communication from the Universidad Autónoma de Barcelona were winners of the competition, ex aequo with the Universidad de Málaga. The projects presented consisted of designing a music radio station and creating a drama series. The prize for the winners was a quarterly scholarship to gain work experience in the multimedia departments of the **Atresmedia Corporation Group**.
Bringing the magic of radio to hospitalised children	Thanks to the collaboration of the **Onda Cero** stations, **Fundación Atresmedia** brings the magic of radio to hospitalised children through the organisation of radio workshops. In this way, the hospitals with which the **Foundation** collaborates become improvised radio studios. Children have the opportunity to listen to their voices through headphones, discover the language of radio, find out how to present a song and learn how to conduct an interview. The **Foundation** also invites all of the children to watch a real programme when they leave hospital. In 2016, the Hospitals of Son Espases, Torrecardenas, Salamanca, Badajoz, the Hospital Rafael Méndez de Lorca, and the Poniente in Almeria, among others, held radio workshops.
Visits to Atresmedia's facilities and responding to calls	During 2016, over 2,300 people in different groups (schools, universities, associations, advertisers, etc.) were able to visit **Atresmedia**'s facilities and see at first-hand how the **Group** works on a daily basis. Over 31,000 calls were also answered throughout the year, responding to all types of queries, suggestions and complaints from the audience and public in general.

ATRESMEDIA RADIO

A successful and profitable model

The year 2016 was marked by the new developments in the **Atresmedia Radio** stations. José Ramón de la Morena joined **Onda Cero** and Frank Blanco, Quique Peinado, Kiko Béjar, Hardwell and Armin van Buuren joined **Europa FM**. Moreover, Studio 1 at **Onda Cero** underwent an extraordinary overhaul that turned it into a spectacular studio/set with a large video wall and robotised cameras allowing for live broadcasting of video streaming. By the end of 2016 more than four million people were tuning in to one of our radio stations each day.

Onda Cero's main milestone in 2016 was the arrival of José Ramón de la Morena, a leading name in evening sports radio, who joined **Atresmedia Radio** in September to host El transistor, a programme that retains the spirit and DNA of the show that he ran and presented for almost three decades on Cadena SER. All of this with a new momentum resulting from the power of the **Atresmedia Group** and a renewed excitement. "We want to offer our best version ever. I have a feeling that the best is yet to come", said José Ramón de la Morena on joining **Onda Cero**.

Europa FM also strengthened its programming in 2016 with the addition of Frank Blanco, who in September began to run and present the first after-work show on Spanish radio: Vamos tarde that joins the big **Europa FM** family, lead by Javier Cárdenas. The music station also enhanced its commitment to electronic music with the arrival of Hardwell and Armin van Buuren, two of the most renowned DJ's on the current scene, who joined Europa baila, the music project led by Brian Cross.

In October, **Europa FM** also launched the programme Europlay, with Quique Peinado and Kiko Béjar in charge of branded content aimed at both gamers and non-gamers, because, as the presenters say, "the strange people now are the ones who don't play".

In 2016 all of these professionals joined a strong team in which the following people were already standing out and continue to do so: Carlos Alsina, Juan Ramón Lucas, Julia Otero, David del Cura, Isabel Gemio, Javier Ares, Javier Ruiz Taboada, Javier Cárdenas, Nuria Roca, Elena Gijón, Juan Diego Guerrero, Bruno Cardeñosa, Silvia Casasola, Bartolomé Beltrán, José Luis Salas, Esther Eiros, Carlos Rodríguez, Soledad de Juan, Pablo Rodríguez, Wally López, Brian Cross, Mar Montoro, Sara Gil, Pablo Guerola, Juanma Romero, and all of the professionals at **Atresmedia Radio**.

The strength of a large Group

The strength and variety of content on **Atresmedia Radio**'s stations mean that more than four million listeners tune in to one of its products each day, thanks to innovative programming and adapting to developments in society.

With an audience of more than two million listeners (EGM 3rd/2016), **Onda Cero** is the third ranked conventional station in Spain. The station ended 2016 as the only generalist radio station that grew compared to 2015 (+3.4 %) and compared to the previous wave of the General Media Survey (+8.8 %).

Onda Cero also saw its share grow by 0.6 % in 2016, to stand at 13.6 % (+1.2 % higher than in the previous year). The station's listening time was 132 minutes per listener (+5 minutes compared to the previous year).

Europa FM ended the year maintaining its position as the country's third ranked music station, with around two million listeners, and a rise of 0.7 % in its share, accumulating a 9.9 % share in the context of an extraordinarily fragmented themed music radio sector. **Europa FM** currently has a higher audience than its closest competitor, Los 40, in Madrid, Barcelona, Granada, La Rioja, Málaga, Asturias, Zamora and Zaragoza.

Melodía FM, moreover, has a total of 286,000 listeners and is still one of the most recent formulas of the music radio scene.

Atresmedia Radio has once again this year managed to position itself as the radio group with the best rate of return per listener and the most solid financial balance sheet in Spanish radio.

Onda Cero: credibility, quality, closeness

The signing of José Ramón de la Morena brought new momentum to **Onda Cero**'s successful formula. The sports commentator launched El transistor in September, which retained the hallmarks of real evening sports radio, of which he is the undisputed leader: information, interviews, analysis, and the friendly and intimate style of De la Morena.

Practically all of the collaborators and sports analysts with whom he previously worked joined **Onda Cero** with him: Jorge Valdano, Sergio Santomé,

Roberto Gómez, Enrique Ortego, Sebastián Álvaro, Ernest Folch, Antonio Fuentes, Pedro Delgado, Anselmo Fuerte, Joan Villadelpart, Santi Nolla, doctor José González, doctor Antonio Escribano, Rafa Plaza, Cayetano Ros, Pablo Blanco and Enrique Gozalo joined the panel of analysts in which Santiago Segurola, Ricardo Gallego, Bernd Schuster, Gica Craioveaunu and Milinko Pantic were already performing strongly.

El transistor with José Ramón de la Morena made its début on **Onda Cero** with 372,000 listeners, which led to the doubling of the audience in that time slot in a context of extremely strong competition from the other general radio stations.

The addition of De la Morena brought with it a reorganisation of sports on **Onda Cero**, whose objective was to integrate the team of the journalist from Brunete into the already well-established sports line-up on the radio, something that was extraordinarily easy and enriching to do. Héctor Fernández, who had been leading evenings of sport on **Onda Cero**, moved on to direct and present La brújula del deporte.

The other great new development in 2016 came with the complete renovation of **Onda Cero**'s Studio 1, which was turned into a formidable studio/set with the most advanced technology to broadcast not only audio but also video streaming, thanks to its four robotised cameras. A large twelve-screen video wall opens up the radio to what is happening beyond the studios in San Sebastián de los Reyes.

The new developments at **Onda Cero** have simply enhanced the diverse, close and participatory model that defines the radio of **Atresmedia**; radio that in 2016 continued focussing on information and providing a local service, with an extraordinary network of stations that make it the channel that dedicates the most time to local and regional content, connecting the business sector in the regions to the listeners thanks to formats which are very attractive for both parties.

Onda Cero's staff (announcers, journalists, technicians, sales staff, managers, etc.) are a guarantee of trust and credibility, and make it possible for us to each day create programming that accompanies Spanish society in its process of permanent transformation.

Más de uno (Carlos Alsina and Juan Ramón Lucas), which has the trust of 1.2 million daily listeners, continued to be structured into two sections. In the first (6am - 10am), Alsina reviewed the current news and analysed the different implications of the information. The lawyer Miriam González, political experts Víctor Lapuente and Kiko Llaneras, and the journalists Rosa Belmonte and Antonio Lucas joined as new collaborators, alongside the established figures of Rubén Amón and Fernando Ónega. The opinion pieces of Vicente Vallés, John Müller and Fernando Savater also continued, along with the economic reports of Carlos Rodríguez Braun.

The second section of Más de uno (10am – 12.30pm), with Lucas at the helm, strengthened the presence of humorous sections and added new collaborators. Carlos Latre and Goyo Jiménez were joined by Leo Harlem and El Monaguillo. Alicia Borrachero, Mónica Carrillo and the tenor José Manuel Zapata also had new sections on the morning magazine programme from **Onda Cero**, in which Lorenzo Díaz and Josemi Rodríguez Sieiro continued to appear.

Elena Gijón continued to be at the helm of Noticias mediodía throughout the year, compiling and updating all of the morning's news. With 204,000 listeners, the programme ended the year confirming its role as the second ranked news programme in its time slot on Spanish radio, in terms of audience numbers.

Julia Otero returned for another season of the late-afternoon magazine programme Julia en la onda, committed to being up-to-date, rigorous and entertaining. 470,000 daily listeners confirmed **Onda Cero**'s afternoon programme as the second most listened to, even taking into account that it is one hour shorter than the competition. Julia continued to be joined by the television critic Ferrán Monegal and Manuel Marlasca and Luis Rendueles with their reporting of events. The so-called "Gabineteros" Manuel Delgado and Juan Adriansens also recovered the feeling of radio from the olden days with El gabinete sentimental, a sort of clinic where listeners could raise the large and small dilemmas in their lives. Juan Gómez Jurado and Raquel Martos continued to lead on physical issues; and El gabinete signed the philosopher Pedro Insúa, the journalist and sociologist Javier Gallego and the journalist Ana Pardo de Vera, who joined the payroll which already included, among others, Fernando Iwasaki, Juan Carlos Girauta, Julián Casanova, Elisa Beni and Rosa Díez. The writer Laura Falcó joined Territorio comanche, which had already signed up Máximo Pradera, Santiago Segurola, Agustín Alcalá, Lorenzo Caprile, Julián Casanova and J. L. Ibáñez Ridao.

In 2016, every evening David del Cura continued guiding La brújula towards current affairs (323,000 listeners). The programme involved the journalist Antonio Lucas, who joined the list of regular analysts: Pilar Cernuda, Casimiro García Abadillo, Paco Marhuenda, Pepe Oneto, Toni Bolaño, Antonio Casado, etc. In addition to news and political discussion, 2016 saw the triumph of sections such as La brújula de la economía, La brújula del deporte (Héctor Fernández), Punta norte (Javier Cancho), La brújula de la ciencia (Alberto Aparici) and La gambada (María Hernández). La brújula was cut short by half an hour to allow El transistor to be brought forward to 11.30pm.

In the early hours of the morning, and after El transistor with José Ramón de la Morena, the voice of José Luis Salas could be heard in 2016 with the programme No son horas, a content-packed magazine programme in which quality music was again the common theme. Salas occupied the time slot of La parroquia with El Monaguillo and Arturo González Campos who, at his own request, decided to retire from early mornings and take on new professional challenges. The programme ended the year with almost 100,000 listeners.

The weekend continued to be the territory of the conversation and commitment of Isabel Gemio and Te doy mi palabra (618,000 and 587,000 listeners), which signed the socialite Carmen Lomana and Carmen Freixa, little Rúben Darío, a genius who uses literature to fight against his illness (considered rare) and the comedian and impersonator Javier Quero as new collaborators. Gemio continued to share the weekend with the scientific expert Antonio Martínez Ron, the psychologist María Jesús Álava, and the journalists Fernando Sánchez Dragó and Alfonso Rojo. Juan Pando, Eloy Arenas and Milena Busquets completed the list of collaborators.

Radioestadio, with Javier Ares and Javier Ruiz Taboada (487,999 and 631,000 listeners), remained the weekend's leading sports programmes in terms of both form and content and collaborators (Bernd

Schuster, Ángel Cappa, Jorge Valdano, Iván Helguera, Ricardo Gallego, Milinko Pantic, Gica Craioveanu, Mr Chip, etc.). **Onda Cero**'s sports programme focussed heavily on events in La Liga, la Copa del Rey and the European competitions.

Gente viajera (Esther Eiros), which received an "Antena de Oro", La rosa de los vientos (Bruno Cardeñosa and Silvia Casasola), Noticias fin de semana (Juan Diego Guerrero), Como el perro y el gato (Carlos Rodríguez), Onda agraria (Pablo Rodríguez and Soledad de Juan) and En buenas manos (Bartolomé Beltrán) are already classic programmes on **Onda Cero** and continued forming part of the weekend schedule.

A commitment to information

One of the pillars of **Onda Cero**'s programming throughout 2016 was current affairs. Its news services were on alert 24 hours a day, 365 days a year in order to never miss a single news event; especially in a year with such an intense political and international agenda.

Carlos Alsina, Elena Gijón, David del Cura and Juan Diego Guerrero were the most recognisable voices on the station's news programmes. However, many other professionals worked to bring listeners the main features of the breaking news during 2016. As a result, the news team was present at almost all of the major news events of the year: the general elections in Spain, the U.S. elections, Obama's visit to Cuba, the death of Fidel Castro, the United Kingdom's Brexit referendum, and the terrorist attacks in Brussels, Nice and Berlin. Wherever the news happened, however unexpected as it was, **Onda Cero** was there.

Europa FM and Melodía FM, the formulas for success

Europa FM, with almost two million listeners, was a real leader in music radio, positioned in third place in the rankings of themed radio stations nationally and exceeding the audience of its most direct competitor, Los 40, in Madrid, Barcelona, Granada, La Rioja, Málaga, Asturias, Zamora and Zaragoza.

Much of the success of **Atresmedia**'s music station came from the morning show Levántate y Cárdenas, with Javier Cárdenas at the helm, which had over 1.1 million dreamers each morning, and the success at the weekends of Juanma Romero and the programme ¿Me pones?

In order to strengthen its afternoon slot, in September **Europa FM** signed Frank Blanco, who launched the first after work show on Spanish radio, Vamos tarde, a programme packed with humour, current affairs and zapping.

Moreover, the electronic music programme Europa baila was strengthened with the addition of Hardwell and Armin van Buuren, two of the most prestigious international DJ's who became part of the project led by Brian Cross.

Europlay was launched in October, providing weekly branded content from the world of video games, presented by Quique Peinado and Kiko Béjar.

Melodía FM, one of the stations that has most recently reached the dial, maintained its excellent performance with almost 270,000 listeners, 21 % more than in the previous year. Nuria Roca continued at the helm of the morning show Lo mejor que te puede pasar in 2016, which at the end of the year had gained the trust of 116,000 listeners. This is 17.2 % more than in the previous year, and 17 % more than in the second wave of 2016.

21st century Radio

Onda Cero's website broke the barrier of one million monthly unique visitors in 2016 and managed to exceed the strong figures achieved in 2015 by 10 %, achieving its best figures in September with over 1.2 million unique visitors. The consolidation of the station's programmes with the highest audiences, such as Más de uno, as well as the excellent welcome received by the arrival of José Ramón de la Morena with El transistor, were the basis for the strong figures achieved by ondacero.es, which closed the year as the general radio station with the highest growth compared to 2015.

europafm.com ended 2016 with growth of 36 % compared to 2015, with more than 1.6 million monthly unique visitors. **Europa FM**'s website was the music radio portal that grew the most in 2016, which established it as the second most popular music radio station in Spain. The basis for this success was the loyalty of the listeners to its star programmes, Levántate y Cárdenas and Ponte a prueba, as well as its commitment to new formats such as Vamos tarde, which made its début on the station in September and is presented by Frank Blanco.

The website of **Melodía FM** ended the year with 121,153 unique visitors, 20 % more than in the previous year and with a growth of 20 % in the monthly average.

Radio with a desire to serve

All of the **Group**'s broadcasters contribute to making **Atresmedia Radio** a benchmark in corporate responsibility, and they do so first by including in their programming sections and content that reflect the main concerns of society, and second by being involved in social initiatives promoted by both the Group and other entities:

Outlined below are some of the main actions carried out by **Atresmedia Radio** and its local broadcasters in 2016:

Onda Cero Almería	**Supporting social initiatives:** • Photography competition to help promote the province's natural spaces. • Radio workshops for hospitalised children as part of the hospital assistance programme run by Fundación Atresmedia. • Campaign to recover the lighthouses of Almería. • Supporting Book Day from the home of the poet Jose Ángel Valente. • Campaign and special programme supporting those fighting breast cancer. **Broadcasting social content:** • Programme to support the Casa Ibáñez Museum as heritage for all the people of Almeria and Andalusia. • Collaboration with non-profit social organisations through prominent advertisements: support for Cáritas, Amnesty International, Proactiva Open Arms, etc. • Collaboration with culture: "La Oficina", "La Guajira" and other cultural projects that bring together thousands of members have Onda Cero as their leading media organisation for all their activities. • "Conocemos Almería desde dentro" (We know Almeria from the inside) programme.
Onda Cero Cádiz	**Supporting social initiatives:** • Annual presentation of the 'Gaditanos del Año' awards, with a section dedicated to NGOs. **Broadcasting social content:** • Coverage of social issues, especially in the news programmes: Soup kitchens, food banks, Red Cross campaigns, etc. • Interviews of a social nature during the year: Madre Coraje, ADACA, EQUA, ASPADEMIS, Autismo Cádiz, etc. • Monthly slot with the Asociación de Donantes de Sangre (Association of Blood Donors) of Cadiz. • Coverage of the campaigns of the "Asociación de Ayuda Contra el Cáncer" (Association of Support Against Cancer).
Onda Cero Castellón	**Broadcasting social content:** • Magazine programme "Castellón en la Onda", which includes specific sections on social matters: – Seguridad Vial (Road Safety). Instructor and trainer Raúl Ribes gives listeners a refresher course so that they can drive efficiently, calmly and safely. – Perritos en la Onda (Dogs on la Onda). A weekly slot in collaboration with the animal protector Manada Feliz. – Empowering listeners to achieve excellence in their personal and professional lives.

Onda Cero Catalonia	**Supporting social initiatives:** Support for the communication of the charity concert Rock&Joc, organised by Melodía FM and Mossosd'Esquadra to collect toys in collaboration with the Red Cross. **Broadcasting social content:** • 'CiutatSolidària' Awards. Social initiative recognising the social work of volunteering entities and associations. The awards are named after the weekly section "CiutatSolidària" of the programme La Ciutat, in which an entity is interviewed to raise awareness about its projects. At the end of the year, a jury chooses two entities (winner and runner up) from among those interviewed who are deserving of an award. • Interview with the Síndica de Greuges, a figure similar to the ombudsman in other autonomous communities. • Weekly social debate on the programme 'La Brúixola' where NGOs and other social entities are frequently given a voice in current debates. • Frequent broadcasting of news, reports and articles with social content in the programme La Ciutat. • In Tarragona, coverage of charity events organised by the PorAventura Foundation. • In Tarragona, a voice has been given to associations, professionals and other people supporting social interests such as the Vicente Ferrer Foundation, URV Solidaria, Intermon Oxfam and interviews with volunteers who have been in Greece, Turkey and Syria to help the refugees.
Onda Cero Ceuta	**Supporting social initiatives:** • Immediate reporting of activities or campaigns by social assistance associations in the programming and support for campaigns helping specific members of the public. **Broadcasting social content:** • Special programmes or in-depth interviews with issues such as school bullying, the fight against domestic violence, AIDS, the Great Collection Campaign for the Food Bank, among others, as protagonists. • Regular information and programmes on social aspects such as emergency telephones, veterinary consultations, AIDS prevention, mental health, etc.
Onda Cero Cordoba	**Broadcasting social content:** • "Sin Barreras" and "Charlas con Córdoba Solidaria" sections on the programme Córdoba en la Onda, seeking to bring society closer to the world of disability and publicise the activity of different NGOs, respectively.
Onda Cero Balearic Islands	**Supporting social initiatives:** • Monitoring of all the actions and events of NGO RANA (Support Network for Abused Children) • Onda Cero Mallorca Award, with interviews every time there is a special campaign. **Broadcasting social content:** • Sections in collaboration with Palma Aquarium, the largest aquarium in Mallorca, on education and environmental awareness.
Onda Cero Jerez	**Supporting social initiatives:** • Collaboration with culture: supporting associations such as the group of artists "El Arroyo", the Asociación de Amigos del Archivo (Association of Friends of the Archive) and the Ateneo Cultural Andaluz (Andalusian Cultural Athenaeum). • Active collaboration with the neighbourhood movement, thanks to the spaces dedicated to the two federations of neighbourhood associations in the city, Solidaridad and La Plazoleta 2.0. **Broadcasting social content:** • Coverage of all the activities organised by the city's charity associations, from soup kitchens to non-profit organisations fighting for social integration. • Dissemination of the different campaigns implemented by associations such as Madre Coraje, Intermón, Food Banks, etc.
Onda Cero La Rioja	**Supporting social initiatives:** • Supporting all the charity campaigns that ask to broadcast free advertisements. In 2016, it collaborated especially in the Women's Fun Run for the Asociación Española Contra el Cáncer (Spanish Association Against Cancer), the 32nd Aspace Fun Run and the Los Átomosa concert in favour of FARO (Families of Children with Cancer). • Interviews with all of the organisations that have held a charitable event and that have asked to be broadcast: Cáritas, Proyecto Hombre, Médicus Mundi, la Cocina Económica, Mujeres por África, among others. **Broadcasting social content:** • Monthly programme with Aspace La Rioja, in which staff from the organisation, both people with cerebral palsy and their workers, explain the work of this association.

Onda Cero Leon	**Supporting social initiatives:** • Free promotional slots, promotions and/or interviews supporting social actions such as the FUNDASPE support campaign, for donating blood and organs, the Fundación Alzhéimer (Alzheimer's Foundation) Awards and the Ruta de la Luz Foundation. **Broadcasting social content:** • Live broadcasting of the programme 'León en la Onda', from the hospital classroom in León, with the participation of the city's Mayor along with the doctors and hospitalised children. • Radio workshop from Colegio Maristas in San José de León with the participation of eight year old children. • Radio workshop from the hospital classroom in León. • Direct programme from the Hospital San Juan de Dios, to mark its festivities.
Onda Cero Marbella	**Supporting social initiatives:** • Special "stories of overcoming adversity" Onda Deportiva Marbella, which honours three local athletes whose spirit of overcoming adversity has crossed borders. The fund-raiser was for the Cesare Scariolo Foundation and to contribute to the rehabilitation costs of "chato" Antonio Benítez. • DJ Retro playing for a cause: People linked to Onda Cero Marbella but who were not music professionals took turns in "DJing" a music session. The money collected from the sale of toys supplied by the youth department of Marbella City Council was donated to Alzheimer España (Spanish Alzheimer's Foundation).
Onda Cero Murcia	**Supporting social initiatives:** • Free promotional radio advertisements supporting campaigns such as collecting food, the "Magia Solidaria" gala and the charity calendar from the Fundación Síndrome de Down (Down's Syndrome Foundation), among others. • Help for the Asociación Amigos de Tirsona (Friends of Tirsona Association) who wanted to bring to Murcia a Syrian girl aged one and a half who had been hospitalised in Athens, very ill, with heart and respiratory problems. **Broadcasting social content:** • Radio workshops at Lorca Hospital. • A voice was given in the radio station to associations, professionals and other people supporting social interests such as the Asociación contra la Distrofia Muscular (Association against Muscular Distrophy), the Asociación de Famosos y Deportistas Contra el Cáncer (Association of Celebrities and Athletes Against Cancer) and the Federación de Salud Mental de la Región de Murcia (Mental Health Federation of the Murcia Region).
Onda Cero Orense	**Broadcasting social content:** • Regular interviews with "Stop Accidentes" (Stop Accidents) reinforcing the Ponle Freno campaign. • Programme with students from the Filomena Dado School, to talk about work-life balance. • Interview with the chairman of the Provincial Assembly of the Red Cross. • Interviews and coverage of news on NGOs such as Amigos da Terra (Friends of the Earth).
Onda Cero Pontevedra	**Supporting social initiatives:** • Free radio advertising slots in support of social initiatives such as those of REDEAXUDA, a municipal project that brings together all the social organisations in Pontevedra. **Broadcasting social content:** • A voice is given to social groups and causes such as the UNESCO School Network, Pedaladas and the Food Bank. • SARAIVA + SENDO micro-spaces, two local companies explain their therapies and services aimed at people with Alzheimer's and other forms of dementia. • Programmes with social content that, among others, have publicised the innovative initiatives of two educational centres in Pontevedra and Marín, and the special "Women and leadership", sponsored by the County Council of Pontevedra to inaugurate the María Vinyals school of equality.
Onda Cero Salamanca	**Supporting social initiatives:** • Pedaleando por el empleo (Pedalling for employment). Live programme from the Plaza de los Bandos in Salamanca, supporting the event raising awareness about social exclusion. **Broadcasting social content:** • Live programme from the Ave María foster home, during which there were interviews with women who decided to continue with their pregnancy even though they were in vulnerable situations. • Live programme from the paediatric classroom of the University Hospital with hospitalised children. • Live programme to talk about Salamanca as a child-friendly city. • Commemoration of the Universal Day of Children's Rights.

G4-26, G4-27

Onda Cero Seville	**Supporting social initiatives:** • Cada niño, una sonrisa de ilusión (Every child, a smile of excitement). Toy collection for the children of Seville at Christmas. • Rieloterapia: cómo ser feliz en tiempos de crisis (Laughter therapy: how to be happy in times of crisis). Free non-profit show which brought together 300 people. • Free promotional radio advertisements for the initiatives of Fundación Banco de Alimentos De Sevilla (Seville Food Bank Foundation), Fundación Sandra Ibarra (Sandra Ibarra Foundation) against breast cancer and the Fundación Pequeño Deseo (Small Wish Foundation) to support sick children, among others. • Donation of sweets for the Three King's Parade. • Toy collection. Installation of a marquee in the centre of Seville where the public could donate toys to be distributed among children in need. **Broadcasting social content:** • "Campanilleros" Competition Programme. Over three days, different schools in Seville competed and livened up Christmas in a "campanilleros" choir competition.
Onda Cero Valencia	**Supporting social initiatives:** • Collaboration with NGOs that ask for their initiatives to be broadcast. • Official Broadcaster of the Ronald McDonald House in Valencia, disseminating the initiatives they carry out to raise money for long-term hospitalised children. **Broadcasting social content:** • Dissemination of NGO initiatives such as the Food Bank, Fundación Pequeño Deseo and Cáritas Diocesana. • Annual programme with the Blood Transfusion Centre of the Valencia Community, to disseminate and raise awareness about blood donation. • Programme about the circus so that socially excluded children can go free of charge.
Onda Cero Vigo	**Broadcasting social content:** • Dissemination of the work of entities that help groups at risk of social exclusion with interviews, informative breakfasts, social gatherings and special programmes. Included among the entities it has supported is AMINO, an association that fights against the abuse and mistreatment of children and young people; ASANOG, an association to support children with cancer; and the IGUAL-ARTE Foundation, an entity that promotes artistic disciplines in people with different abilities. • Contraparte Programme. Space comprised entirely of content related to social issues: HIV, disability, exclusion, drug dependency, gender, prison facilities, children, old age, etc.

In 2016, Atresmedia Radio stations broadcast 17,317 seconds of free radio advertising slots in support of social initiatives, whose value reached €2,643,127

In addition to these local actions, all of the Group's radio stations support Atresmedia's main corporate responsibility campaigns such as Ponle Freno, Hazte Eco, Objetivo Bienestar and Crea Cultura, broadcasting their messages on road safety, the environment, healthy lifestyle habits and protecting intellectual property, among others.

Moreover, **Onda Cero** and its programmes extensively broadcast corporate volunteering initiatives, being one of the main media channels supporting **Día Solidario de las Empresas** (Company Solidarity Day) together with Cooperación Internacional ONG (NGO International Cooperation), **Give and Gain Day** together with Forética, and **In Good Companies** from the Fundación Hazlo Posible (Make It Possible Foundation).

Through interviews and sections on programmes and in the news it also widely broadcasts the initiatives undertaken by **Fundación Atresmedia** which are linked to defending children, education and people with disabilities.

The Onda Cero and **Europa FM** radio stations also broadcast the advertising campaigns of different NGOs for free in order to help them spread the word about their work. In 2016, **Atresmedia Radio** broadcast 17,317 seconds of free radio advertising slots for a value of €2,643,127.

Training new professionals

Another of **Atresmedia Radio**'s main lines of action in the area of corporate responsibility is training new professionals in the sector. During 2016, the **Group**'s radio stations have been especially active in this commitment:

- The third year of the **Onda Cero Master's in Radio** has begun, in collaboration with the Universidad de Nebrija, in which professionals from the **Group**'s radio stations, representing all departments, from management to editing, took part. In this edition, XX students were registered, four more than in the first year.
- Moreover, **Onda Cero**, **Europa FM** and **Melodía FM** collaborated in the design and development of the 2016 edition of Proyecto Pro, together with **Fundación Atresmedia** and the Universidad Rey Juan Carlos. As part of this initiative, the University Specialist in Radio Content and Production course was given, aimed at students with disabilities. This proved to be a success and a good experience for everyone involved.
- In addition, each year 10 Audiovisual students from the State University of Ohio (USA) visit **Onda Cero** Seville accompanied by their teachers. Guided visits are also made to this city's radio station by students from IES Lauretum de Espartinas.

Distinctions received in 2016

As recognition for their work and efforts, various programmes and professionals at **Atresmedia Radio** received different awards and distinctions throughout 2016:

Onda Cero Cadiz

- Madre Coraje special recognition in the Media section.
- Honorary Member, awarded by the Brotherhood of Blood Donors of Andalusia.
- 1st Consumers of Cadiz Awards, in the Media section.
- Mojarrita de Oro, from the Association of Friends of Fernando Quiñones.
- Andalusian Sailing Federation Award, in the Media section.

Onda Cero Jerez

- Public recognition for cultural dissemination from the Jerez Athenaeum.

Onda Cero La Rioja

- Award for the most charitable media channel in 2016.

Onda Cero Murcia

- Silver antenna from the Radio and Television Association for Rosa Roda, news director for Onda Cero Murcia Region.
- Award from the SATSE Nursing Union of the Murcia Region for Onda Cero journalist Mari Paz Martínez.

Onda Cero Salamanca

- Cossío Journalism Award in the Radio category.

Onda Cero Seville

- 2016 FLACEMA Award from the Andalusian Labour Foundation for Cement and the Environment for the programme "Aquí en la Onda".

ATRESMEDIA
PUBLICIDAD

The best valued advertising seller

Numerous studies, including RepTrak España, Personality Media, Media Scope, Superbrands and Randstad Award once again demonstrated that **Atresmedia** is the audiovisual group with the best reputation. **Atresmedia Publicidad** was also the highest ranked TV sales house, leading in sales service and advertising effectiveness. The two main channels in the **Atresmedia Group**, **Antena 3** and **laSexta**, led all the rankings for quality and innovation, and were the favourites among consumers.

Atresmedia Televisión was the group which saw the highest growth in 2016, capturing a 27.1 % share, up +0.3 points compared to 2015. **Antena 3** ended the year as the prime-time leader in the commercial target (14.3 %), **laSexta** came in with 7.1 % for the year and our complementary channels were up +1.3 points in comparison with the previous year. **Mega** reported the largest increase (+0.9).

In radio, highlights include the addition of sports journalist José Ramón de la Morena in July 2016. The undisputed leader in Spanish sports journalism joined the **Atresmedia Group** with "El transistor", the new night-time sports show on **Onda Cero**. With 163,000 new listeners, **Onda Cero** was the only general interest radio station that saw growth in the latest General Media Study, coming in at over two million followers per day. **Atresmedia Radio**'s music stations also reported positive results. **Europa FM**, with almost two million listeners, continued to increase its audience share, consolidating its position as the number three music radio station. The morning show "Lo mejor que te puede pasar", with Nuria Roca, reached a record high for mornings on **Melodía FM**.

Online, highlights include the launch of Iceberg, which defined the **Group**'s digital offerings. It provides a more complete, organised and simplified way to access the entire digital advertising portfolio of **Atresmedia** and its partners. Iceberg is made up of five sales formats, covering all the demand-side requirements of agencies and advertisers: Branding, Performance, Programmatic, Native Advertising and Special Advertising. This has allowed **Atresmedia Publicidad** to demonstrate that it is much more than video and branding, which are the tip of the iceberg for which it is recognised and valued by the market. With over 27 million users and covering 84 % of the online population, **Atresmedia**'s commercial offerings came in at number two in the ComScore ranking.

As regards the Internet, it should be noted that the largest European football competition, the Champions League, returned last February with an innovative player, social media battle and the games "Elige tu 11" and "Trivial Champions". Live broadcasts could be followed using the innovative multi-camera player, with up to seven different angles available to the audience.

Atresmedia consolidated the success of the Management & Business Summit at its second edition. This major gathering of global executives and leaders, which took place over two days filled with motivation, innovation, creativity and leadership, posted extraordinary numbers: more than 1,400 attendees; 600 networking connections; hundreds of ideas for businesses to apply in order to improve productivity, innovation, adaptability and motivation; and 18 hours of training sessions. Two days of conversation, reflection and learning.

One final noteworthy event was the appointment of Eduardo Olano as the new chairman of **Atresmedia Publicidad**, passing the general manager's baton to José Miguel García-Gasco. Beatriz Medina, digital general manager of **Atresmedia Publicidad**, was named president of the board of directors for IAB Spain.

This year, innovation and effectiveness were the two key focal points of **Atresmedia Publicidad**. **Atresmedia Publicidad** maintained its commitment to offering the best service to agencies and advertisers, and to continuing its research into knowledge around advertising effectiveness. It also continued to focus on innovation in generating new advertising formats, as well as actions aimed at improving the product offered to brands. In this area, **Atresmedia Publicidad** expanded the content of its website with two new sections: Objetivo eficacia (Target Effectiveness) and Objetivo innovación (Target Innovation), adding to the quality positioning of the **Atresmedia Group**.

This helped **Atresmedia Publicidad** remain true to its commitment as an exclusive advertising agent, something which goes beyond acting as a mere provider of advertising spaces. Committed to its role in offering effective advertising for its clients and keeping up-to-date on innovation, from its inception, the **Atresmedia Group**'s advertising arm has been known for offering brands and agencies the most suitable campaign for each communication need, as well as the best sales service.

G4-26, G4-27

Innovation

In a constantly changing television and advertising environment, two years ago, **Atresmedia** launched **AtresmediaLab**, a project incubator to manage all the possibilities available to brands, advertisers and suppliers emerging as a result of the new multi-screen advertising formulas and new technological options (mobiles, online video, mobile marketing, social media, smart TV, apps, etc.).

Under this innovation plan, **Atresmedia Publicidad** was able to successfully get ahead of the market. Taking advantage of the **Group**'s multimedia potential, it created new television and multi-screen formats, enabling it to distinguish itself from other communications groups.

Seven new advertising formats based on interactivity, new technological applications and the use of own brands: Agreement with Shazam, Context Spot/Real Time, Context Spot/RC, Neuroquiz, Momentazo y Juega TV, and Avance estreno.

Special actions carried out by Atresmedia Publicidad in 2016

An original telepromotion during Ahora caigo was the format selected by Twentieth Century Fox España to promote the premiere of The Peanuts Movie. This was an animated piece that simulated the film's characters taking part in the competition featured in Ahora Caigo, appearing on the set of the programme together with presenter Arturo Valls, who was reporting on the premiere.

Once again, IKEA's La escuela de decoración, airing on **laSexta** and **Nova**, was another fantastic example of branded content on TV. This 30-minute programme airs Saturdays on **laSexta** and is rebroadcast on **Nova** on Sundays. La escuela de decoración is also available on **laSexta** website and **Atresplayer**, as well as having a presence on social media. The action also included previews of programming, which reached 82 % of the core target and were covered by the specialised media.

According to a market study, 62 % of those surveyed said that they had seen it on TV and 7 out of 10 people associated the programme with IKEA. After watching the programme, 80 % stated that they would visit IKEA, that they would purchase a product, and that they would recommend their visit and/or purchase. In addition, after watching the programme, the number of visits to the website www.laescueladedecoracion.es increased sixfold. This site offers users simple online courses with great ideas to implement at home. This is one more example of how advertising and content can come together to achieve greater message integration within the **Atresmedia** programme schedule. The programme won one Gold and one Silver Sun at the El Sol Awards. The show won a Silver Sun in the "Brand Content" category for Television and Film, and a Gold Sun for the best integrated content campaign.

The insurance brand DKV, together with OMD, began implementing a content-based strategy as the main channel for its new advertising campaign. This took the form of "Irse de Madre", branded content starring well-known comedienne Sara Escudero. It features monologues talking about her visits to real families to learn what it truly means to become a "mummy" and

all the implications of the arrival of a new member of the family.

Atresmedia launched an Adeslas campaign using the neuroquiz format with a new creative twist. A neuroquiz is a formula that consists of airing a "wake-up call" that presents a question about the brand directly related to the advertiser's spot, which airs immediately after this piece. Adeslas goes one step further and adds a second piece between the two elements answering the initial neuromarketing question. This reinforces awareness and retains the viewer's attention.

In response to requests to integrate Heineken into the UEFA Champions League, of which it is a sponsor, **Atresmedia** created a new advertising formula to reinforce the impact of the company's spots. Heineken launched a spot starring José Mourinho especially for the UEFA Champions League. But the demand for integrated content went a step further, creating a new structure consisting of an introduction to the spot by the presenters prior to the Champions League match, followed by a bumper for the brand before the advertising break. The action continues with the spot airing in the first position, creating an advertising formula linked as closely as possible to one of the most "premium" programmes on **Atresmedia**'s broadcast schedule.

Also for the Champions League, Bwin, the well-known sports bookmaker, decided to do a live piece during the half-time advertising break of the first UEFA Champions League match. This original format made it possible to report on the real-time values of Bwin bets updated based on the result of the first half of the match.

Gas Natural Fenosa presented the second and third editions of CINERGÍA, an initiative created with the aim of bringing energy efficiency to the general public through the cinema and promoting the talent of our country's film-making industry. Gas Natural received an award at the second edition of Sitges Next, the competition dedicated to communication and new media which is part of the Sitges Film Festival. In the Branded Content category, the commercial brand award went to Cinergía, by **Atresmedia** and Arena Media for Gas Natural.

In October, **Europa FM** debuted the programme EuroPlay, a new format targeting lovers of video games and the video game world, presented by Quique Peinado and Kiko Béjar. EuroPlay features the latest from the video game industry, news and events, with

the help of experts and surprising guests, presented in a laid-back atmosphere. EuroPlay has hosted a number of special guests – including musicians, actors, presenters and journalists – talking about their experience with video games.

#paraquequierouncoche (#whydoiwantacar) was a mysterious branded content campaign on **Atresmedia Radio**. This action filled the city of Madrid with anonymous posters intended to encourage residents to think about whether or not they needed to use a vehicle This initiative, which was soon reinforced by making the leap to social media with the hashtags #cochesi (#caryes) and #cocheno (#carno), was supported by an exclusive branded content-style campaign on **Atresmedia Radio**, with the aim of encouraging answers to the question #paraquequierouncoche. The purpose was to conduct a study which revealed that Spaniards opt to have their own car and use it every day, and that the culture of car sharing to reduce expenses is not yet very prevalent in our country. The final piece of the puzzle was released at the end of the action, in which Skoda revealed that it was responsible for the study in an advertising campaign with a clear message: Why else do you want a car, if not to live your life?

In the online area, **Flooxer**, the **Atresmedia** digital short video platform created in November 2015, became one of the leading portals for standard-setting content in Spain. With the slogan "La plataforma del talento digital" (The platform for digital talent), **Flooxer** has continued to grow with each passing month, filling with high quality content and incorporating new formats and channels.

The main differentiating features of the digital branded content on **Atresmedia** were the high quality production by the most influential creators and a content distribution plan which gave branded content a boost and visibility. Brands like Heineken (Desperados), Pierre Fabre (Elancyl), P&G (Gillette Venus), Aperol Spritz and L'Oreal Fructis by Garnier have already opted to post branded content on Flooxer, consolidating the advertising success of the platform as a new showcase for targeting audiences that are difficult to reach using traditional channels.

Coinciding with the launch of the "Triplex de la ONCE", the new game from lottery operator ONCE targeting a younger, more urban audience, Atresmedia premiered "Márcate un Triplex" on Flooxer. This entertaining game show presented by Quique Peinado is another example of branded content. Based on an original idea by Carat BE, Carat's Branded Entertainment and Special Actions division, the "Márcate un Triplex" competition was produced and distributed by Atresmedia through the Flooxer branded content team. This unique, original and high-impact project revolved around the new "Triplex de la ONCE" game.

Effectiveness

As in previous years, **Atresmedia Publicidad** continued its commitment to offering the best service to agencies and advertisers, and to continuing its research into knowledge around advertising effectiveness.

Atresdata

Atresdata was the revolutionary new tool from **Atresmedia Publicidad** to improve affinity and effectiveness in the sale of television advertising. Available since 1 April of last year, this launch represented a major development in how audiences are measured and advertising is sold, thanks to an agreement with Kantar Worldpanel. Atresdata represented a giant leap forward, adding measurement of current variable socio-demographic targets in terms of real purchases and behaviour. With Atresdata, television began speaking the same language as online media, without giving up its major attributes: a reach that extends to millions and the capacity to generate awareness and create brands.

Opel, Nestlé, L'Oréal, Línea Directa and MSC Cruceros, among other advertisers, opted for the new **Atresmedia Publicidad** tool, trusting in the effective planning of Atresdata and ensuring that their campaigns would have a more effective impact on consumption and behaviour targets than planning based on socio-demographic targets.

Atresdata was unveiled at the 32nd AEDEMO (Spanish Market, Marketing and Opinion Studies Association) Seminar, held last February in Girona. **Atresmedia Publicidad** Marketing Manager Javier Andrés introduced the tool in a talk titled "16 años tarde" (16 years later), which was recognised as the best presentation at this specialised forum.

Be Neuro, Be Effective 2 Study

Atresmedia Publicidad has succeeded in utilising neuroscience to gain an in-depth understanding of how viewers respond to advertising stimuli and how these influence attention and brand recall. Last April, **Atresmedia Publicidad** and Brain 4 Marketing launched Be Neuro, Be Effective 2, a study based on neuroscience techniques whose aim is to optimise advertising breaks by boosting viewer attention and recall. 5-second "wake-up call" pieces clearly linked to the following spot were produced. This connection, based on the coherence effect, achieved a significant increase in awareness of the brands analysed.

2nd dealership traffic model:

For the second time, **Atresmedia Publicidad** and Tres14 Research developed an econometric model which explains dealership traffic generated by a specific car brand based on the principle business variables. The model confirmed the direct impact of television advertising campaigns on dealership traffic, and therefore, the brand's sales.

Advertising played a very important role, as almost 47 % of all traffic was the result of advertising in all media. Analysing the role of each medium, the most noteworthy finding was the importance of television, the medium which offered the highest return on GRP. It accounted for a little over half of all advertising activity, but was responsible for 80 % of dealership traffic.

A correlation was established between GRP in each medium and the number of dealership visits. For each television GRP, the car brand received 4.5 dealership visits. This ratio is three times higher than that of the remaining media, without TV (1.6).

Third study on ROI and multimedia advertising effectiveness (ROIMAP)

For the third consecutive year, **Atresmedia Publicidad** and Tres14 Research prepared the ROIMAP study (ROI for multimedia campaigns). This measures the effectiveness and profitability of the different media when it comes to generating brand awareness, determines what effect the media mix has in terms of profitability and recall, and suggests the perfect combination of media to maximise brand awareness.

The overall results of the study were in keeping with those of the two previous studies, although past results did indicate a gradual increase in the importance of television. The study showed that the effectiveness of television experienced significant growth over the last three years, with 2015 being the year in which it achieved the highest share of the optimum media mix, with 64 % of investment in all media in that year.

The third study on multimedia advertising effectiveness included a new feature: the ROI MAP tool. This makes it possible to simulate different scenarios for share of investment by medium – based on the client's specific needs – to determine the most suitable mix to reinforce brand recall.

Profitability

Profitability continued to be one of the driving forces behind the **Atresmedia Group** in 2016.

Synergies among the different media we market continued to be responsible for the **Company**'s positive growth.

More than half of advertising investment for the **Company**'s television channels was based on tri-media advertisers, in other words, clients with a presence in all **Atresmedia** media (51.9 %).In addition, this segment of "multimedia" advertisers also accounted for 41.9 % of our advertising revenue from the Internet, as well as 54.8 % of radio turnover. For TV, it represented 51.9 %.

Based on year-end figures for 2016, advertising investment "returned" to television for the fourth consecutive year, with this medium increasing its share over the other conventional media (+0.5 points vs. 2015) and obtaining (again) the highest share compared to these since 2010. Growth over the previous year's levels is around +5 %. This trend was based on an improvement in macroeconomic variables, but was undeniably strengthened by the effort to hold down prices begun by **Atresmedia** a couple of years ago, a strategy which the other leading operators in the market finally seem to have adopted.

G4-26, G4-27

Responsible advertising management

OUR VISION

1. To promote transparency, effectiveness and innovation in commercial communications.
2. To drive the self-regulation of the sector in order to ensure the rights of consumers and customers.
3. To improve the effectiveness of the quality controls.
4. To encourage its own social commitment and that of the advertisers.

In figures	2014	2015	2016
No. of legal consultations	139	150	124
No. of copy advices	772	876	1,028
No. of violations	7	14	6
Fines for television advertising (Euros)	0	565,976	421,900
Fines for advertising on all other media (Euros)	0	0	0
Opportunity cost of broadcasting advertising slots on television for NPOs* (Euros)	3,044,000	3,478,975	9,325,630
Opportunity cost of broadcasting advertising slots on the radio for NPOs*(Euros)	3,494,228	2,543,913	2,643,127

NPOs: non-profit organisations

Atresmedia Publicidad remains true to its commitment to not just being a mere supplier of advertising spaces and implements a management and business model based on respect and customer service, taking innovation, quality and responsibility to its listeners, viewers, agencies and media centres as the foundation for its work.

With this objective in mind, **Atresmedia Publicidad** has since its creation maintained solid ethical working principles based on the responsible management of advertising and commercial communication, as can be seen from its Responsible Advertising Policy and the four lines of action implemented: innovation, quality, self-regulation and social commitment of advertising.

1 Transparency, effectiveness and innovation in commercial communications

Transparency, effectiveness and innovation are the hallmarks of **Atresmedia Publicidad**. In order to achieve these standards, there are many projects run by the **Group** that contribute to making a clear difference for the stakeholders:

Atresmedia launches Atresdata, a revolutionary tool that improves the affinity and effectiveness of television advertising.

With Atresdata, television begins to speak the same language as online media without losing its great attributes: mass coverage in the millions and the ability to generate recognition and create brands.

This is a huge step in terms of measurement and has been possible following the agreement reached with Kantar Worldpanel which allows for a 360º vision of the viewer by combining information on television audiences, the consumption and the purchase of products, attitudes and lifestyles into a single measure.

Atresmedia Publicidad celebrates World Television Day

Television is the media channel that generates the greatest coverage and consumption. Around 33 million Spaniards watch television every day.

Atresmedia Publicidad is helping to celebrate World Television Day with the broadcasting of a spot that highlights the value of the sector.

"Because television entertains, informs, is for everyone, is committed and supportive and because we spend so much time watching it". These are some of the messages launched by the **Atresmedia** spot, which forms part of the "We love TV" movement.

Atresmedia Publicidad and Brain 4 Marketing launch the 2nd edition of the Be Neuro Be Effective study which identifies the key factors involved in doubling the recognition of spots.

This second edition of the study has focused on the impact that "wake-up call" pieces, based on consistency between two consecutive pieces (the most effective according to the 1st edition), have on brand recall.

Atresmedia Publicidad has managed to successfully apply neuroscience in order to obtain in-depth knowledge about viewer reactions to advertising stimuli and how these influence brand recognition and recall.

Updated commercial target

In 2016, **Atresmedia Publicidad** adapted its commercial target to the current labour market, committing to the new socio-economic index proposed by the Asociación para la Investigación de Medios de Comunicación (Association for Media Research - AIMC). The new target is comprised of individuals aged from 25 to 59 years old.

Analysis of the influence of advertising on dealership customer numbers

Atresmedia Publicidad and Tres14 Research have developed a new econometric model that explains dealership customer numbers for a specific brand of premium cars using the main business variables, such as offline advertising, online advertising, long-term recognition, motor shows and seasonal variables.

This information allows a post-campaign analysis to be carried out which provides guidance on possible future adjustments, as well as future forecasts to determine the volume of GRP's necessary depending on the objectives set by the brand.

"One out of every three people entering a car dealership does so as a direct result of television advertising"

Television advertising accounts for 31 % of the customers going to the brand's dealerships, or in other words, 1 out of every 3 people going to the point of sale to obtain information about one of the models is there as a result of having seen a spot on television.

Thus, the correlation between the GRP's launched and the number of visits to the dealership can be established. The premium car brand obtains 1.8 dealership visits for every 1 GRP launched on television.

If we look at the visits to sales conversion rate, it is also possible to estimate the GRP's necessary for each vehicle sold.

Two new sections on the website for promoting effectiveness and innovation

Atresmedia Publicidad has expanded the content of its website (www.atresmediapublicidad.com) with two new sections:

- Effectiveness objective: www.atresmediapublicidad.com/objetivo-eficacia contains the domestic and international studies and research on the advertising sector, both its own and those of other organisations.
- Innovation objective: www.atresmediapublicidad.com/objetivo-innovacion brings together new advertising formats and examples of the most recent creative and innovative cases, both its own and those of other organisations (with special emphasis on international content).

Thus, **Atresmedia Publicidad** remains true to its commitment as an exclusive advertising organisation that has never limited itself to being a mere supplier of advertising space.

10 Commandments of effectiveness

Discovering the key factors affecting effectiveness is one of the great obsessions of any publicist. **Atresmedia Publicidad** shares this desire, so it has invested time, money and resources so that it can contribute its grain of sand.
This is a summary of the 10 recommendations from **Atresmedia Publicidad**:

1.- Increased sales is always accompanied by an increase in the penetration of the brands, in obtaining new buyers.
2.- Television advertising generates a positive ROI for brands.
3.- Planning which seeks out the real buyer of the product allows for the addition of new buyers and improves the performance of campaigns.
4.- Television is the media channel that generates the greatest effectiveness and return from the viewpoint of recognition.
5.- Long-term and continuous investment in television improves not only brand recognition and advertising recall, but also the purchase intention for the brands.
6.- Creativity is a key factor in campaigns being better remembered as it allows for the possibility of recall from the first moment.
7.- Special advertising is another key factor.
8.- Preferential positions and exclusive blocks also help with effectiveness.
9.- The use of neuroscience techniques leads to the recall of campaigns more than doubling.
10.- The right distribution of contacts allows recognition to double.

2 Atresmedia commits to the self-regulation of the sector

In keeping with its responsible television model, **Atresmedia** does not simply ensure strict compliance with the applicable legislation, but goes further and actively promotes self-regulation within the sector.

Reaffirming this commitment, **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. All of these codes include more stringent requirements than are found in the related legislation.

Self-regulation codes signed by Atresmedia and the date from which they are valid
Código de Conducta sobre Comunicaciones Comerciales de las Actividades del Juego/Code of Conduct over the Commercial Communications of Gambling Activities (2012)
Self-Regulation Code for Food Advertising Aimed at Minors, Preventing Obesity and Health/Código de Autorregulación de la Publicidad de Alimentos Dirigida a Menores, Prevención de la Obesidad y la Salud (PAOS) (2010)
Código de Autorregulación de la Publicidad Infantil de Juguetes /Self-Regulation Code for the Advertising of Children's Toys (modified in 2010)
Código de Autorregulación Publicitaria de Cerveceros de España/Advertising Self-Regulation Code for Brewers in Spain (2009)
Código de Autorregulación del Vino/Wine Self-Regulation Code (2009)
Código de Autorregulación SMS/SMS Self-Regulation Code (2009)
Código de Autorregulación de la Federación Española de Bebidas Espirituosas /Self-Regulation Code for the Spanish Spirits Federation (FEBE) (2006)

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, television channels and, especially, consumers.

Monthly meetings are held with Autocontrol to keep up-to-date with the contacts that the organisation maintains with the sector, as well as any new developments in the applicable legislation and self-regulation codes. **Atresmedia Publicidad** also has an internal committee that meets regularly in order to identify all the new developments in the regulations and interpretations of the Ley General de Comunicación Audiovisual (General Law on Audiovisual Communication).

Moreover, **Atresmedia Publicidad** continues in its endeavour to offer advertising that is suitable for all audiences and that especially protects the younger viewers. In this line, the **Group** has continued to voluntarily choose to extend the enhanced protection schedule on **Neox**, the channel on which the children's programming slot NeoxKidz is broadcast. Moreover, in this children's vertical space the advertisers have a multi-platform environment with specific content for children aged between 0 and 11, in which they can insert the advertising messages suitable for them.

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

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

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

3 Effective quality control

All of **Atresmedia**'s advertising content is subject to strict quality control before being broadcast in order to not only guarantee legal compliance but also ensure that all voluntary requirements assumed by the **Group** through the self-regulation codes are taken into account.

Atresmedia Publicidad has created a Quality Control Committee made up of managers from the content, broadcasting, internal audit, production and marketing departments, whose objective is to detect any incidents taking place, assess them and implement the actions necessary to resolve them and improve procedures.

During 2016, improvements were made to the quality control procedure through new tools to prevent saturation, ensure strict respect of the schedules and avoid cuts of content due to broadcasting advertising. The aim was to reduce the possibility of error by 100 %. In addition to the triple filter that is regularly used, a final filter was also established by the departments for advertising guidelines and continuity.

Moreover, **Atresmedia Publicidad** requests copy advice and brings it to the attention of the advertisers in the event that it is negative or amendments are needed, so that action can be taken in advance. In this regard, a system of checks has been put in place in order to indicate whether the campaign has any restrictions deriving from the copy advice. This system warns about the conditions imposed and does not allow a campaign to be broadcast if its assessment is negative.

Although **Atresmedia** is constantly increasing its efforts to develop and implement tools, applications and filters that ensure compliance with the General Law on Audiovisual Communication and prevent any type of technical failure or cut, during 2016 and as a result of one-off issues, three cases were opened with regard to television advertising, of which one was quantitative and two were qualitative. The other media platforms have not been affected by any sanctioning procedures for advertising during the year.

	2014	2015	2016
No. of cases	3	5	3
No. of violations	7	14	6
Fines due to violations in television advertising (euros)	0	565,976	421,900
Fines due to violations in advertising on other media (euros)	0	0	0
TOTAL	**0**	**565,976**	**421,900**

In 2016, Atresmedia issued free television spots valued at €9,325,630 and free radio slots valued at €2,643,127

4 Social commitment

Atresmedia promotes and involves its advertisers in the **Group**'s Corporate Responsibility campaigns. Highlighted below are the most noteworthy initiatives undertaken in 2016:

Objetivo Bienestar	• Puleva has continued to organise the"Corazones contentos" (Happy hearts) movement in which, through various presentations, it is trying to raise awareness about the importance of looking after your heart. In 2016 it became a member of the Fundación Española del Corazón (Spanish Heart Foundation). • Objetivo Bienestar and Sandoz Bienestar, two expert health brands, have agreed to form a partnership to promote prevention and healthy habits and help to improve the quality of life.
Ponle Freno	• Collaboration between AXA and Ponle Freno to research and provide information on the causes of accidents and give advice on how to prevent these, through studies based on its experience in managing accidents through the Centro de Estudios Ponle Freno-AXA (Ponle Freno-AXA Study Centre). • In 2016, Ponle Freno, together with the AXA Foundation, began to implement its action plan aimed at raising awareness under the slogan "Más Distracción, Menos Seguridad" (More Distraction, Less Safety), through spots on the **Atresmedia Televisión** channels and slots on **Atresmedia Radio**, and through banners and content on a specific micro-site within ponlefreno.com.
Constantes y Vitales	• The AXA Foundation maintains its support for the Constantes y Vitales campaign to support and strengthen high quality medical research and health prevention. • In 2016, Constantes y Vitales held the 2nd Edition of its Awards, created in order to promote, value, support and strengthen the research work of Spanish scientists in the field of biomedicine, as well as health prevention campaigns.
Tolerancia Cero	 • Antena 3 Noticias and the Mutua Madrileña Foundation have reaffirmed their commitment to continuing with the "Tolerancia cero" (Zero tolerance) initiative, which was created one year ago to help raise awareness, promote reporting and increase sensitivity through educating society. • In 2016, "Tolerancia Cero" has launched "Que te quiera de verdad" (Someone who really loves you) to attract the attention of young people to situations of macho control, especially through the social networks and mobile phones.

Added to these initiatives is **Atresmedia**'s allocation of various free advertising spaces on television and radio to NGOs in order to publicise their work and raise awareness in society about different issues. In 2016, **Atresmedia** broadcast more than 38,000 seconds of free television spots, valued at €9,325,630, and more than 10,000 seconds of free radio slots valued at €2,643,127.

The following entities were some of the beneficiaries of this aid:

Free allocation of advertising space	
TV	**Theme of the Campaign**
Asociación CONI (CONI Association)	Children in Guatemala
Fundación RAIS (RAIS Foundation)	Awareness about the homeless
Down España (Spanish Down Syndrome Foundation)	International Down Syndrome Day
Juegaterapia	Child cancer research
Plataforma Acción Social (Social Action Platform)	Mark double X on Income Tax Declarations
Caritas	Mark double X on Income Tax Declarations
Fundación Josep Carreras (Josep Carreras Foundation)	Child Leukaemia Week
Educo	Free school meals
AMREF	Midwives in Africa
Acción contra el Hambre (Action against Hunger)	Refugees in Syria
Amigos de los Mayores (Friends of the Elderly)	International Day of Older Persons
Asociación Española de Alzheimer (Spanish Alzheimer's Association)	"No les olvides" (Don't forget them) campaign
Fundación Integra (Integra Foundation)	Lucha contra la Violencia de Género (Fight against Domestic Violence)
FAD - Fundación de Ayuda contra la Drogadicción (Foundation for Help against Drug Addiction)	Fight against drug addiction
ASPACE	Cerebral Palsy
AUTOCONTROL	Ethical advertising
UTECA	Parent controlling
RADIO	**Theme of the Campaign**
Banco de Alimentos (Food Bank)	Gran Operación Kilo (Operation Kilo)
Fundación Reina Sofia (Reina Sofía Foundation)	Charity cinema against Alzheimer's
FAD - Fundación de Ayuda contra la Drogadicción (Foundation for Help against Drug Addiction)	Fight against drug addiction
Fundación Crecer Jugando (Grow Up Playing Foundation)	Comparte y Recicla (Share and Recycle) Campaign
Plataforma Acción Social (Social Action Platform)	Mark double X on Income Tax Declarations
CARITAS	Request from the Church to mark X for social purposes
Acción contra el Hambre (Action against Hunger)	Refugees in Syria

ATRESMEDIA DIGITAL

Indisputed leadership

Atresmedia's websites ended 2016 with a monthly average of over 24 million unique visitors, 14 % more than in 2015. This growth was due to the quality of the content offered by the **Group**'s television websites. We should also not forget the redesign of the television websites, whose usability and browsing were adapted to the new ways in which people consume the content, as well as giving them a more attractive image.

Atresmedia's radio stations also contributed to these strong figures. The loyalty of their listeners led to the **Group**'s radio stations ending the year as the websites with the highest growth compared to the figures for 2015.

Flooxer became another key factor in the construction of **Atresmedia Digital**'s audience, and exceeded one million visitors during its first year thanks to its focus on carefully selected premium video content.

Atresmedia's themed channels and partners (Temáticos&Partners) were also key: the themed channels saw the family of specialised portals increase in 2016, having 13 sites, and the new Partners strategy, with the signing of new partnership agreements with the country's main publishers, complemented and strengthened the group's varied offer of content. These figures positioned **Atresmedia** as undisputed leader of the audiovisual sector on the Internet during 2016, finishing the year in 11th place out of the 100 most visited websites in Spain according to ComScore, the official digital audience measurement service.

Antena 3's website received an average of around 8 million monthly unique visitors throughout 2016

Antena 3's website continued to be a leading news and entertainment site for visitors. Throughout 2016, more than 8 million monthly visitors visited antena3.com and were able to enjoy its new more attractive and visual image, adapted to the new forms of consumption.

This year the **Antena 3** News portal was again a key element of the **Antena 3** website. In 2016, antena3.com/noticias improved on the figures from the previous year by 16 % and attracted 3.6 million monthly visitors. It also achieved its best ever figure in September 2016, exceeding 5.1 million unique visitors. Visitors recognised the extensive coverage of the intense political agenda in Spain this year with the second general election, Government

pacts and the investiture, as well as international events such as the presidential elections in the United States.

The entertainment sites also contributed to **Antena 3** achieving strong figures thanks to the efforts made throughout this year to improve engagement with the visitors, contributing value through the generation of transmedia content for the channel's series and programmes. In this way, for example, through the website visitors could experience the live finale of Velvet in a unique manner and could enjoy it in 360° so as not to miss any details of the great event that added the finishing touch to four successful seasons of this series.

laSexta ended a spectacular year with over 4.8 million monthly unique visitors

laSexta's website is unstoppable and in 2016 it managed to beat the strong figures achieved in the previous year by 55 %. **laSexta**'s website beat its record on 7 occasions in 2016, achieving its best ever figure in October with more than 7.1 million unique visitors.

The spectacular performance of the **laSexta** Noticias website was key in achieving these excellent figures, as it managed to triple the figures from 2015 with more than 2.8 million monthly unique visitors. Visitors chose the website of **laSexta**, news channel par excellence, to avoid missing out on any details about the hectic political landscape that characterised this year, with the second general election, pacts between parties, the investiture and the U.S. presidential elections, among other events.

To this we must add the strong growth of its best-known news programmes such as Salvados, Al rojo vivo, El intermedio and laSexta Noche, as well as its commitment to entertainment with programmes including Zapeando, Pesadilla en la cocina and El club de la comedia.

Due to all of this, **laSexta** was the television website that grew the most in 2016 and it established itself as the third most popular television website in Spain.

Atresmedia's radio stations have also played a major part in the group's great results in 2016

Onda Cero's website broke the barrier of one million monthly unique visitors in 2016 and managed to exceed the strong figures achieved in 2015 by 10 %, seeing its best figures in September with over 1.2 million unique visitors. The consolidation of the station's programmes par excellence, such as Más de uno, as well as the excellent welcome received for the arrival of José Ramón de la Morena with El transistor, were the basis for the strong figures achieved by ondacero.es, which closed the year as the general radio station with the highest growth compared to 2015.

Moreover, europafm.com ended 2016 with growth of 36 % compared to 2015, with more than 1.6 million monthly unique visitors. **Europa FM**'s website was the music radio portal that grew the most in 2016, which established it as the second most popular music radio station in Spain. The basis for this success was the loyalty of the listeners for its star programmes, Levántate y Cárdenas and Ponte a prueba, as well as its commitment to new formats such as Vamos tarde, which made its début on the station in September and is presented by Frank Blanco.

Atresplayer

Atresplayer yet again established itself as the leading online television platform. In 2016 more than 4.8 million monthly visitors enjoyed **Atresmedia**'s content through **Atresplayer**, which accumulated over 660 million video playbacks in 2016.

Its commitment to the variety and quality of the content it offered was key to the success of the platform. In addition to the **Group**'s drama and entertainment content, which is an essential pillar in building **Atresplayer**'s audience, we must mention the strong performance of the broadcasts of Champions league games in Champions Total, with the final between Real Madrid and Atlético de Madrid being the live broadcast with the highest viewing figures in 2016, with 300,000 viewers.

Atresplayer's multi-platform offer has led to it becoming a leading platform. **Atresplayer** is available on PC, on all operating systems for Smartphones and tablets (iOS, Android and Windows), on Smart TV (Samsung and LG), video consoles and can be accessed from Google Chromecast.

The relational model also continued providing great results. **Atresplayer** currently has over 4.5 million users registered on the platform, one million more than at the end of 2015.

However, it is not only the figures that demonstrate the success of **Atresplayer**. According to the latest report from the CNMC, the **Atresplayer** application, with 9 million downloads, was the most used by viewers to watch television programmes on demand on tablets and Smartphones. Its use was 45 %, which stands out compared to Rtve.es (37 %) and Mitele (35 %).

Temáticos&Partners

In November 2016, **Atresmedia Digital** launched its new strategy of specialised sites, expanding its family of vertical portals and complementing its offer of content with partnership agreements that allowed it to reach new targets and strengthen **Atresmedia**'s offer. Thus, Temáticos&Partners **Atresmedia** created the largest offering of themed websites of any media organisation in Spain, comprised of 13 specialised **Atresmedia** portals and 7 partnership agreements with the main native Spanish Internet publishers and media platforms.

Over 6.8 million unique visitors visited the themed **Atresmedia** sites in 2016, 30% more than in the previous year. Two portals were added to this family of specialised sites this year: El Sextante, with tips, trends, news and much more about the world of sex, and Tribus Ocultas, the website offering all the information on new trends in culture, music, literature, series, cinema and the arts in general.

In terms of the development of the Partners strategy, it is worth mentioning the extension to the agreement reached in 2015 with Guía Infantil, a leading worldwide parenting website, adding another of its successful headliners to **Atresmedia**'s partners: diariofemenino.com, a website specialised in trends, fashion and beauty for women.

In 2016, **Atresmedia** also added Economía Digital to its list of partners. This runs economiadigital.es, a portal specialised in economic information, microsiervos.com, a weblog on science, technology and the Internet, and diariogol.com, a sports information portal.

Collaboration with the Bauer publishing house was another of the important agreements in 2016. With this collaboration, young people were attracted to **Atresmedia** thanks to teen magazine par excellence, bravoporti.com.

Filmin, the website specialised in independent cinema and series, a leader in Spain, was another of the partners that teamed up with **Atresmedia** this year. Filmin has the largest catalogue of content in our country and offers users an experience that goes beyond the mere watching of films and series.

The e-commerce websites promofarma.com, a leading website in the sale of para-pharmacy products, and restaurantes.com, the restaurant guide with the best gastronomic information and on-line reservations at the best restaurants with exclusive promotions, completed the family of partners.

Flooxer

Over one million visitors enjoyed the content of **Flooxer** each month in 2016, which in only one year managed to attract 200 creators, 450 formats and over 15,000 videos.

In this short period of time **Flooxer** has become a leading platform for users, creators and brands, and has managed to design an offer of high-quality content that covers all of the genres and formats to reach all audiences: humour, lifestyle, action, drama, children, films, cooking, TV, music, etc.

Paquita Salas: series of the year

One of the year's great milestones was the success of **Flooxer**'s original series Paquita Salas, which became the breakthrough series of the year. The series, directed by Javier Calvo and Javier Ambrossi, has won over the critics and the public since its pre-release in July. Starring Brays Efe and Belén Cuesta, in November Paquita Salas received the Cosmo Love award for the best breakthrough series, and in January it won the three Feroz awards for which it was nominated: best comedy series, best leading actor (Brays Efe) and best supporting actress (Belén Cuesta).

Another of **Flooxer**'s great successes this year was the creation of Squad. In this format, the dream team

of short videos, the kings of the most entertaining videos on the Internet in Spain, landed on **Flooxer**. AuronPlay, Wismichu, Joaquinputoamo, Tiparraco, Kajal Napalm, 8cho, Nexxus and DJMariio, among others, brought their best weapons to **Flooxer** in order to allow users to enjoy the craziest and most irreverent videos on the Internet.

However, it is not only the audience figures that show how well **Flooxer** has been received as a high quality content platform, since it also received industry recognition through different awards and nominations. **Flooxer** was among the five finalists for the prestigious Content Innovation Awards which were presented at the Mipcom in Cannes.

The awards from the news website PR Noticias, presented each year to the most outstanding communication companies and professionals, also recognised **Flooxer** with the 2016 best digital platform award.

G4-26, G4-27

Social networks

Atresmedia has also been a pioneer in taking advantage of all the possibilities offered by the social networks to bring our content even closer to the users.

Thus, **Atresmedia** was the first media organisation in Spain to use the new Twitter Moments from Twitter, and to promote the use of Facebook Live continuously, managing to achieve a record with the live finale of Velvet: over 15,000 people followed live the reaction of the actors after the live scenes at the end of the series, and the video obtained over one million playbacks in less than 24 hours.

The majority of users who visited the **Group**'s websites in 2016 were attracted because of the good work carried out in managing **Atresmedia**'s social networks, which can also boast of having obtained record figures this year.

In 2016, Antena 3 Noticias reached one million followers on Facebook and one and a half million followers on Twitter. Antena 3 also exceeded one and a half million followers on Facebook at the start of 2016.

Moreover, the Facebook page for laSexta Noticias doubled its number of fans in 2016, and it had around one million followers on Twitter. One of the great milestones of 2016 was the extensive coverage of the election nights through Facebook Live. During the election on 26 June, the videos from the thirteen live broadcasts on Facebook Live accumulated over 300,000 playbacks in the first few hours after their broadcast.

Multimedia: more accessibility, security, dialogue and commitment

In 2016, **Atresmedia Digital** was committed to improving the quality and accessibility of the content and services it offers to users through the **Group**'s different websites and its social networks, which have continued to attract more followers.

It also worked to increase cyber-security and data protection, and continued to use the Internet's potential as a way of actively listening to users.

All of the websites have shown their commitment to **Atresmedia**'s Corporate Responsibility campaigns and have used their full capacity to support them.

Hazte Eco
Oxfam Intermon: In the fight against climate change.
Greenpeace: To save the Arctic.
CSIC joins Earth Hour.

G4-26, G4-27

Objetivo Bienestar Jr
AECC: Broadcasting of the "Comer bien es divertido" (Eating well is fun) project.

Constantes y Vitales
CNIO Project: #CadaPasoEsVital (Every Step Is Vital).

	Twitter followers			Facebook followers		
	2014	2015	2016	2014	2015	2016
Hazte Eco	5,156	5,780	6,355	5,932	7,778	9,388
Ponle Freno	16,300	19,117	22,875	280,623	267,703	265,916
Constantes y Vitales	–	2,183	3,101	–	6,712	10,278
Crea Cultura	–	14,338	21,383	–	720	911
Fundación Atresmedia	–	14,632	17,186	–	4,182	5,009
Objetivo Bienestar Junior	7,904	7,932	7,914	6,782	6,792	7,223
Tolerancia Cero	–	239	717	–	268	1,212

Improvements in accessibility

In 2016, **Atresmedia** enhanced the accessibility of its portals, both in their use from mobile devices and on PCs. To do this it worked on two main lines of action: the redesign and improvement of portals and more subtitled programming.

All of the websites of **Antena 3** and **laSexta** (series, programmes and news) and of **Onda Cero** and **Europa FM** (programmes and news), as well as the sites of the **Group**'s family of television channels (**Neox**, **Mega**, **Nova**, **Atreseries**) and the themed vertical portals (LíoPardo, ElSextante, Celebrities, SeExtrena, TecnoXplora, Cocinatis and NeoxKidz, among others) have been redesigned to create an intuitive, secure and reliable user experience. Specifically, there has been an optimisation of their programming language, HTML5, in order to facilitate the full adaptation of the content to all types of device, as well as to standardise styles and apply clearer and more readable fonts, which are uniform and larger in size.

In terms of the subtitling process, throughout 2016 **Atresmedia** added the following new titles to its corporate video on demand platform **Atresplayer**:

- The daily series Amar es para siempre and El secreto de Puente Viejo.
- Prime time programmes such as El club de la comedia, Tu cara me suena, Salvados and Pesadilla en la cocina.
- Prime time series such as Velvet, Mar de plástico, Vis a vis, La embajada, Allí abajo and Buscando el norte.
- Foreign drama series such as The Big Bang Theory and Two Broke Girls.

It should also be noted that just as it did in the last election, **Atresplayer**, as a driving force in the information society, broadcast various outstanding news content elements in 2016 with its own direct live signal and a sign language interpreter. One example of this is the debate "Primero ellas" televised on 9 June during prime time with the politicians Andrea Levy, Margarita Robles, Carolina Bescansa and Inés Arrimadas.

The debate among the main presidential candidates (Mariano Rajoy, Pedro Sánchez, Pablo Iglesias and Albert Rivera) was also broadcast with live subtitles on **Atresplayer**.

Atresmedia is currently implementing the process to reach level AA (Level AA Conformance to Web Accessibility Guidelines 2.0), complying with the W3C standards and achieving their implementation during 2017.

Cyber-security and data protection

Atresmedia has a Computer Security Model focused on complete confidence, protection and reliability for all users. The model ensures compliance with all legally applicable requirements:

- Organic Law 15/1999, of 13 December, on Personal Data Protection.
- Law 34/2002, of 11 June, on the Information Society and Electronic Commerce Services.

In terms of the corporate communications system, **Atresmedia** has implemented the necessary measures such as intruder detection systems and firewall, anti-virus and anti-spam devices, in order to prevent unauthorised accesses or unforeseen attacks that may jeopardise the security of the information and the user. These measures are complemented by specific security audits.

Moreover, much of the content is protected and encrypted, both while it is being broadcast and afterwards, since there is traceability that controls not only its correct indexing but also searches for links to material owned by **Atresmedia** on sites that are not authorised to broadcast it.

All of this work, which is carried out in collaboration with the sector's most important partners, generates security standards that exceed the requirements of the law and ensure the preservation of the confidentiality, integrity and privacy of the content and users, mitigating the risks existing in the digital market.

Digital active listening

Atresmedia is aware of the value to the organisation of actively listening to its users when it comes to improving services and content and adapting them to their real needs. Therefore, it has an extensive range of digital communication tools and channels which allow for a free-flowing and direct dialogue with its audience.

In addition to the social networks, there are other areas for interaction. In 2016, it is worth mentioning the launch of the Opina (Opinion) section within the **Atreseries** channel, which encourages users to leave their valuation, criticism, complaints or suggestions. The section not only stands out on the homepage of the channel's website but is also advertised off-line, with promotions broadcast on the channel itself as an open window for public participation.

Within **Atresplayer**, the page http://www.atresplayer.com/contacto/ is also available to contact or communicate with the **Group**. **Atresmedia** also serves its audience by telephone. An average of 800 incidents are recorded monthly, which are analysed and dealt with by the **Atresmedia** team one by one.

Awards and acknowledgements in 2016

- "España Digital Periodismo 2016" (Spain Digital Journalism 2016) Award for **Atresmedia**.
- 2016 PR Award to **Flooxer** for the best digital platform and nomination for the Content Innovation Awards in the best millennial content category (The Millennials Awards).
- Paquita Salas (Flooxer series)
  - Cosmo Love Award for the best breakthrough series.
  - Three nominations for the Feroz Awards.
- **Onda Cero**:
  - La rosa de los vientos, leader in the rankings of the best 2016 podcasts in iTunes in Spain.
  - Recognition from Apple of El transistor with José Ramón de la Morena as Best Sports Podcast 2016.
  - Más de uno, one of the most downloaded podcasts on iTunes Spain.

ATRESMEDIA
DIVERSIFICACIÓN

20 AÑOS ANTENA 3 INTERNACIONAL

Diversification strategy

The Atresmedia Group's three international channels now have more than 45 million subscribers around the world, a 40 % increase over the previous year

The management of **Atresmedia Diversificación** is continuing to centralise all **Atresmedia** activity around business models that are not financed by the advertising market in Spain, but which have high growth potential.

This continued in 2016, with excellent results. Noteworthy aspects include new models and businesses, as well as the continuation of an excellent strategy for all units.

Atresmedia Diversificación is divided into four broad areas: Internacional (International), which is made up of three channels that now reach more than 45 million homes throughout the world; Media for Equity, to promote the growth of emerging companies in which **Atresmedia** takes a shareholding in exchange for advertising campaigns; New Businesses, which covers different activities such as the use of late-night time slots, licences and merchandising, competitions, online gaming, and e-commerce projects like Tualbum.es; and Music Rights Management, through both music publisher Irradia and the exploitation of phonographic rights via the **Atresmúsica** record label, launched in 2015.

International area: 45 million subscribed households

In light of the growth in both number of subscribers and channels managed in recent years, it had become necessary to consolidate and ensure greater coordination among channels. This ultimately resulted in the creation of **Atresmedia Internacional**, whose aim is to integrate the strategies and efforts of the **Group**'s three international channels –

Antena 3 Internacional, **Atreseries** and **¡HOLA! TV** – especially with regard to distribution, communication and marketing. This strategy resulted in more than 40 % growth in the number of subscriber homes over the previous year, now totalling 45 million.

¡HOLA! TV benefitted significantly from this new strategy. The channel, the result of an agreement between **Atresmedia** and ¡HOLA! magazine, increased its distribution by 70 %. Growth was especially strong in Mexico, where agreements were reached with such major operators as DISH, Megacable and Sky, and where commercial marketing of the channel was also begun. Additionally, **¡HOLA! TV** rounded off the year with its launch on Cablevisión Argentina, one of the major pay television operators in the Southern Cone region.

Antena 3 Internacional celebrated its 20th year in 2016. The channel began broadcasting in 1996. It celebrated its anniversary by offering the audience the opportunity to choose the best programmes of the past two decades. "El programa de tu vida" invited viewers to participate by choosing the 20 best programmes. There were also special mentions during the channel's regular programmes. In the area of distribution, **Antena 3 Internacional** began broadcasting in Canada, the United Kingdom and Equatorial Guinea, increasing its subscribers' number by 20 % compared to the previous financial year.

As for the **Group**'s newest channel, **Atreseries** ended its second year with more than 50 % growth in the number of subscriber homes in 2016. **Atreseries** reached important agreements with DISH and SKY in Mexico, and Cablevisión in Argentina, among other operators. In addition, it continued with the strategy of offering exclusive premieres for the international market of the best series produced by **Atresmedia**, with seven new titles: Algo que celebrar, Mar de plástico, Bajo sospecha, Allí abajo, Buscando el norte, Vis a vis and La embajada. This allowed **Atreseries** to establish itself as the only series-based channel 100 % in Spanish.

In early 2016, **Antena 3 Internacional** and **Atreseries Internacional** launched their own websites, as well as their presence on the major social networks. These reported exponential growth over the course of the year, ending with over four hundred thousand followers and an average of three million visitors.

New businesses, new opportunities

The **New Businesses** area is responsible for commercial management of the channel's brands, seeking out business opportunities in segments beyond the scope of advertising. **New Businesses** include various types of operations:

Licences and Merchandising

Without a doubt, the year's highlights were the products linked to the show Velvet. A new perfume line (Affaire for men and Forever for women) was launched to coincide with the series finale, complementing the existing Lady Velvet products. There was also a cosmetics line (Mandalay); the re-launch of the jewellery collections; a new volume of the soundtrack; and publication of a novel, which reveals what happened to the protagonist between the third and fourth seasons.

In the area of board games, this year saw the launch of a new title, based on the competition Boom. The programme's good audience numbers, together with the history of our previous launches, made it possible to stage a large rollout, with great results.

In publishing, highlights include the new title by Karlos Arguiñano, Sabores de siempre, which was once again among the year's top sellers, driving sales of titles from previous years. In addition, in 2016 we expanded the strategic agreement with the publishing house Planeta to include the latest book by Carlos Ruiz Zafón.

The Misterentradas.com website continued its upward trajectory, collaborating with **Atresmúsica** through various strategic agreements. This mutual collaboration helped improve the positioning of both companies, while also providing new promotional opportunities for brands and advertisers.

NeoxKidz children's programming products were promoted throughout 2016. A good example of this is the series Mutant Busters, the first children's animation project by **Atresmedia TV**, together with Famosa, Planeta Junior and Kotoc. In this case, the **Group** was not only responsible for production and broadcast, but also earned a share of the profits.

Online gaming

In 2016, **Atresmedia** reorganised its activity in this sector, centralising its online gaming offerings through canalbingo.es, the site co-managed by **Atresmedia** and Gamesys Limited, a multinational with extensive experience. This business-to-business partnership operates more efficiently, as it centralises all gaming operations under a third party – Gamesys – while **Atresmedia** takes charge of all aspects of marketing the business.

This strategy can be expected to set the standard for future positioning in this complex sector with regard to other audiovisual operators, as it makes it possible to further specialise and significantly decrease business risk for **Atresmedia**.

Canalbingo.es offers a wide variety of up to 70 different bingo, roulette, slots and blackjack games. It is accessible from any mobile device.

Tualbum.es

Following the late 2015 launch of the new website for Tualbum.es (the **Atresmedia Group**'s portal for creation and design of personalised photographic products), 2016 was characterised by consolidation of the site's front office operations and above all, development of the necessary back office tools to optimise business operations.

Over these twelve months, new functionalities were implemented to boost loyalty and win new customers. The new tools provided more independent management, more streamlined problem-solving and greater customer confidence.

Throughout 2016, there was a continued commitment to television and Internet search engines as basic axes of communication. In short, advertising spaces on television were optimised to better reach a larger target audience.

South Summit is a clear example of how we can contribute to position Spain at the top international level and adapt mentalities to the new world in which we live that moves at a high speed. A world in which entrepeneuring becomes the key engine for the generation of wealth and opportunities.
To achieve this, it is essential to send correct messages, to convince ourselves that the positive sells, give high visibility to startups, to their successes, to our talent and hard work, and how attractive we are being to international investments.
As an example of the quality of our startups, the finalist projects of the South Summit have raised investment funds for more than 700 million euros.

María Benjumea

At year end, the Atresmedia portfolio included a dozen companies in which it has shareholdings, notably, some of the most promising Spanish start-ups

Media for Equity: an established model

In just under three years, **Atresmedia** established itself as a key player in the Spanish venture capital sector, co-investing with the top funds. It invested in more than ten high-potential start-ups, which benefitted from the boost provided by their presence on the **Group**'s television channels and radio stations.

Media for Equity's current portfolio contains companies in different industries, all with significant growth potential. Highlights include Promofarma (health and beauty), Fintonic (fintech), Job Today (employment) and Hundred Rooms (tourism).

This business model provides two sources of income for **Atresmedia**. One, it generates revenue through disinvestment from and sale of companies in which it holds a stake; two, it generates additional advertising revenue as these start-ups become clients of the **Group**. In 2016, revenue from advertising purchased by companies in which we hold a stake was equal to the amount obtained by **Atresmedia** from the sale of shares in these companies.

Music rights management

Musical production of the Irradia library continued to increase. It now totals over 240 albums and 2,500 original titles composed by prestigious musicians in this country, whose expanding catalogue provides very positive results year after year.

During 2016, an effort was made to substantially change its image by creating a more useful tool for clients, who operate primarily in television, cinema and advertising. This format made the use of music more accessible, with a future impact on results.

The foreign operations strategy continued to consolidate its position, with the renewal of the agreement with the main platform for music library use for foreign exploitation of Irradia, of which the US is the main client.

As a result of the success of **Atresmedia Group** series in Italy, with special mention going to El secreto de Puente Viejo, the music revenue generated by the publisher continued to grow for the second consecutive year.

Record label: Atresmúsica

Atresmúsica burst into 2016 with A mi manera, a **laSexta** programme that produced weekly digital albums and a three-CD compilation, which reached number 1 on the charts. Other television projects included the new title sequence for Amar es para siempre, with music by Bustamante, as well as the title song for Mar de plástico, with Nya de la Rubia, further establishing the record label within the **Group**.

This year also shored up the collaboration with **Atresmedia Cine**, working on such films as El pregón, Tenemos que hablar, Zipi y Zape y la isla del capitán, Cuerpo de élite and El hombre de las mil caras (Goya Award nominee for best soundtrack), among others.

The development of music groups such as Furious Monkey House made it possible to establish a presence in the **Group**'s continuity, films and spots, as well as on the charts, at festivals and on national radio stations.

Both the national and international versions of the programme **Atresmúsica** consolidated their position, ranking in the top 5 of the most viewed programmes on **Antena 3**'s international channel.

Subterfuge, Blanco y Negro and Universal Music were some of this year's partners in the worlds of electronic music, with concepts such as Summertime and Planeta Electrónico, and Latin music.

ATRESMEDIA
CINE

Box office success and critical acclaim

The films produced by Atresmedia Cine represented 38.4 % of the total box office takings for Spanish cinema with 15 films showing, improving on the 29.5 % seen in 2015

During 2016 **Atresmedia Cine** released a total of twelve films which, together with the films released at the end of 2015 and still showing in cinemas this year, meant box office takings of €42 million, representing 38.4 % of the total box office takings for Spanish cinema as a whole, 9 % up on the previous year. The box office figures for its film productions kept it in the top spots of the ranking for the cinema industry in Spain, since almost all of the year's releases were in the list of the top 25 highest takings, and five of them were in the top ten.

Ranking	Title	Takings at 31/12/2016 (*)	% Spanish share
2	Palmeras en la Nieve	12,179,573.25	11.1 %
3	Villaviciosa de al lado	8,277,612.13	7.6 %
5	Cuerpo de elite	6,396,950.95	5.8 %
8	Hombre de las mil caras, El	2,591,804.30	2.4 %
9	Zipi y Zape y la Isla del Capitan	2,462,562.95	2.2 %
12	Ozzy	2,005,458.73	1.8 %
13	Pregon, El	1,916,439.06	1.8 %
16	Toro	1,711,621.80	1.6 %
18	Que Dios nos perdone	1,386,275.13	1.3 %
19	Tenemos que hablar	1,330,969.54	1.2 %
23	Reina de España, La	1,061,448.80	1.0 %
33	Capitan Koblic	401,754.12	0.4 %
37	Rumbos	282,774.51	0.3 %
184	Desconocido, El	762.20	0.0 %
229	Zipi y Zape y el club de la canica	185.40	0.0 %
		42,006,192.87	38.4 %
Films released in 2016		28,079,694.59	25.6 %

The two highest grossing Spanish comedies of the year were Atresmedia Cine productions

During 2016, "Palmeras en la nieve" continued to achieve great commercial success, being the highest grossing Spanish film up to the month of October.

In its commitment to comedies, two of **Atresmedia Cine**'s productions in 2016 were clear box office hits, becoming the two highest grossing comedies of the year.

The entertaining "Cuerpo de élite" led the box office for four weeks from its release on 26 August. Directed by Joaquín Mazón, it featured a great cast including María León (Carmina y Amén, Allí abajo), Miki Esparbé (Perdiendo el norte), Jordi Sánchez (Ahora o nunca, La que se avecina), Andoni Agirregomezkorta (Vaya semanita) and Juan Carlos Aduviri (Oro) and the collaboration of Silvia Abril, Carlos Areces, Joaquín Reyes, Pepa Aniorte, Rober Bodegas, Vicente Romero and César Sarachu.

The comedy from Nacho G. Velilla (Fuera de carta, Que se mueran los feos, Perdiendo el norte), "Villaviciosa de al lado" clinched number one spot in the 2016 comedy releases and continued its meteoric run at the box office. At the beginning of 2017 it remained among the ten most popular films in the Spanish box office in its seventh week on screen and was showing on 220 cinema screens.

Nacho G. Velilla confirmed his position as one of the most solid and highest grossing film-makers in Spain, with each new film taking more than the previous one.

As usual, Velilla managed to bring together a hilarious group of actors and actresses including Carmen Machi, Leo Harlem, Macarena García, Arturo Valls, Carmen Ruiz, Belén Cuesta, Jon Plazaola, Yolanda Ramos, Carlos Santos, Salva Reina, Goizalde Núñez, Antonio Pagudo, Corina Randazzo, Bore Buika, Jorge Asín and Javier Coll, also counting on the collaboration of Julieta Serrano, Tito Valverde and Miguel Rellán.

Atresmedia Cine also focussed on producing high quality cinema and two of the thrillers it produced this year confirm this, becoming favourites with the critics and being nominated for numerous awards and recognitions both in Spain and abroad, taking part in several international festivals.

Following the success of "La isla mínima", **Atresmedia Cine** continued its collaboration with the

Released in 2015, "Palmeras de la Nieve" achieved total box-office takings of €16.8 million at the end of 2016

award-winning director **Alberto Rodriguez** and was involved in his seventh film, "El hombre de las mil caras". Inspired by Manuel Cerdán's non-fiction book "Paesa, el espía de las mil caras", it is a thriller set in the 90s that revolves around the life of the Spanish secret agent Francisco Paesa and his decisive role in the escape and subsequent delivery of the former head of the Civil Guard, Luis Roldán.

The film was released at the 64th edition of the San Sebastián International Festival and won two awards: Silver Shell for Best Actor for Eduard Fernández and the Feroz Zinemaldia Critic's Award for Best Film. Winner of two Goya awards for Best Screenplay and Best Leading Actor, Eduard Fernández.

The film has been sold to more than twenty countries.

"Que Dios nos perdone", the third feature film from Rodrigo Sorogoyen, written by Sorogoyen himself and Isabel Peña, stars Antonio de la Torre and Roberto Álamo. Luis Zahera, Raúl Prieto, María de Nati, María Ballesteros, José Luis García-Pérez, Mónica López, Rocío Muñoz-Cobo, Teresa Lozano, Francisco Nortes and Andrés Gertrúdix complete the cast of this police thriller that made an impact on the critics.

Also released at the 64th edition of the San Sebastián Festival, it won the Special Jury Award for Best Screenplay for Rodrigo Sorogoyen and Isabel Peña. Roberto Álamo won the Goya award for Best Supporting Actor.

With five nominations at the Goya Awards, it also produced "La reina de España", the sequel to the acclaimed "La niña de tus ojos" directed by Fernando Trueba, which reassembled the film's original cast of Penélope Cruz, Antonio Resines, Jorge Sanz, Santiago Segura, Loles León, Rosa María Sardá, Neus Asensi and Jesús Bonilla, who were joined for this new film by Javier Cámara, Chino Darín, Ana Belén and the director Arturo Ripstein, as well as the international actors Mandy Patinkin (Homeland), Clive Revill (Avanti!) and Cary Elwes (The Princess Bride).

In its desire to reach all audiences, **Atresmedia Cine** also produced films aimed at children such as the animated film "Ozzy" and the sequel to the box-office hit "Zipi y Zape y el club de la canica" (Zip & Zap and the Marble Gang): "Zipi

y Zape y la Isla del Capitán" (Zip & Zap and the Captain's Island). Both films were shown at the Griffoni International Festival. "Ozzy" was nominated for a Goya for Best Animated Film.

Atresmedia Cine participated in local productions including "Tenemos que hablar" (We Need To Talk) by David Serrano and starring Hugo Silva and Michelle Jener; "El pregón" by Dani de La Orden with Berto Romero, Andreu Buenafuente and Belén Cuesta; the drama "Rumbos" (Night Tales) by Manuela Burló Moreno, with a great cast including Karra Elejalde, Carmen Machi, Pilar López de Ayala and Ernesto Alterio, among others; and "Toro" by Kike Maillo, a thriller starring Luis Tosar, Mario Casas and José Sacristan.

It was also involved in international productions such as "Kóblic", an Argentinian co-production directed by Sebastián Boresnztein, director of "Un cuento chino" (Chinese Take-Away), and starring Ricardo Darín, Inma Cuesta and Oscar Martínez. The film was released at the last Malaga Festival, where it won two awards: Award for Best Actor for Oscar Martínez and Best Photography.

Releases in 2017

Atresmedia Cine continues its commitment to a variety of genres, relying on directors with significant experience and giving an opportunity to new talent.

Among its future releases that will see the light in 2017 are "Contratiempo" (The Invisible Guest) by Oriol Paulo, starring Mario Casas and Bárbara Lennie; the next film by Alex de la Iglesia, "El bar" (The Bar), with Mario Casas, Terele Pávez and Blanca Suarez (official out of competition section at Berlinale 2017); and the next film by Fernando González Molina, director of "Palmeras en la nieve", which will adapt the first part of the Bazán Trilogy: "El guardián invisible", with screenplay by Luiso Berdejo. This novel by Dolores Redondo (published by Destino) has been translated in more than 30 countries, making it a best seller.

HUMAN RESOURCES

Growing our professionals

RELEVANT ASPECT

Atresmedia wants its staff to feel proud of working in the **Group**. That is why it makes an effort to:

- Guarantee high quality employment.
- Promote equality, diversity and a work-life balance.
- Train and encourage the professional development of its workforce.
- Make the know-how of the **Group** available to future professionals.
- Promote corporate volunteering.
- Protect the health and safety of the employees.

In figures

	2014	2015	2016	
No. of employees	1,806	1,917	2,022	↑
Average length of service (years)	12.3	12.3	12.2	↓
% of permanent contracts	81.0	78.0	76.5	↓
Voluntary turnover	3.2	2.7	5.3	↑
% of workforce in the union	84.5	85.5	86.6	↑
% of women in the workforce	49.9	49.5	49.5	=
% Women in new joiners	62.4	54.4	48.2	↓
Training hours/employee	22.0	26.2	22.1	↓
Employees trained	1,405	1,175	1,974	↑
Investment in training (Euros)	348,661	406,055	727,308	↑
Work placements offered	669	340	410	↑
Volunteering hours	1,772	2,102	2,533	↑
Accident frequency rate	3.2	2.7	2.8	↑
Accident severity index	0.14	0.06	0.05	↓

Fulfilling the challenges set for 2016

In 2016, all of the improvement commitments made within area of Human Resources in 2015 have been met, as shown in the following table:

2015 Commitment	Level of fulfilment	Comments
Development of the **Atresmedia Formación** project.	100 %	The project has been successfully launched, increasing the business lines and reaching agreements with several organisations.
Development of the second edition of the Masters in Audiovisual Company Management.	100 %	The second edition of the Masters has begun with 107 students. Disabled people are taking part thanks to a David Feduchy grant.
Automation of the Human Resources administration processes.	100 %	The signing of contracts has been automated and the use of the web service contrat@ has also begun, which contributes to saving on paper, consumables and physical storage space.
Negotiation of the new collective bargaining agreement for **Atresmedia Radio**.	100 %	The collective bargaining agreement for **Atresmedia Radio** in force for 2016 has been negotiated and signed.
Adaptation of the Occupational Health and Safety Management System to the OHSAS 18001 standard.	100 %	During 2016 all of the documentation necessary to comply with the requirements of the OHSAS 18001 occupational safety standard has been produced.
Holding of the First Road Safety Week for employees of the **Atresmedia Group**.	100 %	Road Safety Week was launched in 2016. This involves seven days of awareness raising and training for the employees and is aimed at preventing traffic accidents involving the staff.

G4-26, G4-27

High quality employment

For the fourth year running, **Atresmedia**'s HR policies have earned it the title of the "most attractive company to work for in the communication sector", according to the 2016 Randstad Employer Branding Report.

This study, which is the largest independent international analysis to recognise the companies that are most attractive to work for, also ranks **Atresmedia** as the third most attractive company to work for in Spain, with 64.26 % of respondents selecting it as the **Company** they would like to join as an employee. The **Company** leads the ranking in the group of young people aged 18 to 24 and is the best positioned in the categories of "interesting work" and "pleasant working environment", where it holds first place.

Atresmedia has also been recognised as the Spanish **Company** with the highest REMAS (Randstad Employer Attractiveness Score), a concept that compares not only the most attractive companies, but also those with the fewest people not interested in joining a company.

The data back up these good results. **Atresmedia**'s workforce increased by 105 employees in 2016, to reach 2,022 people, of whom 76.51 % have a permanent contract. These figures combined with the low voluntary turnover of 5.3 % results in a high level of stability.

The majority of the employees, 48.86 %, are young, aged between 30 and 45; but they also possess a high degree of experience, with an average length of service of 12.2 years.

Geographically, the majority of the workforce is based in the Community of Madrid (71.12 %), followed by Andalusia (5.39 %) and Catalonia (3.71 %). However, **Atresmedia** is present in all autonomous communities. The organisation allows transfers between its centres at the request of the employees.

Number of employees per company

For the fourth consecutive year, Atresmedia has been recognised as the most attractive company to work for in the audiovisual sector, and the third most attractive in the whole country, according to Ranstad

Permanent contracts (%)

More information about the report
https://www.randstad.es/informe-randstad-award-2016/

In 2016, 410 grants were offered, more than 20 % higher than the number seen in 2015

Atresmedia is involved in the "Programa de Primer Empleo" run by the Asociación de la Prensa de Madrid (APM) and the "Dónde empieza todo" project run by Banco Santander, to help students gain access to employment and improve their employability

Supporting youth employment

Atresmedia has an internship programme aimed at young people who are studying a vocational training module in workplaces, a university degree or a post-graduate degree. Its objective is to offer students the chance to have their first experience of life in the business world, in addition to producing a valuable team of young people that can be drawn upon when selecting future workers. Over the year 410 grants were offered, of which 11% have subsequently turned into contracts.

In addition, numerous **Atresmedia** professionals share their knowledge and experience with future professionals by forming part of the teaching staff on the different masters courses:

- Masters in Television Journalism, in Digital Journalism and in Radio Onda Cero at Universidad Antonio de Nebrija.
- Masters in Audiovisual Company Management and in Human Resources at the EAE.

Moreover, for the last 16 years **Atresmedia** has been involved in the "Programa de Primer Empleo" (First Job Programme) promoted by the Asociación de la Prensa de Madrid, (Press Association of Madrid, APM), which allows graduates to have a one-year internship in one of the **Group**'s companies.

As a new development, in 2016 **Atresmedia** has joined the programme of grants run by Banco Santander "Dónde empieza todo" (Where it all begins) to help students gain access to employment and improve their employability. **Atresmedia** has thus become one of the companies in which the university students participating in the programme of grants run by the Bank can carry out their internship.

Distribution of the workforce by age range

12 % (20 – 29) 49 % (30 – 45)
38 % (46 – 60) 1 % (> 60)

Good practice: **Atresmedia** has been promoting Proyecto Mañana for four years. The initiative challenges several university students to present innovations for news programmes, both television and radio and virtual. The best ideas win a cash prize and the group of students presenting the best project has the chance to receive a grant in television, radio and/or multimedia. In 2016 students from the Faculty of Audiovisual Communication at Universidad Autónoma de Barcelona won this initiative with their radio project "A3Beats"

Turnover (%)

Equality, diversity and work-life balance

During 2016, **Atresmedia** has consolidated its commitment to the objectives included in the Equality Plan:

- Ensure equality of treatment and opportunity.
- Improve the work-life balance.
- Prevent workplace harassment.
- Protect maternity leave.

These objectives are put into practice through specific measures tailored to the particular needs of the employees and supported by the entire organisation. In this context, during 2017 a new collective bargaining agreement was negotiated which envisages improving the existing measures and adding new ones.

The Equality Plan has its own Committee which meets regularly and is responsible for ensuring its fulfilment and approving new initiatives to promote equality.

	Measures for promoting equality	
Equality plan	**Work flexibility**	Flexibility of up to 30 minutes in the timetable at the start and end of the working day. Reduction of meal times to a minimum of 45 minutes. Continuous workday on Fridays. Feasibility study for a tele-working system.
	Supporting maternity leave	Extension of maternity leave beyond that established by the current regulations, up to 17 weeks. Expansion of 3 additional days of nursing leave if complete workdays have been accumulated. Approval of a maternity and nursing guide.
	Professional development	Courses offered that can optimise work performance and update and improve the professional capability of the employees.
	Equality and gender violence	Pay advances in those cases where the employee may have financial and family needs that are special, extraordinary, justified and urgent. 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).
	Solidarity	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. 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, during a twelve month period.

Promoting integration

Atresmedia carries out specific actions to promote integration and prevent discrimination in any area of the company.

Since 2015 **Atresmedia** has been part of the **Red de Empresas por una Sociedad Libre de Violencia de Género** (Network of Companies for a Society Free from Domestic Violence) through signing a collaboration agreement with the Ministry of Health, Social Services and Equality. Through this the **Group** undertakes to raise awareness about this problem and employ women who have been victims of domestic violence.

Among the initiatives launched are the two grants from the Integra Programme which are the result of an agreement with the Integra Foundation. These support and promote the employability of women who have been victims of domestic violence. The result of this programme of unpaid work experience was the hiring of one of the women receiving a grant. The collaboration between **Atresmedia** and Integra Foundation has been renewed in 2016 to offer a new Integration Programme starting in 2017 and increasing the number of grants offered.

Moreover, in 2016 the **Group** launched two David Feduchy grants for people with disabilities who have demonstrated a strong desire for improvement so that they can take the Masters in Audiovisual Company Management run by **Atresmedia** and the EAE Business School.

The strong commitment of **Atresmedia** to equality translates into a workforce made up of 49.5 % women and into the integration into the team of 42 people with some type of disability. In 2016, 144 women have joined the team, accounting for 48.2 % of new joiners.

Atresmedia is part of the Red de Empresas por una Sociedad Libre de Violencia de Género (Network of Companies for a Free Society Gender Violence), meaning that it is committed to employing women who have been victims of domestic violence

2016 distribution by professional category and gender

2016 percentage distribution (%) by professional category and gender

Good practice:
"Vive su realidad" (Experience their reality): disability awareness days

In 2016 **Atresmedia** held 'Vive su realidad" awareness days with the aim of sharing experiences of disability which allow people to understand being different as an inherent characteristic of us all and empathise with this group on discovering the barriers that exist in their daily lives. The workshops were attended by four groups of 10 people formed by **Atresmedia** employees and other professionals from the sector.

"The Integra Project aims to improve the employability of women who have been victims of domestic violence and are highly qualified in the administrative area. Work is very important for the self-esteem, personal growth and integration into society of women who have been victims of domestic violence" Ana Muñoz de Dios, Director General of the Integra Foundation"

Ana Muñoz de Dios
Director general of Fundación Integra

Social benefits

In keeping with improving the quality of employment and work-life balance, **Atresmedia** has a programme of social benefits adapted to the particular needs of all the employees.

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 up 100 % of the salary.	All employees
Flexible remuneration plan	**Antena 3** 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 allocated to school grants and dental insurance.	Employees signed up to the **Atresmedia Radio** Agreement
Distance bonus	Wage bonus for transport needs caused by a change of workplace.	Employees signed up to the **Atresmedia Radio** Agreement

Employees of **Atresmedia** also have another series of special advantages:

Special advantages	Content	Beneficiaries
Special advantages in purchasing products and services	**Atresmedia** 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.	All employees
Special advantages in the **Group**'s activities	The employees of **Atresmedia** 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 **Group**.	All employees
Company canteen	The **Atresmedia** central office has a company canteen for all employees. The company funds 58 % of the cost of the food. Employees who are travelling are given food vouchers.	All employees
Parking at the workplace	The company's facilities have free parking for employees.	All employees

Professional development

Atresmedia enhances the personal and professional development of all its employees by providing training tailored to each profile and promoting the development of the individual talent of each person.

Custom training

In 2016, a total of 43,593 hours of training were given (including those received by partner companies), 24 % more than in 2015.

The 2016 Training Plan included 438 courses covering a wide range of subjects: languages, IT, multimedia, legal/finance, marketing/sales, technical/digital, HD, news, television and occupational health and safety.

Among these we can mention the 55 new courses for this year, including training that looks to the future, such as: "Latest trends and innovation in the audiovisual sector", "Production for all platforms", "Ultra HD (4k and 8k)"; "Drones and production with aerial cameras"," Collective intelligence", "Development of memory" and "Mindfulness: Stress management".

Investment in training (Euros)

Average training hours per professional category

The training takes place mostly as classroom teaching, or e-learning in the case of languages. In 2016 there has been a focus on new methodologies such as gamification and learning through serious games, which have been very warmly received.

The 2nd edition of the Masters in Audiovisual Company Management is currently being given. This is **designed by EAE Business School and Atresmedia** to provide its employees with the knowledge they need about internal television, radio and internet processes.

In 2016, investment in training was €727,308, which represents a 44 % increase compared to 2015

G4-26, G4-27

Training hours per course theme

Commitment to advancing the sector through training

Atresmedia has gone one step further in its commitment to the audiovisual industry and in 2016 created **Atresmedia Formación**, an initiative designed to train future audiovisual media professionals and thereby advance and develop the sector.

Thanks to the experience and great technical and professional capacity of the **Group**, **Atresmedia Formación** has developed a very comprehensive and specialised training offer, tailored to the working reality of audiovisual communication companies. The catalogue, which is available on the website www.atresmediaformacion.com, consists of 438 practical and specialised themed courses relating to matters of interest to the sector: television, radio, cinema, music, etc., as well as to other areas: communication skills, information technology, multimedia, etc.

The courses are tailored to the needs of the prospective students and are available in different forms: free, associated and in-company training.

The project currently has leading national collaborators who contribute both experience and innovative methodologies and techniques that can be applied to the training programmes.

In 2016 **Atresmedia Formación** has given 12 free courses and organised four in-company courses with AMC Networks, the regional government of Castilla-La Mancha, Secuoya and APM. 195 students have been trained in various audiovisual topics such as Speaking in front of the camera, Making News Programmes, The Production and Making of Radio and Behind the Scenes of a News Programme in 2016.

Atresmedia Formación, a leading national initiative that aims to train future audiovisual media professionals

Academia de las Ciencias y las Artes de Televisión (Academy of Television Arts and Sciences)

The Academia de las Ciencias y las Artes de Televisión has signed a cooperation agreement with **Atresmedia** to join this teaching project. The Board of the Academia de las Ciencias y las Artes de Televisión values this initiative as a way to "boost continuous training in the audiovisual sector that will allow practitioners to expand their knowledge about the current and future aspects of their profession."

Asociación de la Prensa de Madrid (Madrid Press Association, APM)

Atresmedia Formación has signed a cooperation agreement with the Asociación de la Prensa de Madrid (APM) to promote lifelong learning strategies for journalists in the audiovisual sector.

The training program includes courses on techniques in news, television, radio, multimedia, IT, marketing and skills, among many other areas.

Universidad Pontificia de Salamanca (UPSA)

The agreement aims to expand the academic programmes offered by the UPSA with leading entities, such as **Atresmedia Corporación.**

IFP Grupo Planeta

Atresmedia Formación and IFP Grupo Planeta have teamed up to promote vocational training in the audiovisual sector through a cooperation agreement which provides for the launch in the market in 2017 of Tertiary level training courses with official qualifications on "Making audiovisual projects and shows" and "Production of audiovisuals and shows".

Internal communication

Atresmedia believes that communication is the basis for improving relations with its employees and therefore has several specific channels through which it permanently reports on all aspects of interest.

Highlights among the different communication channels are the following:

Welcome Manual

MASD3 Digital Magazine

A monthly multi-device magazine with information of interest to all employees in the **Atresmedia Group**.

Corporate Intranet

A new intranet is currently being developed in the Group, to be launched in 2017.

Sharing success

An initiative based on the presentation of successful projects led by professionals from the **Group**.

Th'nk Inspira: 500+ attendees at each event

Th'nk Innova: 800+ ideas presented

Th'nk, an intra-entrepreneurship project created by Atresmedia professionals

2016 was the year of the birth of Th'nk, a project conceived and developed by the employees themselves from different areas of the Company, driven by the Corporate General Management and endorsed by the CEO of the **Group** itself.

Th'nk aims to inspire, organise innovation and promote intra-entrepreneurship in the **Group**, encouraging cross-cutting work and the management of internal talent.

The project involves three areas of action:

- Th'nk Inspira consists of inspiring talks organised on a regular basis, open to everyone working in **Atresmedia** and given by "normal but special" people such as Víctor Kuppers, Rodrigo García and Chechu Salas who have already shared their experience and knowledge with the employees.
- Th'nk Innova aims to identify, promote, publicise and reward the talent of the professionals working in **Atresmedia** by running a competition for ideas. It includes three particular challenges: opportunities, efficiency and people. More than 400 employees have contributed 817 ideas across these three categories. The winners will be decided throughout 2017.
- Th'nk Crea aims to provide all **Atresmedia** employees who have an idea they want to explore with the methods and resources needed to polish, evaluate and, if necessary, implement it through running a pilot study. The first Crea projects will be the winning ideas from Th'nk Innova.

Th'nk aims to transform the forms of communication from the very start with the use of alternative channels to address employees. The first call, where the project was explained, took place at a special committee convened by the CEO Silvio González, who was the first to join the project, and the meeting broadcast was streamed so that everyone in the **Group** could find out about it at the same time.

Other initiatives included: a countdown on all of the monitors at the **Atresmedia** headquarters, an offline action involving flooding the **Company** with Th'nk notebooks, various motivational videos, launch of inspirational phrases, etc. The first date for Th'nk was ground breaking since it took place in the directors' garage, a place that symbolises the starting point for many great ideas.

> We are in a changing enviroment. There is a lot of talent in **Atresmedia** and this project makes possible to detect it and to push it so that, together and working transversally and in team, we can find best solutions to every day challenges.

Th'nk founder team

In 2016, Atresmedia had 209 volunteers, 32 of them relatives of Atresmedia employees

Boosting corporate volunteering

Atresmedia has a comprehensive and ambitious corporate volunteering programme, which each year enjoys greater participation and involvement from the employees.

The programme meets the following objectives:

- To contribute to the development of society by offering it the professional skills of **Atresmedia**'s 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.

In 2016 **Atresmedia** offered 15 volunteering activities, which helped 13 different social organisations and involved 209 volunteers (32 relatives) who donated 2,533 hours of their time (24 hours during working hours).

In addition, **Atresmedia** has been a partner of the Voluntare network since 2012. This is an international organisation composed of NGOs and companies to promote corporate volunteering through dialogue and best practices. With the philosophy of spreading the word about volunteering, for the second consecutive year **Atresmedia** has been a media-partner for International Volunteers' Week, Give and Gain Day from Forética, and was co-organiser of the tenth anniversary of Company Solidarity Day, along with Cooperación Internacional ONG.

Atresmedia is a member of the Voluntare network and media partner of the Give and Gain Day organised by Forética, and the Company Solidarity Day organised by Cooperación Internacional ONG.

Atresmedia volunteers have participated in the following projects in 2016:

Grandes profes

Grandes Profes is an event organised by the **Atresmedia Foundation** to honour teachers and recognise their daily work in the classroom.

In this year's event, **Atresmedia** volunteers worked on different tasks required to organise the event: receiving guests, organising those attending, providing information, etc.

9 participants

Santa María Josefa soup kitchen

The Santa Maria Josefa soup kitchen feeds approximately 200 people each day and distributes food to an average of 200 families in need. **Atresmedia** volunteers have assisted in all kinds of tasks: making the tables, organising the food and serving food.

40 participants

ANAA animal protection organisation

As part of the International Volunteers' Week "Give and Gain Day", **Atresmedia** has for the first time become involved in volunteering with animals in partnership with the animal protection organisation ANAA. During the event, the volunteers worked on the facilities and walked and fed the animals.

21 participants

Santa María La Real association

Lanzaderas de Empleo is a youth employability programme run since 2013 by the Santa María La Real Foundation. In this activity, **Atresmedia** volunteers joined the groups in Arganda del Rey and Alcalá de Henares to pass on the benefit of their work experience and professional knowledge through various workshops.

8 participants

'Comparte y recicla' campaign

Toys collection campaign for its donation to Spanish charitable organizations within the Comparte y Recicla initiative framework.

1 participant

Workshops with children at risk of social exclusion

The Balia Foundation runs socio-educational care and prevention projects aimed at young people at risk of social exclusion. Along with the educators from the Balia Foundation, the children of **Atresmedia**'s employees aged between 16 and 21 helped more than 200 young people through giving workshops to reinforce their schoolwork or involve them in crafts and hobbies.

7 participants

International summer volunteering

Atresmedia has an international summer volunteer programme in which the **Group**'s employees spend 3 weeks of their holidays collaborating on the project run by an NGO. In 2016, three volunteers helped with the project run by the Agua de Coco Foundation "La educación motor de desarrollo" (Education drives development) in Battambang (Cambodia) that seeks to reduce school drop-out rates and promote the social inclusion of vulnerable families.

3 participants

Christmas food collection

The Madrid Food Bank is a charitable non-profit organisation whose purpose is to obtain food to distribute to more than 500 charities engaged in the direct assistance and care of disadvantaged people within the Community of Madrid.

For the fourth consecutive year, **Atresmedia** has organised a large collection on its premises. For a whole morning, **Group** employees donated non-perishable food items. More than 700 kilograms were collected and delivered to the Food Bank.

5 participants

Volunteering with hospitalised children

A large group of volunteers, working with **Atresmedia Foundation**, visited the paediatric areas of about 40 hospitals, along with volunteers from the Seur Foundation.

76 participants

Te invito a cenar

Te invito a cenar (I invite you to dinner) is a charity dinner for 800 people at risk of social exclusion, which has the support of more than a dozen masters of haute cuisine.

At this dinner, **Atresmedia** volunteers performed tasks such as organising tables, helping with the reception and guiding of guests, working as waiters, etc.

38 participants

10 años DIA SOLIDARIO DE LAS EMPRESAS

10th Companies Solidarity Day

The Companies Solidarity Day is an event oriented to promote corporate volunteering and sensibilization to real problems in the society from an enterprise point of view. In Madrid, a group of volunteers of Atresmedia collaborated with the Juan XXIII Foundation in a cooking workshop; another group visited the Railway museum with the Foundation Amigos de los Mayores. In Valencia, volunteers visited the Geriatric Institute and walked with old people by the sea.

17 participants

Health and safety

Atresmedia has a Corporate Health and Safety Policy which sets out the lines of action for the Occupational Health and Safety System. The System's main objective is to ensure the awareness, training and active involvement of its employees, in order to guarantee their own welfare.

In 2016, the **Group** ran a variety of initiatives to implement the Health and Safety Plan. Among these is training in health and safety, risk assessments of new workplaces, monitoring of the implementation of health and safety measures, meetings to coordinate business activities with contractors, regular meetings of the Health and Safety Committee, provision of personal protective equipment and monitoring of its use, campaign of medical examinations and periodic safety inspections.

Some of the most notable actions are:

Training	Training of 1,095 new workers (318 employees on its payroll, 512 interns, 37 partners and 228 extras) about the possible risks of their job, the preventive measures to adopt and the Emergency Plan for the Work Centre. This training was given in person and customised for each worker.
OHSAS 18011. Occupational Health and Safety Management System.	During 2016, the documentation for the Occupational Health and Safety Plan has been updated to adapt it to the OHSAS 18011 standard. New procedures have been developed to improve the management and work has been done to meet all the requirements it establishes, in light of the forthcoming certification of the system.
Health monitoring	In 2016, 3,427 people were seen, of whom 93 were emergencies and 1,314 workers have been given health education. Of the people seen, 75 % were **Atresmedia Group** employees and the remaining 25 % were from other companies (producers and contractors). As for the annual health monitoring campaign, 42 % of the workforce have had a medical check-up. **Atresmedia** offers medical attention 24 hours a day.
Podiatry campaign	In May, a voluntary podiatry campaign was run for the employees of the **Group** and 204 people took part. This preventive action served to detect possible pathologies and answer the questions of the participants. 89 % of the attendees rated their overall satisfaction with the campaign as excellent or very good.
Installing Defibrillators	Installation of eight defibrillators in corridors and transit points around **Atresmedia** in order to improve health and safety and reduce the risk of cardiac arrests. This initiative has turned the **Group**'s facilities into a cardio-protected space. In addition, training has been given on how to use these defibrillators.

These and other initiatives have led to a reduction in the severity rate in 2016. In addition, there have been no serious, very serious or fatal accidents or illnesses during the year. Moreover, the absenteeism rates due to common illnesses and other absenteeism have also fallen.

PREVER 2016 recognises Dr. Bartolomé Beltrán for his work in occupational health and safety at Atresmedia

Dr. Bartolomé Beltrán, head of the Department of Prevention and Medical Services at **Atresmedia**, has been honoured by the Committee of the National and International Award for Occupational Health and Safety (PREVER) with the **2016 Prever Award in his individual category**. This award is designed to recognise his achievements in the area of the researching, dissemination and implementation of occupational health and safety.

In 2016 commuting accidents have fallen by 11%

Frequency Index (FI)

Severity Rate (SR)

No. of accidents with leave

Rate of Absenteeism due to Common Illness

Rate of absenteeism

Overall Men Women

In addition to the existing Ponle Freno campaign, **Atresmedia** has increased its efforts to prevent road accidents with the launch of Road Safety Week, seven days of awareness-raising and training for its employees designed to prevent traffic accidents involving its professionals.

This initiative had the support of the Dirección General de Tráfico (Traffic Agency, DGT), the Asociación de Parapléjicos y Personas con Gran Discapacidad Física (Association of Paraplegics and People with Great Physical Disabilities, ASPAYM) and TRAFPOL IRSA, a Spanish association composed of local police forces whose purpose is to develop and disseminate road safety activities.

The 1st Road Safety Week at **Atresmedia** had over 500 participants and included numerous activities for employees under the slogan "Tu seguridad, nuestro destino" (Your safety is our destination).

2017 challenges

Atresmedia has established the following objectives for the coming year:

1. Negotiation of the **Atresmedia** collective bargaining agreement.
2. Consolidation of **Atresmedia Formación**.
3. Consolidation of the Th'nk project.
4. Certification of the Occupational Health and Safety Management System in keeping with the OHSAS 18001 requirements.
5. 2nd Road Safety Week.

CARRERA
2020
cero víctimas
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ATRESMEDIA
AXA
PONLE FRENO

G4-26, G4-27

Compromiso Atresmedia: Contributing to the well-being and progress of society

RELEVANT ASPECT

OUR VISION	
1	To place the broadcasting strength of the **Atresmedia** media channels at the service of 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, and promote the inclusion of disabled people through the initiatives of **Fundación Atresmedia**.

Compromiso ATRESMEDIA

Atresmedia is aware of the enormous impact that media has on today's society. Therefore, the **Group** uses its broadcasting capacity responsibly and places it at the service of the public so that it can decisively contribute to social progress.

This commitment is reflected in **Atresmedia**'s Social Commitment Policy and is implemented through three main lines of action:

- The development and dissemination of its own long-term initiatives that promote positive and tangible social changes.
- Collaboration with NGOs and other entities in order to jointly contribute to a fairer and more equitable society.
- Support for the most vulnerable groups: children, young people and people with disabilities, through **Fundación Atresmedia**.

This strategy is contained in **Compromiso Atresmedia**, an umbrella brand that brings together all of the **Group**'s corporate responsibility initiatives. All of these initiatives are real commitments that turn intentions into reality and manage to change things. It is a philosophy within the **Group**, to which **Atresmedia** devotes effort, staff and resources.

In 2016 **Atresmedia** allocated more than 80 hours of advertising space to the **Group**'s different Corporate Responsibility initiatives.

	SPOTS										
2016	Antena 3	laSexta	Neox	Nova	Mega	Atreseries	Total	Hours	Cumulative audience (thousands)	Coverage %	Grp's
Ponle Freno	739	545	352	632	704	652	3,624	23.5	39,174	92.3	2,455.7
Objetivo Bienestar	1,183			536	714	600	3,033	17.5	37,355	88.0	2,307.2
Constantes y Vitales		893	217				1,110	7.8	32,274	76.0	753.7
Hazte Eco			440				440	2.7	16,889	39.8	191.8
Crea Cultura	207	217	104	179	193	196	1,096	7.5	31,578	74.4	600.1
Fundación Atresmedia	429	520	318	369	411	293	2,340	14.1	38,012	89.5	1,690.1
Tolerancia Cero	183			157	169	140	649	7.2	32,021	75.4	588.3

Ponle Freno: target of a zero accident rate on the roads

IMPACT

+ **2,450** GRP´S launched

+ **4,290** radio advertisements broadcast

+ **600** news articles uploaded to the website

+ **3,000** mentions on social media profiles

+ **70** articles and mentions on news and TV programmes

1,827,497 page visits to ponlefreno.com

HIGHLIGHTS
Project to make road education a mandatory school subject
MORE! Ponle Freno Fun-Runs
Studies on cyclists and road safety
8th edition of the Ponle Freno awards
3.0 Conferences on motorcyclists and road safety
Campaign on distraction as a cause of accidents

Ponle Freno is one of **Atresmedia**'s main corporate responsibility initiatives. It was launched in 2008 with the aim of reducing the number of accidents on Spanish roads and, therefore, saving lives. Over all of these years the initiative has focused its efforts on raising awareness among Spanish society about road safety, through campaigns, conferences and activities which have directly involved all of the public. Some examples are the popular Ponle Freno fun-run and the Awards of the same name, which in 2016 celebrated their eighth edition.

"The Ponle Freno Platform has more than 110,000 participants". http://www.antena3.com/ponlefreno/

Fulfilling the Ponle Freno 2016 challenges

Challenges	Level of fulfilment	Comments
Promote road education in schools.	75 %	In March 2016, Ponle Freno came together with the Fundación de Gestores Administrativos (Foundation of Administrative Managers) in order to join forces on a project to make road education compulsory education in schools, prepared by the Universidad Complutense de Madrid and backed by the Transport Department (DGT) and **Atresmedia**'s own road safety platform.
Raising awareness about distraction as one of the main causes of road accidents.	100 %	Ponle Freno, together with the AXA Foundation, has implemented an action plan aimed at raising awareness about distraction as one of the main causes of accidents on our roads. Under the slogan "Más distracción, menos seguridad" (More distraction, less safety), the campaign has issued television spots, radio advertisements and digital content.
Carry out more research into accidents involving cyclists with a study on raising awareness and training this group.	100 %	Centro de Estudios Ponle Freno-AXA de Seguridad Vial (Ponle Freno-AXA Road Safety Study Centre) has presented a study on accident rates and bicycle use, prepared in collaboration with the Universidad de Valencia and the TNS Research Institute. The report highlights alarming figures on the increased accident rate for this group and the lack of knowledge about the rules.

Initiatives launched as part of Ponle Freno in 2016

Road safety as a mandatory subject in schools

Following the petition launched in 2015 to promote the inclusion of road safety as a mandatory subject in schools and the approval in Congress of a draft law to implement this, Ponle Freno has taken another step in this challenge by promoting, along with the Fundación de Gestores Administrativos, a project to include road safety as regulated teaching in schools, prepared by the Universidad Complutense de Madrid and backed by the Transport Department. Meanwhile, Ponle Freno contributes to teaching children about road safety through its driving school at the Micrópolix educational leisure centre in Madrid.

'Más distracción, menos seguridad' (More distraction, less safety)

In 2016, Ponle Freno, in collaboration with the AXA Foundation, focussed on distractions as a determining factor in most traffic accidents that occur on our roads. It ran an awareness campaign which, under the slogan "Más distracción, menos seguridad", attempted to show the danger posed by this behaviour for both drivers and pedestrians. A total of two spots were issued on all **Atresmedia Televisión** channels, advertisements on **Atresmedia Radio** and content on a specific micro-site within ponlefreno.com.

In 2016, Ponle Freno processed more than 300 reports of badly placed signs and poor condition roads thanks to the help of the public. Almost 20 % of them have been resolved

Centro de Estudios Ponle Freno-AXA de Seguridad Vial (Ponle Freno-AXA Road Safety Study Centre)

In 2016, Centro de Estudios Ponle Freno-AXA de Seguridad Vial continued with its research into preventing accidents with the publication of various studies, among which we should mention Siniestralidad vial y uso de la bicicleta (Road accidents and bicycle use), prepared in collaboration with Universidad de Valencia and the Instituto de Investigación TNS (TNS Research Institute). The document highlights alarming figures that show that accidents involving cyclists doubled between 2008 and 2013; that only 51.2 % of cyclists were wearing helmets at the time of an accident; and that 30 % of cyclists interviewed said that they have never found out about the rules on bicycle use.

Campaign to report signs and roads

Ponle Freno has launched the fourth edition of the "Señales y carreteras en mal estado" (Signs and roads in bad condition) campaign through which it seeks, through public participation, to have badly placed or defective signs and roads in poor condition reported. Under the slogan "Una señal en mal estado es muy mala señal" (A sign in bad condition is a very bad sign), Ponle Freno has once again invited the puclic to take a photograph or video of the signs or roads in question and upload them to the platform hosted on the website ponlefreno.com, together with details of their location. Once the reports from the public have been received, Ponle Freno contacts the corresponding administration in order to formally report the problems and ask for them to be fixed. After this latest edition more than 1,300 reports have now been processed, almost 20 % of which have been resolved.

8th edition of the Ponle Freno Awards

Ponle Freno has celebrated the eighth edition of the awards that bear its name, aimed at acknowledging the people, actions, entities and public authorities that have actively collaborated most over the last year in improving road safety on a national scale. This edition, composed of five categories following the addition of the Best Occupational Road Safety Initiative award, beat participation records with a total of 95 projects submitted.

2016 Winners:

- **Ponle Freno Citizens Award**: Jesús Rodríguez, for his training campaign "Family Road Safety" aimed at providing information on the correct use of child restraint systems
- **AXA Award for Innovation and Development in Road Safety**: On Star System from OPEL/General Motors Spain.
- **Ponle Freno Junior Award**: Asociación para el Estudio de la Lesión Medular Espinal (Association for the Study of Spinal Cord Injuries - AESLEME), for its prevention campaigns aimed at young people entitled "Te puede pasar" (It could happen to you) and "Si controlas, vuelves" (If you control yourself, you will come back).
- **Ponle Freno Award for the Best Road Safety Action**: "Stop Distraer" (Stop Distracting) Campaign from BP, Castrol and RACE.
- **Ponle Freno Award for the Best Occupational Road Safety Action**: Comprehensive Road Safety Plan from Calidad Pascual.

How to drive on conventional roads

To coincide with the mass-movement of people at the start of the summer holidays, Ponle Freno launched an information campaign on its website with advice and video tutorials on how to drive on conventional roads and how to safely overtake on this type of road, where most accidents are recorded.

3.0 Conferences on motorcyclists and road safety

In September 2016, Ponle Freno brought together four representatives from the motorcycling sector in its 3.0 Conferences in order to analyse road safety for this group, one of the most affected in recent years. The objective was to analyse the possible causes of the increased accident rate and try to find possible solutions.

Raising awareness about heavy traffic

As it does every year, Ponle Freno has launched special awareness campaigns on television, radio and the website to coincide with the mass-movement of people during Easter, summer and Christmas. In 2016, the issues addressed were raising awareness about the importance of using restraint systems and helmets, and warning on the dangers of alcohol and drugs when driving.

Thanks to the Ponle Freno Fun-Runs, over €200,000 was raised in 2016 to support the victims of traffic accidents

Ponle Freno Fun-Runs: 1st edition in Vigo, 2nd in Tenerife, 3rd in Vitoria and 8th in Madrid

The Ponle Freno Fun-Runs continue to expand across Spain and there are now four cities that host this great road safety event. Madrid continues to be the event with the most participants, attracting 20,000 runners in its eighth edition. Vigo successfully held its first edition, attracting 1,000 runners, and Tenerife and Vitoria have consolidated with their 2nd and 3rd editions respectively. Thanks to these fun-runs, Ponle Freno has managed to raise over €200,000 that has been donated to different projects that support victims of traffic accidents.

How to react to an ambulance

Coinciding with the Christmas season when the traffic is heavy in cities, Ponle Freno launched an on-line initiative to publicise how to act as a driver in the presence of an ambulance. Through computer graphics and three videos published on the website, it attempted to clear up what you should and should not do in that situation in order to facilitate the work of the emergency services. Antena 3 Noticias also echoed this initiative, contributing to widening its dissemination.

Recognition for Ponle Freno

In 2016 Ponle Freno received awards from different public and private institutions that have recognised the work of this initiative and its contribution to road safety:

- "Óscar del Motor" from Alcobendas City Council.
- Medal from the Local Police of Las Rozas City Council.
- "Blogueros del asfalto" Award for the best road safety website: ponlefreno.com.
- Award for the best road safety initiative from the Federation of Associations of Automotive Dealers (Faconauto).
- 2016 "San Cayetano" Award in the road safety category from the Foundation of Administrative Managers.

Ponle Freno objectives for 2017

1. To continue working on including road safety as a mandatory subject in schools, promoting a National Education Agreement.
2. To integrate sustainable mobility into the initiative's content.
3. Awareness campaign on the use of mobile phones.
4. To update the driving habits study prepared by the Centro de Estudios Ponle Freno-AXA (Ponle Freno-AXA Study Centre) in 2014.
5. Awareness campaign on the effects of some medications on driving.

For more information
http://www.antena3.com/ponlefreno/

Objetivo Bienestar: for a healthier life

IMPACT

+ 2,000
GRP´S launched

+ 240
news articles uploaded to the website

+ 3,000
mentions on social media profiles

Its own programme
broadcast fortnightly on Nova

Weekly section
in Espejo público and Tu tiempo (Antena 3 TV)

Own content section on the programme "Te doy mi palabra" with Isabel Gemio, and on the programme "Más de uno" with Josemi Rodríguez-Sierio, both on Onda Cero.

HIGHLIGHTS
Broadcasting of content on healthy living habits on TV and radio
4th edition of the Coles Activos awards
5th edition of De Marcha with Objetivo Bienestar Junior
2nd Objetivo Bienestar Conference
Campaign to promote the eating of pulses

Objetivo Bienestar is an **Atresmedia** initiative that seeks to improve the health and mental and physical well-being of people through promoting healthy lifestyles and a suitable environment.

In terms of children, this objective is of special interest given the high rates of obesity recorded within this group. For this reason, **Atresmedia** has created the specific initiative Objetivo Bienestar Junior (formerly El Estirón) which seeks to promote sport and healthy eating habits among children.

Fulfilling the Objetivo Bienestar 2016 challenges

Challenges	Level of fulfilment	Comments
Holding of the 4th edition of the Coles Activos awards with increased participation.	50 %	Objetivo Bienestar Junior has successfully held the 4th edition of these awards. Although participation did not increase this year, higher quality and more originality in the projects submitted was detected.
Continuing with the awareness-raising work through broadcasting content related to mental well-being, food and physical activity on different platforms: television spots, sections in Espejo público and Tu tiempo on **Antena 3** and its own programme on **Nova**, as well as content on the website and social networks. Starting to run the radio campaign (**Onda Cero**).	100 %	In addition to the usual spaces that the campaign has on television through the broadcasting of spots and its own sections in programmes, this year Objetivo Bienestar has been extended to radio through its own section on the programme Te doy mi palabra with Isabel Gemio and on Más de uno with Josemi Rodríguez-Sieiro, both on **Onda Cero**.
Holding of the 2nd edition of the Objetivo Bienestar Conference.	100 %	In its second year, the Objetivo Bienestar Conference has established itself as a leading event for experts in health and well-being.

nitiatives undertaken as part of Objetivo Bienestar in 2016

4th edition of the Coles Activos Awards

Objetivo Bienestar Junior held the 4th 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 from across Spain participated with proposals that have increased in quality and creativity.

The winners were:
First Prize: Colegio Andalucía de Vélez - Malaga (Malaga)
Second Prize: Colegio Laredo. Chapela-Redondela (Pontevedra)
Third Prize: Colegio Santísimo Cristo de la Veracruz de Consuegra (Toledo)

5th edition of De Marcha with Objetivo Bienestar Junior

More than 9,000 people participated in the 5th edition of De Marcha with Objetivo Bienestar Junior

For the 5th consecutive year, **Atresmedia**, through Objetivo Bienestar Junior, held its De Marcha fun walk event at the Warner Park in Madrid, a large-scale family event with two goals: health and fun. More than 9,000 people took part in this 2.3 km walk designed primarily for children where the aim was to highlight the importance of physical exercise to children and promote ideas to help them grow up healthy.

Campaign to promote the eating of pulses

In order to mark the international year of pulses established by the FAO, during October 2016 Objetivo Bienestar launched a campaign to promote the eating of pulses, highlighting both their nutritional value and their role in terms of supporting sustainable agriculture. This dissemination focused on broadcasting daily tips that sought to communicate the benefits of pulses in maintaining a balanced diet; a special report in the Objetivo Bienestar programme on **Nova**, in Tu tiempo de Brasero and Espejo público; and specific recipes on the programme with Karlos Arguiñano on **Antena 3** and Cocina con Bruno on **Nova**. Both the Objetivo Bienestar magazine and the website included specific content on the matter.

Broadcasting of content on healthy living habits on Antena 3, Nova and Onda Cero

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. Therefore, in addition to the television spots broadcast daily on **Antena 3**, the campaign has its own weekly sections on the programmes Espejo público and Tu tiempo de Brasero and a programme on **Nova**, aimed at both adults and children. As a new feature, in 2016 Objetivo Bienestar made the leap to radio with a presence on the programme Te doy mi palabra with Isabel Gemio and the section with Josemi Rodríguez-Sieiro on Más de uno on **Onda Cero**.

2nd Objetivo Bienestar Conference

The 2nd Objetivo Bienestar Conference took place at the Madrid Athenaeum in June 2016. In this second edition, the objective was to address the concept of well-being from an angle that is practical and applicable to everyday life, placing special emphasis on issues such as emotional intelligence, interpersonal relations, managing change, searching for happiness and personal growth. The meeting featured speakers of the stature of Luis Rojas Marcos, Silvia Congost, Pedro García Aguado, Mila Cahue, Enrique Rojas, Tomás Navarro, Javier Iriondo and Lary León.

Mediterranean Diet Foundation Award

Grupo Atresmedia has been recognised by the Mediterranean Diet Foundation "for the important work carried out, through the Objetivo Bienestar initiative, to communicate and educate on the dietary guidelines and behaviour required to lead a healthy life, through diet and physical activity".

Objetivo Bienestar objectives for 2017

1. Renewal of the collaboration agreement with the Ministry of Health through Objetivo Bienestar Junior, to promote healthy lifestyle habits among children.
2. Awareness campaign on the abandoning of sport among teenage girls.
3. Raising awareness on calcium consumption.

For more information
http://www.objetivobienestar.com/A3/

Constantes y Vitales: research and prevention

IMPACTO

+ **750** GRP´S launched

+ **500** radio advertisements broadcast

+ **650** news articles uploaded to the website

+ **3,000** mentions on social media profiles

+ **660** articles and mentions on news and laSexta programmes

170,904 page visits on constantesyvitales.com

HIGHLIGHTS
First steps in promoting a Pact for Science
Raising awareness on the use and installation of defibrillators
Dissemination of scientific work
2nd edition of the Constantes y Vitales Awards

Constantes y Vitales is the initiative of **laSexta** and the AXA Foundation aimed at promoting medical and scientific research through awareness raising campaigns and actions that promote advances in these fields.

Fulfilling the Constantes y Vitales 2016 challenges

Challenges	Level of fulfilment	Comments
Promoting a Pact for Science.	50 %	Due to Spain's political situation in 2016, with no government formed until November, it was impossible to implement this project. However, work was done on taking a first step establishing, together with members of the expert committee, a proposal of minimum requirements on which to work for a political consensus that promotes the Pact.
Awareness-raising campaign on the installation of defibrillators to prevent sudden death.	100 %	Constantes y Vitales worked on a new and ambitious objective: to ask the autonomous communities to regulate the use and installation of defibrillators in public areas. To do this, a petition was promoted which, through a spot starring Mamen Mendizábal, received the signatures of more than 100,000 people. Another three television advertisements completed the dissemination campaign.
Prevention campaign for the early detection of colon cancer.	50 %	After various meetings with the Asociación Española Contra el Cáncer (Spanish Association Against Cancer - AECC) and the Alianza para la Prevención del Cáncer de Colon (Alliance for the Prevention of Colon Cancer), the project has been set aside for now as it is considered incompatible with the coverage currently offered by the National Health System.

Initiatives launched as part of Constantes y Vitales in 2016

3.0 Conferences on sudden death and the use of defibrillators

In June, Constantes y Vitales held its second 3.0 Conferences which, on this occasion, discussed sudden death and the use of defibrillators. The meeting was chaired by **Atresmedia**'s Director of Medical Services, Bartolomé Beltrán, and was attended by experts and people such as Félix Aguado, manager of the Valdebernardo Sports Centre who saved the life of a person having a heart attack whilst playing tennis and who has become one of the "anonymous heroes" of the awareness campaign on the use and installation of defibrillators.

7th Popular Heart Fun-Run

In 2016, Constantes y Vitales held the seventh edition of the Popular Heart Fun-Run, organised by Fundación Española del Corazón (the Spanish Heart Foundation) with the support of Sociedad Española de Cardiología (the Spanish Cardiology Society), in order to contribute to the work on preventing cardiovascular illnesses. The run took place in Madrid and brought together thousands of people.

Supporting research on laSexta

The news programmes on **laSexta** (Noticias, Más vale tarde, laSexta Noche, among others) have given visibility throughout the year to the work of Spanish scientists, through the news coverage of their achievements and discoveries, and providing support and a voice to a wide range of medical research and prevention initiatives. All with the main objective of bringing science closer to the public and recognising the work of the researchers.

2nd Constantes y Vitales awards for biomedical research and health prevention

Constantes y Vitales successfully held the second edition of its Awards, created in order to promote, value, support and strengthen the research work of Spanish scientists in the field of biomedicine, as well as health prevention campaigns. The winners of this 2016 edition were:

Award for the best publicity campaign in medical prevention: Consejo General de Colegios de Médicos de España (General Board of Spanish Medical Colleges) and Red Española de Investigadores en Dolencias de Espalda (Spanish Network of Researchers on Back Problems) for their prevention campaign on back problems: Prevenir hoy para evitar problemas mañana (Take care today to avoid problems tomorrow).
Award for the best biomedical research of the year: Dr. Javier Cortés, from the Hospital Universitario Ramón y Cajal in Madrid, for his study on breast cancer published in February 2015 in the New England Journal of Medicine.
Award for young talent in biomedical research: Dr. Miguel López Pérez, for his research on molecular biology and physiology of obesity. This category has a prize of €100,000 to help the winner continue with this research.
Award for scientific career: Dr. Carlos Belmonte Martínez, for his many contributions to the field of science in relation to the nervous system and study of the brain.

Awareness campaign on the use and installation of defibrillators

More than 100,000 people have joined the campaign on the use and installation of defibrillators

After reaching its first great achievement, the creation of the Agencia Estatal de Investigación (State Research Agency), Constantes y Vitales set a new and ambitious objective in 2016: to ask the autonomous communities to regulate the use and installation of defibrillators in public areas.

30,000 people die in Spain each year from cardiac arrest and speed of reaction is vital, as the first five minutes are decisive for survival. In fact, if there were a defibrillator next to each fire extinguisher more than 4,500 lives could be saved each year.

In just one month, over 50,000 people joined the campaign by signing the petition and there are now more than 100,000 supporters. Since the launch of the proposal, three communities have signed up to it, announcing measures to become cardio-protected regions: Asturias, Murcia and Madrid. Moreover, thanks to the campaign various private companies and entities have joined the initiative by installing defibrillators at their premises.

In addition to making Spain a cardio-protected country, Constantes y Vitales wanted to publicise the use of defibrillators among the public through broadcasting various television spots starring anonymous heroes under the slogan "Todos estamos preparados para salvar vidas" (We are all ready to save lives). laSexta Noticias, Más vale tarde and constantesyvitales.com have also dedicated spaces to disseminating the issue.

2017 Constantes y Vitales objectives

Constantes y Vitales has been recognised by the journal New Medical Economics as the "Best socio-health dissemination campaign" in recognition of the work and commitment of **laSexta** to promoting medical and scientific research.

New Medical Economics presents these awards to health professionals, companies, administrations and any organisations that significantly contribute to the development of biomedicine and health sciences in Spain.

2017 Constantes y Vitales objectives

1. Promoting a Pact for Science.
2. Dissemination campaign for the prevention and detection of COPD (Chronic Obstructive Pulmonary Disease).
3. Highlighting the role of women in science through the content of the different media channels.

More information at
http://www.lasexta.com/constantes-vitales/

Crea Cultura: the value of intellectual property

IMPACT

+ 3,000 mentions on social media profiles

+ 57,000 page visits

29,967 blog visits

56 articles published on the blog

1,616 tweets issued

905 mentions on Twitter

2,036 RTs (Twitter)

617 likes on Facebook posts

24 comments on Facebook

16 times covered on Onda Cero

12 times covered on Antena 3 Noticias

8 times covered on laSextaNoticias

HIGHLIGHTS

Generation of a debate on intellectual property through meetings and dialogue forums.

Competition, "Está en tu mano" (It's in your hands) campaign and collaboration with Flooxer and Bez.

Dissemination through the Crea Cultura blog.

Crea Cultura is a project promoted by **Atresmedia** to raise awareness about the value of cultural creation and artists, as well as intellectual property and the importance of defending it.

In 2016 Crea Cultura managed to create an extensive and plural debate on this problem with all the interested parties, and launched new actions to make progress and find solutions. Included among these was the holding of four specific Crea Cultura forums, the intense activity on the Crea Cultura blog and the collaboration with **Flooxer** to promote reading.

Initiatives launched as part of Crea Cultura in 2016

Organisation and participation in conferences, debates and dialogue forums

- **Pública 2016**: Crea Cultura collaborated in Pública 2016, an international cultural management meeting held at the Círculo de Bellas Artes in Madrid, with the participation of Vicente Vallés, editor and presenter of Antena 3 Noticias, and Luz Aldama, director of current affairs programming at **Atresmedia Televisión**, in the section "un café con..." (a coffee with...).
- **Training workshops on intellectual property**: During 2016, training workshops on intellectual property were run for journalists from the newsrooms at **Antena 3**, **laSexta**, **Onda Cero** and the digital newsroom.
- **Crea Cultura Forums**: Four dialogue forums were held in 2016 with the collaboration of Bertelsmann:
  - Las nuevas plataformas para ver cine y TV en el hogar (New platforms for watching film and TV at home
  - El universo cultural de la propiedad intelectual en los videojuegos: del online a los móviles pasando por las consolas (The cultural universe of intellectual property in video games: from online to mobiles, not forgetting consoles).
  - Propiedad intelectual en los libros: entre el reto digital y la responsabilidad del lector (Intellectual property in books: between the digital challenge and responsibility of the reader).
  - Una de cada cuatro personas tapa la publicidad online con adbloblockers.' Marcas, medios y contenidos están en riesgo. ¿Cuáles son las soluciones? (One out of every four people stop on-line advertising with adbloblockers. Brands, media and content are at risk. What are the solutions?).
- Crea Cultura actively participated in the sponsorship conferences organised in 2016 by the Pons Foundation.
- The "Jóvenes y propiedad intelectual" (Young people and intellectual property) meeting, organised by the Carné Joven (Youth Card) of the Community of Madrid, also benefitted from the participation of Crea Cultura. In this context, **Atresmedia** and Carné Joven of the Community of Madrid signed a collaboration agreement to defend intellectual property among young people.
- **Crea Cultura Blog**: Throughout 2016, intense activity was also maintained on the Crea Cultura blog www.blogcreacultura.com, as well as on the social networks of the **Atresmedia** movement. All of the actions and activities have been disseminated on the **Group**'s media channels.

More information at
http://creacultura.atresmedia.com/

Other Crea Cultura initiatives

- **Blog competition**: A competition for blog subscriptions was launched, with a draw for 10 digital books across the networks.
- **"Está en tu mano" (It's in your hands) campaign**: Crea Cultura launched a new campaign with the aim of transmitting the importance of culture and its responsible consumption. Under the brand "Está en tu mano", the campaign aims to make digital consumers aware of their responsibility, making them a part of the creation of content. The campaign was launched in collaboration with Google, Fece, Fedicine and Movirecord.
- **Collaboration with Flooxer**: **Flooxer** and Crea Cultura have teamed up to promote reading, a passion for books and literature through the Book's Power channel. **Atresmedia's** digital platform has developed this project, sponsored by Crea Cultura, which aims to instil the habit of reading into young people, as well as teach them the value of cultural creation and respect for the intellectual property of its authors.
- **Agreement with the newspaper Bez**: **Atresmedia** has signed an agreement with newspaper Bez through which Crea Cultura has supported this newspaper's first year with the sponsorship of a competition aimed at inspiring the development of texts, cultural creation and intellectual property.

Crea Cultura objectives for 2017

1. Holding of new Crea Cultura Forums to discuss cultural creation, who is responsible for it and respect for intellectual property.
2. New awareness-raising actions.
3. Maintenance of the campaign's spots, blog and social media profiles.

Tolerancia Cero: against abuse, the power of working together

IMPACT

+ **700** GRP´S launched

+ **500** radio advertisements issued

+ **100** news articles on the initiative's micro-site

+ **300** mentions on social media profiles

+ **70** reports and/or articles on the news

+ **81** % coverage (women +16)

+ **80** % of the population states that they are aware of Tolerancia Cero and its work against domestic violence (Toluna Study)

+ **30** bloggers linked to the milestone "Control redes sociales y móviles" (Control social networks and mobiles)

+ **10** well-known faces linked to the cause

More information at www.antena3.com/noticias/tolerancia-cero/

In 2015 and coinciding with International Day for the Elimination of Violence against Women, **Atresmedia Noticias** and the Mutua Madrileña Foundation launched the Tolerancia Cero initiative, aimed at raising awareness, encouraging women to report incidents and using education to address this social problem.

Since then, Antena 3 Noticias has placed all of its resources and tools at the disposal of this initiative with a clear goal: to reduce the number of victims.

During 2016 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, **Atresmedia** also used all its communication power to raise awareness among the population, broadcasting pieces and reports relating to the problem of domestic violence. In 2016 the campaign focused on the following messages:

- Zero Tolerance of the abuser.
- Control of social networks and mobiles.
- Encouraging the reporting of incidents.
- Repeating the pattern and children.

Tolerancia Cero also has a strong online 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.

Tolerancia Cero objectives for 2017

1. **Filing reports and the aggressor focus.** There are many women who still do not dare to take the step of reporting their abuser. It is important to continue sending the message that while it is not an easy path, it does save lives.
2. **Micro male chauvinist behaviour.** The need to bring to light these daily and damaging behaviours.
3. **Education.** There are many teachers and parents who demand the regular presence of this issue in classrooms.
4. **Children.** Children were not recognised as direct victims of domestic violence until three years ago, and today there are still many challenges in this regard.

Comparte y Recicla: toys for all the children

In 2016, Comparte y Recicla collected over 34,000 toys

More information at
www.comparteyrecicla.com

The Comparte y Recicla campaign 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 involving people with disabilities.

In 2016, Comparte y Recicla held its third edition with extraordinary results. Thousands of families have once again demonstrated their great solidarity by collaborating with the campaign and, thanks to them, it managed to collect more than 34,000 toys, over 110 tonnes, which have been delivered to those children who need them the most.

SOLIDARITY
For several weeks over the summer more than 500 points of sale across Spain in El Corte Inglés, Hipercor, Juguettos, Todojuguete, Toysmaniatic and Toys R Us welcomed any toys that the most caring families wanted to share with other children, offering them a second life.

RECYCLING
Any toys that were not in good enough condition to be reused were sent for recycling thanks to the collaboration of the Ecotic Foundation. In total, 16% of the toys received, around 18 tonnes, were sent for recycling.

INTEGRATION
The Centro Especial de Empleo Ilade (Ilade Special Employment Centre), run by the association for the disabled called Asociación Despertar de Castalla (Alicante), was the entity responsible for separating the toys received, deciding on whether they were suitable for a second life or were to be recycled.

The toys in optimal conditions were sent to various national and international NGOs and associations which distributed them among thousands of children at Christmas, thanks to the collaboration of the SEUR Foundation which was responsible for their transportation. In 2016, toys were sent to refugee camps in the Sahara and Athens and to more than 30 Spanish NGOs and associations including Ningún niño sin sonrisa, Remar, Joguines sense fronteres, Mensajeros de la paz and Asociación de Discapacitados Murgi (Almeria).

Thanks to the dissemination of this campaign in the **Grupo Atresmedia** media channels, through the broadcasting of a spot on NeoxKidz and a radio campaign on **Onda Cero**, families were more aware of the impact of the initiative.

Fundación Atresmedia: more than 10 years supporting children and normalising disability

HIGHLIGHTS
Fulfilment of the Strategic Plan
Record participation in the Grandes Profes initiative
Promotion of projects of a theoretical nature
Raising awareness about disability
10th Anniversary activities

Fundación Atresmedia now has more than 10 years of experience channelling the Group's social action and focusing its efforts on protecting the young, particularly children, who are one of the most vulnerable groups, and normalising the situation of people with disabilities.

Looking after children and young people in situations of special need and creating public interest about their issues, needs and interests, relying for that on the skills and resources of the **Atresmedia Group**.

Being the Spanish foundation with the greatest capacity for social mobilisation and making real changes in the issues that affect children and young people.

Transparency, Positive Spirit, Commitment, Empathy and Efficiency.

FUNDACIÓN ATRESMEDIA

Since 2005, the year in which the **Foundation** began its life, it has run many successful projects, from campaigns to defend the most basic rights of children and 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 2016, **Fundación Atresmedia** continued to establish future projects and consolidated the three lines of action set out in its Strategic Plan:

Humanising children's hospitals

Normalising disability

Improving education

It also achieved the three main challenges that it had set itself for 2016 and which have enabled it to extend the Hospital Assistance Programme and raise awareness about people with disabilities and the need to improve education.

Fulfilling the Fundación Atresmedia 2016 challenges

Challenges	Level of fulfilment	Achievements
Extend the Hospital Assistance Programme to 155 centres across Spain.	100 %	It has been extended to 174 hospitals.
Develop disability awareness initiatives for professionals in the audiovisual sector.	100 %	Three awareness initiatives have been carried out.
Promote the involvement of society in educational matters.	100 %	Three different awareness pieces have been broadcast on television and radio.

More humane children's hospitals

Over recent years **Fundación Atresmedia** has positioned itself as a leading force in humanising hospitals, contributing through its projects to making the time children spend in hospital more pleasant and welcoming. In 2016 it has continued focusing on this work through three main lines of action:

- To provide information to hospitalised children about their situation using adapted content, in order to alleviate any stress that may be caused by their illness and condition.
- To entertain children during their stay, with content that allows them to have positive memories about their time in hospital.
- To raise awareness among the agents involved in the hospitalisation, both the staff there and society as a whole, about the need to promote mechanisms to improve the humanisation of children's hospitals.

FAN3 Channel

One of the hallmarks of **Fundación Atresmedia** is the FAN3 Channel, the first television channel designed for hospitalised children which combines entertainment content such as series and cartoons with health-related educational segments that inform children in a simple language. In 2016, the Fan3 Channel reached 137 hospitals across Spain.

Hospital entertainment

During 2016, various hospital entertainment initiatives were carried out in more than 165 centres across Spain, including celebrity visits, radio workshops, actions to promote reading and drawing competitions. For the second consecutive year it celebrated Día Nacional del Niño Hospitalizado (National Hospitalised Child Day) on 13 May along with 15 other entities, with a mass launch of "besos" (kisses) in 163 hospitals. A total of more than 170,000 children have benefited from these actions.

National "Hospital Optimista" Awards

This year the **Foundation** has also participated as co-organiser in the National "Hospital Optimista" Awards, which recognise those initiatives or positive practices that contribute to generating a healthier environment in hospitals for patients and their families. More than 150 entries have been received from different centres.

9th National Conference on Humanising Children's Hospitals

The **Foundation**'s coordinating and driving role in humanising children's hospitals is reflected in the support given in 2016 to the 9th National Conference on Humanising Children's Hospitals held in Valencia and in its participation in many other events that have dealt with this issue during the year.

Normalising disability

One of the main aims of **Fundación Atresmedia** is to contribute to normalising disability in the audiovisual sector and society in general. To do this it runs different initiatives that fall within these three lines of action:

- To improve the training level of people with disabilities in order to promote their employment within the audiovisual sector.
- To contribute to the group's employment through raising awareness and promoting mechanisms so that companies from the audiovisual sector employ people with disabilities.
- To raise awareness among all agents involved by using the prescriptive power of the media to promote normalisation through the appearance of disabled people in the content.

PRO Project

In 2010, **Fundación Atresmedia** created the PRO Project, the first audiovisual school for people with disabilities that gives specific high quality training in the different professional roles demanded by the audiovisual sector.

In 2016 the initiative has continued to be given content, with the teaching of a "University specialist in creating audiovisual scripts" course in collaboration with the Universidad Rey Juan Carlos (Madrid) and with renowned professionals on the teaching staff.

Awareness-raising actions in the audiovisual sector

Throughout 2016, different conferences were run with the aim of raising awareness about disability among different agents in the audiovisual sector, such as Human Resources directors, screenwriters, journalists, etc., and bringing reality into their daily work.

Agreements with employment services for job placements

In order to contribute to the employment of people with disabilities, work has continued on reaching agreements with different employment services and therefore giving visibility to people with different abilities. The Future Jobs in the Audiovisual Sector study has also been promoted in order to research job opportunities for this group.

Improving education

Fundación Atresmedia pays special attention to education as it considers this to be one of the issues that most concerns the public and of most importance for building a fair, committed and prepared society.

The objective pursued by the Foundation is to contribute to educational improvement and involve society in this task, creating a tide of opinion in this respect and generating real social change. This challenge is comprised of three priority areas of action:

- To recognise good teachers and inspire them in their daily work in the classroom, offering them new techniques and tools to add to those they already use on a daily basis when exercising their profession.
- To promote vocational training, raising awareness of the many options it offers and encouraging students to enrol in the different training courses.
- To involve society, raising awareness about the importance of its role in educational matters and making it feel like an agent for change to achieve the necessary improvements.

Grandes Profes! brought together more than 1,400 teachers in person and 3,500 via streaming

"Grandes profes, Grandes inciativas" Awards

The **Foundation** recognises the good educational practices of teachers and educational centres through the "Grandes profes, Grandes iniciativas" Awards run throughout the school year. In 2016 more than 200 projects were presented.

¡Grandes Profes!

One of the **Foundation**'s most recognised initiatives is the Grandes Profes! event which in 2016 brought together more than 1,400 teachers in person and 3,500 via streaming. The event is aimed at strengthening the image of teachers and providing them with the tools for their daily work in the classroom. To do this, on this occasion it involved speakers of recognised prestige from different fields of knowledge, including César Bona, Victor Küppers, Nachi Picas and Nuria Roca, who shared with the attendees their experiences and key points in the hope that these would prove to be an inspiration and an example to follow in their daily work with the pupils.

Descubre la FP

During 2016 the "Descubre la FP" (Discover Vocational Training) project was consolidated through its website descubrelafp.org, which aims to publicise vocational Training in Spain and improve its image in society in general. The website explains the different training options and has videos featuring teachers who explain the content of the courses and students who give their reasons for taking vocational training. The website has had more than 120,000 visits throughout this year and more than 4,000 people enrolled on the free course on social and emotional skills offered there ("Rutas para la vida y el trabajo" (Routes for life and work)), run by Elsa Punset.

Celebration of the 10th anniversary of Fundación Atresmedia

In 2015 **Fundación Atresmedia** reached its tenth anniversary, and in 2016 it continued celebrating this with different initiatives. Included among these was the volunteering initiative carried out by 122 people, most of whom were employees of the **Atresmedia Group**, who visited the paediatric departments of more than 35 hospitals and spent an afternoon playing games with the hospitalised children. To do this they used the book "Más de 150 juegos para divertirse dentro y fuera del hospital" (More than 150 games to enjoy inside and outside of hospital), written by Lary León, director of the FAN3 Channel.

Collaborations with entities

Fundación Atresmedia is aware that collaborating with other entities allows it to exchange knowledge, improve its understanding of problems and be more efficient in their resolution. Hence the efforts of the organisation to establish alliances. In 2016 the **Foundation** signed agreements with various entities sharing its social commitment:

- The MAPFRE Foundation has participated in the "Descubre la FP" project.
- Santillana has collaborated in Grandes Profes! and in the Grandes profes, Grandes iniciativas Awards.
- The Telefónica Foundation has supported Grandes Profes!
- Microsoft has participated in Grandes Profes!
- Samsung has collaborated in the Grandes profes, Grandes iniciativas Awards.
- The Ranstad Foundation has supported the awareness-raising campaign on normalising disability.
- Universidad Rey Juan Carlos has collaborated in the "University specialist in creating audiovisual scripts" course.

FUNDACIÓN ATRESMEDIA

randstad fundación

Juntos por la igualdad en el empleo

- PwC has participated in the Future jobs in the audiovisual sector study.
- The Colegio Oficial de Psicólogos (Official College of Psychologists) has participated in, among other projects, the FAN 3 Channel.
- The Asociación Española Pediatría (Spanish Paediatrics Association) has collaborated with the FAN 3 Channel.
- The Abertis Foundation has collaborated with the FAN 3 Channel.
- Vygon, OTP and the Wont team from Universidad Jaume I de Castellón have participated in the 'Hospital Optimista' Awards.

Financial information on the resources held by the Foundation, as well as the documentation from the audit of its accounts and its governing agreements and standards may be found on the website http://fundacion.atresmedia.com/

Transparency in funding

Fundación Atresmedia has made transparency one of its hallmarks. All information of interest, both financial and technical, is available and updated so that any individual or company can consult it publicly on the website http://fundacion.atresmedia.com.

Fundación Atresmedia is working to apply 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.

	2014	2015	2016
Atresmedia resources(Euros)	300,000	500,000	500,000
Donations (Euros)	573,000	133,344	80,984
Subsidies (Euros)	10,000	0	0
Other income (Euros)	725,194	731,028	693,613
Total revenue (Euros)	**1,198,194**	**1,364,372**	**1,274,597**

CERMI Award

Sine Dolore Excellence Award

Corresponsables Award

Ikaslan Award

Awards and recognitions obtained in 2016

- CERMI Award (Comité Español de Representantes de Personas con Discapacidad - Spanish Committee for Representatives of People with Disabilities) in the Corporate Social Responsibility / Disability category.
- Sine Dolore Excellence Award for Communication.
- Corresponsables Award in the "Large Companies and Business Foundations" category.
- Finalists for the MEDES Awards.
- 1st place in the transparency ranking in the Commitment and Transparency Foundation Report.
- Ikaslan Award for its work in broadcasting and raising awareness of vocational training in society.
- Inclús Award for the PRO project at the International Film and Disability Festival.

Fundación Atresmedia Objectives for 2017

1. Create a working team to measure humanisation in children's hospitals.
2. Raise awareness on disability with the main agents in the audiovisual sector.
3. Run a workshop with experts to improve the social perception of vocational training.

ENVIRONMENT

Commitment to sustainability

Atresmedia's vision is to contribute to sustainable development through measures that minimise the environmental impact of its activities and raise awareness throughout society. This vision is implemented through the following lines of action.

1. Improving energy efficiency.
2. Responsibly managing resources.
3. Reducing the generation of waste and emissions.
4. Raising awareness in society about the need to care for the environment by making use of **Atresmedia**'s broadcasting power.

In figures	2014	2015	2016	
Energy consumption				
Gas	15,308 m³	13,646 m³	12,365 m³	↓
Electricity	27,399,791 kWh	29,276,341 kWh	29,622,523 kWh	↑
Heating oil	469,696 L	489,032 L	481,056 L	↓
Consumption of resources				
Water	56,863 m³	53,755 m³	49,607 m³	↓
Paper	5,412,000 uds (26,844 kg)	5,557,500 uds (27,566 kg)	5,362,500 uds (26,813 kg)	↓
Toner	667 uds (534 kg)	652 uds (522 kg)	1,147 uds (1,030 kg)	↑
Emissions				
Direct scope 1	1,505 t	1,562 t	1,552 t	↓
Indirect scope 2	4,384 t	3,513 t	6,221 t	↑
Employee transportation scope 3	635 t	715 t	1,361,32 t	↑
Non-hazardous waste				
Paper and cardboard	66 t	64 t	59,32 t	↓
Debris	126 m³	114 m³	83 m³	↓
SUW	308 t	305 t	337 t	↑
Hazardous waste				
Televisions	62 uds	78 uds	72 uds	↓
Fluorescent lights	976 uds	1,725 uds	753 uds	↓
Environmental Investment	**89,490 €**	**111,481 €**	**120,495 €**	↑
CDP Rating	**58D**	**93C**	**C***	

* In 2016 CDP changed the assessment format, removing the numerical rating.

Fulfilment of the environmental commitments

In 2015 **Atresmedia** established some annual **environmental improvement commitments** whose degree of fulfilment in 2016 is shown below:

2015 commitment	Degree of fulfilment	Comments
Carrying out the third phase in the implementation of LED lighting in San Sebastián de los Reyes, with changing approximately 5,000 lights in the main building.	5 %	The main corridors have been completed and the remainder is pending for 2017.
Continuation with the plan started in 2015 to replace the centralised refrigeration equipment (chillers) with other high energy efficiency ones. This is expected to be concluded over the next four years.	100 %	The objective set is 100 % fulfilled.
Reducing the volume of Solid Urban Waste (SUW) by 1 % compared to 2015.	0 %	It was not possible to fulfil this objective in 2016 due to increased internal production.
Reducing toner cartridge consumption by 2 % compared to 2015.	0 %	It was not possible to fulfil this objective in 2016 due to increased internal production.
Reducing the volume of paper and cardboard destined for recycling by 2 % compared to 2015.	100 %	The objective set is 100 % fulfilled.
Hazte Eco		
Continuing to raise awareness about the effects of climate change.	100 %	Coinciding with the holding of the Marrakech Climate Change Conference in November, in collaboration with Oxfam Intermón Hazte Eco ran an awareness campaign on the effects of climate change, which are already particularly affecting the most disadvantaged countries.
Monitoring and strengthening the Save the Arctic campaign with the help of Greenpeace.	100 %	Under the slogan "Voces por el Ártico" (Voices for the Arctic), once again this year **Neox**, through Hazte Eco, supported Greenpeace's campaign to demand the declaration of this area as a protected marine area.
Continuing with the fire prevention campaign in collaboration with WWF.	100 %	During the summer of 2016, Hazte Eco issued an awareness raising spot to alert people to the danger of fires and also broadcast a special programme on **Neox**.

Energy efficiency

The energy efficiency measures implemented in 2016 amount to over 400,000 kWh of savings per year

Energy is one of the main sources of well-being in modern society but also the main cause of our planet's environmental problems. The efficient use of energy is not an option but rather an obligation for those organisations, such as **Atresmedia**, that want to maintain a true commitment to sustainability. For this reason, the **Group** adds new actions to its daily operations each year that place it at the forefront of energy efficiency. The following projects were implemented in 2016:

- **LED lighting**: As part of the plan to implement LED lighting in the centre in San Sebastián de los Reyes, the lights in the building's main corridors were changed. All other lights will be changed during 2017.
- **Chillers**: One chiller and a cooling tower have been replaced with highly energy efficient equipment, which generates an estimated saving of 367,465 kWh/year.
- **Boilers**: The burners of one of the boilers in studio 7 and of one of the steam generators in the main building have been replaced for others of high energy efficiency. This measure represents an estimated saving of 49,720 kWh/year.

In 2016 the **Group** also carried out an energy efficiency audit in order to be able to identify new energy saving measures.

All of these initiatives have contributed to reducing the main consumption figures and improving the **Group**'s overall energy efficiency. The slight increase in energy consumption (1.18 %) recorded in 2016 is a direct result of increased production in television and radio, caused by the special news programmes on the general elections.

Moreover, heating oil consumption fell by 1.63 % due to the change of burners in the boilers; and that of gas by 9.39 % due to more efficient use of the kitchen equipment.

Finally, petrol consumption increased by 9.3 % due to a greater use of petrol vehicles, which has been offset by a reduction of 5.23 % in diesel consumption.

≈**367,465** kWh/year
savings in cooling

≈**49,720** kWh/year
savings in heat

Electricity consumption (kWh)

Heating oil consumption (L)

Gas consumption (m^3)

Petrol consumption for transportation (L)

Diesel consumption for transportation (L)

Note 1. 1kWh = 0.0036 GJ. The consumption of electricity in 2015 was equivalent to 105,394.83 GJ.

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 kWh (Source: IDAE) // 1kwh = 0.0036 GJ.

Note 3. The energy consumption corresponding to gas in 2015 was equivalent to 527.61 GJ.
Data from the centre in San Sebastián de los Reyes. Source: Gas Natural Fenosa.

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 kWh (Source: IDAE) //1kWh = 0.0036 GJ.

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 is equal to 13,020 kWh (Source: IDAE) //1kWh = 0.0036 GJ.

Note 6. Diesel 100 % non-renewable, petrol 100 % non-renewable, gas 100 % non-renewable, 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 and the IDAE (Institute for the Diversification and Saving of Energy).

Responsible management of resources

The responsible use of resources is the foundation for ensuring **Atresmedia's** long-term sustainability. Hence its commitment to a rational consumption of materials and to re-use and recycling.

This commitment is fulfilled, throughout the entire life cycle of its processes, through specific measures such as "green purchasing", recycling paper and using non-reusable toner (original or compatible) that is fully recycled.

The main materials consumed by **Atresmedia** are toner and paper. In terms of white paper, its use was reduced by 3.5 % in 2016 due to the growing use of new digital technologies. During this year, 100 % of paper consumed was recycled (26,813 kg).

In 2016 100 % of the paper used was recycled: more than 26,000 kg

However, the consumption of toner cartridges increased in 2016 due to the increased production of programmes within the facilities. 100 % of toner cartridges used were sent for recycling.

Another of **Atresmedia**'s basic resources is water. Aware of the importance of minimising its consumption, the **Company** promotes measures aimed at improving the facilities and raising awareness about its responsible use.

The consumption of water, which comes entirely from the public network, fell by 4,148 m^3 in 2016, which is a reduction of 7.7 %. 88 % of water consumption at **Atresmedia** occurs at the facilities in San Sebastián de los Reyes.

Paper consumption (units)

Toner consumption (units)

Water consumption (m^3)

Note. The data on white paper and toner consumption in 2014 refer to the centre in San Sebastián de los Reyes.

Reduction of waste

During 2016 a joint analysis was made, along with the waste manager, of the processes carried out in the recycling plant. This represents a first step in identifying improvements and assessing the possibility of installing specific containers for collecting waste in communal areas of the **Company**.

Atresmedia already encourages the use of white paper recycling bins and requires its suppliers to remove the packaging used for the materials supplied so that it can be reused or destined for other uses, among other measures.

In 2016, the waste generated by the **Company** was reduced overall.

Paper and cardboard reduced by 7.49 % and was entirely recycled. The volume of debris also fell by 27 %, due to the difference in the type of waste produced by the works carried out.

In terms of SUW, this has increased compared to 2015 due to the greater number of staff using the canteen at the facilities in San Sebastián de los Reyes (10,000 more meals served than in 2015) as a result of the increased production recorded at the facilities.

Non-hazardous waste

Hazardous waste

2014 2015 2016

Paper and cardboard waste has reduced by more than 7 % compared to the previous year

Direct CO_2 emissions fell by 1 % in 2016

Reduction of emissions

Atresmedia has an **Environmental Management Policy** which it applies to all of its activities with a dual objective: ensuring strict compliance with environmental legislation and decisively contributing to achieving a more sustainable society. In this context, the fight against climate change poses a major challenge, one to which the **Company** is committed. Its aim is to reduce emissions of greenhouse gases (GHG) into the atmosphere to the bare minimum.

Direct CO_2 emissions scope 1 (t)

Breakdown of direct CO_2 emissions (t) 2016

Note: The direct emissions data are the result of the use of 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). he data on direct CO2, NOx, SOx and CO emissions refer to the work centre in San Sebastián de los Reyes. The data on other contaminant gases is taken from the samples carried out by ATISAE.

In 2016, direct CO_2 emissions fell by 1 % mainly due to the change of burners in the boilers. Lower gas consumption and the ongoing use of mobile units have also contributed.

In terms of indirect emissions from electricity consumption, the increase is due to the variation in the data provided by Iberdrola on the source of the electricity supplied to **Atresmedia**. This indicates that the content of CO_2 in kilograms per kWh is 0.21, when in 2015 it was 0.12 kg of CO_2 per kWh.

Indirect emissions due to employee air travel also increased in 2016. Specifically, they increased by 90.49 % due to a greater number of long-distance international journeys (100, 8.62 % more) in order to cover the Champions League games broadcast by **Antena 3** and international news stories (elections in the United States, Brexit vote, etc.) and to cover fairs outside our borders.

Indirect CO_2 emissions scope 2 (t)

Indirect CO_2 emissions scope 3 (t)

Note: Note: 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 55 % renewable and 45 % non-renewable.

Note: In order to obtain the data on indirect emissions from air travel, the calculation method used was the website http://carbon-calculator.org.uk/.

Note 9. The reduction of indirect emissions from electricity consumption is due to the variation in the data provided by Iberdrola on the source of the electricity supplied to Atresmedia (variation in the energy mix). In 2015 the electricity consumed by the Group was more environmentally friendly, falling from 0.16 kg of CO2 for each kW/h consumed in 2014 to 0.12 kg of CO2 for each kW/h consumed in 2015, which represents a reduction of 25% in the content of CO2.

Environmental awareness

IMPACT

+ **190**
GRP´S launched

+ **750** news articles uploaded to the website

+ **3,000**
mentions on social media profiles

Own programme
broadcast every two weeks on Neox

Atresmedia considers it part of its responsibility to society to offer spaces and content linked to the environment across the Group's different media channels, in order to raise awareness in society.

Hazte Eco: working together for the environment

Hazte Eco is an **Atresmedia** initiative launched in 2010 and run by the **Neox** Channel which ensures the protection and defence of the environment and promotes social mobilisation in this area. In its six years of life, Hazte Eco, in collaboration with the main environmental organisations such as Greenpeace, WWF and Ecoembes, has promoted many initiatives focussed on tackling climate change, encouraging recycling, preventing the Arctic from melting and preventing forest fires. These initiatives have also had support in the form of the use of the **Group**'s reporting power.

2016 Hazte Eco noteworthy actions

Save the Arctic Campaign with Greenpeace

Hazte Eco joined the Greenpeace "Save the Arctic" campaign for yet another year. On this occasion **Neox** broadcast two spots starring people from the world of film, music and literature who, under the slogan "Voces por el Ártico" (Voices for the Arctic) asked people to sign Hazte Eco's petition, found on its website hazteeco.es, demanding that the uninhabited area surrounding the North Pole be declared a World Heritage Site. **Atresmedia**'s media channels helped support the campaign by broadcasting a special Hazte Eco programme on **Neox**, providing news coverage on laSexta Noticias and broadcasting programmes such as Zapeando.

Earth Hour

For yet another year **Atresmedia** supported this action organised by the WWF, which has now become the greatest global initiative to protect the environment. Since 2007 people from around the world have agreed to do the same thing at the same time: switch off all the lights for one hour. **Atresmedia**'s facilities joined the "blackout" and the **Group**'s news programmes covered the impact of the event all around the world. **Neox** also dedicated a special slot to the initiative in the Hazte Eco programme, and the campaign's website and social media reported on it.

Fire prevention in summer campaign

In order to raise awareness about the risk of fires in summer, Hazte Eco broadcast an awareness-raising spot on **Neox** during the months of July, August and September. Under the slogan "No dejes que las palabras se las lleve el fuego" (Don't let your words go up in flames), on this occasion the message again focussed on humans as the main cause of fires at this time of year.

Awareness campaign on climate change, on the occasion of the Marrakesh conference

In 2016 Hazte Eco came together with Oxfam Intermon to launch a message of awareness-raising and action against climate change through the campaign "El cambio climático afecta más a quienes tienen menos" (Climate change most affects those who have least), on the occasion of the Marrakesh Climate Conference. During this international meeting, Western governments, as the main emitters of greenhouse gases, were asked to fulfil their commitments to financing the most disadvantaged countries so that they can adapt to the consequences of climate change. The awareness campaign consisted of broadcasting a spot on **Neox**, as well as coverage of the conference in news programmes on **laSexta**. Moreover, the website hazteeco.es created a specific section for this cause and the Hazte Eco programme on **Neox** dedicated a special programme to it.

Featured programming on protecting the environment

Atresmedia includes in its programming a wide variety of content related to protecting the environment, with very specific messages that can help to build a society that is more respectful of the environment.

The following spaces from 2016 are noteworthy:

"Enviado especial" on "El techo del mundo" (The Roof of the World)

In 2016, **laSexta** aired an episode of the programme Enviado especial where the journalist Jalis de la Serna travelled to "The Roof of the World", or in other words to the Doomsday Vault, a bunker under the ice in the Arctic that safeguards the future of humanity in the event of extreme global warning. Following his extraordinary journey through the frozen sea, the programme offers a very illustrative perspective, opening the eyes of the viewers and encouraging them to act and reinvent our way of life.

National Geographic Channel and Atresmedia Televisión have come together to fight climate change with the première of Before the Flood

National Geographic Channel (NGC) and **Atresmedia Televisión** signed a collaboration agreement to broadcast the Before the Flood documentary, a work produced by Leonardo DiCaprio and Martin Scorsese and directed by Fisher Stevens (Oscar winner for The Cove), whose objective is to send a wake-up call to the world about the state of the environment and the fight against climate change.
This attractive documentary is a comprehensive look at the way in which society can prevent the disappearance of species in danger of extinction, eco-systems and indigenous communities throughout the world.
Through this agreement **Atresmedia** maintains its commitment to sustainability and the environment, signing up to the values that the National Geographic Society has always defended and disseminating these through its television channels: conserving nature, preserving animal life and fighting against climate change.

laSexta Columna

Waste management in Spain
A serious problem was uncovered following the fire at the tyre graveyard in Seseña and the laSexta Columna analysed this in one of its programmes. In this episode, Spain's waste management policy was examined in depth.
Gürtel, Púnica, Brugal, Pokemon, etc. Why do all big corruption scandals have a connection to waste management? Is it more efficient for each council to take care of the rubbish themselves or outsource this to a private company? Is it enough to recycle more or do we have to generate less waste? laSexta Columna searched for the answers to these questions.

Volkswagen: "emisión imposible" (emission impossible)
In its fifth season, laSexta Columna also looked at another issue with a serious environmental impact: Volkswagen: emisión imposible. The documentary analysed the biggest scandal in the history of the automotive industry. The programme answered the questions of those affected and explained what to do in the event of having an affected car, among other contributions.

Jordi Évole interviews Naomi Klein in "Salvados"

Salvados interviewed the Canadian journalist and writer Naomi Klein, who with her books has become a key figure for those who question globalisation and savage capitalism. In her conversation with Jordi Évole, Klein reflects on the impact of the capitalist system on day-to-day life and its possible alternatives.
Is sustainable production possible? Is the market concerned about climate change? Is the fight against climate change a true opportunity to change the system? These were some of the questions raised in the programme.

2017 challenges

In 2017, Atresmedia is taking on new challenges in the area of environmental management aimed at improving sustainability and the environmental awareness of society.

1. Finishing the implementation of LED lighting in the main building.
2. Continuing with the plan to replace the centralised refrigeration equipment (chillers) with other highly energy efficient ones. This is expected to be completed in the next three years.
3. Finishing replacing the boiler burners with other high efficiency ones in the equipment still pending: one boiler in studio 7 and a steam generator in the **Company**'s main building.
4. Analysis of possible improvements to the waste facilities installed in order to unify and expand the containers for different types of waste generated within the **Atresmedia Group** for its deposit.
5. Carrying out a study on the waste removed by the authorised company in one of the compactors (SUW) in order to identify improvements in separating the waste, assessing the possibility of installing specific containers in communal **Company** areas.
6. Scheduling of chats and forums with the employees on the importance of recycling and looking after the environment.
7. Hazte Eco
   - Continuing to support Greenpeace's Save the Arctic campaign and raising awareness about fire prevention in collaboration with WWF.
   - Awareness-raising campaign on reducing the consumption of plastics.
   - Collaboration with the Life Natura 2000 Project promoted in Spain by SEO Birdlife.

ANNEXES

G4-18, G4-22, G4-23

About the Corporate Responsibility Report

This is the tenth 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 it first complies with the G4 version of the guide for preparing reports from the leading international organisation Global Reporting Initiative (GRI); and second includes in greater detail the content recommended by the international framework for preparing Integrated Reports, developed by the International Integrated Reporting Council (IIRC).

Coverage and scope: For the fourth 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 independent external organisation. The GRI Media Sector Supplement has also been taken into account in its preparation.

The contents included in the report refer to the period between 1 January 2016 and 31 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 and from the information received from stakeholders through the different communication channels established, such as the discussions held and the survey carried out for this purpose, among the other channels 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 of the GRI G4 guide, selecting those sections that truly reflect the interests of the stakeholders and the strategy of **Atresmedia**. Other sections of G4 have also been voluntarily responded to since these, while not relevant to the organisation, contribute to increasing the transparency and understanding of the **Company**'s activity.

G4-18, G4-19, G4-20, G4-21, G4-28, G4-29, G4-30, G4-32

Relevant aspects for the stakeholders				
Priority	**General aspect**	**Specific aspect**	**Correspondence with G4**	
			Aspect	**Section**
HIGH	Broadcasting of content	Quality of content Protection of minors	Media	M2-M5
	Social action	Social action campaigns	Society: Local communities	G4 SO1
			Economic performance: 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 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 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 with a high and average priority are identified with the colour orange in the report's GRI index.

G4-33

EY verification report

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Building a better working world

INFORME DE REVISIÓN INDEPENDIENTE DE LA INFORMACION DE SOSTENIBILIDAD INCLUIDA EN EL INFORME ANUAL Y DE RESPONSABILIDAD CORPORATIVA 2016 DE GRUPO ATRESMEDIA

A la Dirección de Atresmedia Corporación de Medios de Comunicación, S.A.:

Alcance del trabajo

Hemos llevado a cabo, por encargo de la Dirección de Atresmedia Corporación de Medios de Comunicación, S.A., (en adelante Atresmedia) la revisión de la información de sostenibilidad contenida en el Informe Anual y de Responsabilidad Corporativa 2016 (en adelante el Informe) y en el Índice de contenido GRI G4 que figura como Anexo. Dicha información ha sido elaborada de acuerdo a lo señalado en la Guía para la elaboración de Memorias de Sostenibilidad de *Global Reporting Initiative* (GRI) versión 4 (G4) y su Suplemento Sectorial para Medios.

El perímetro considerado por Grupo Atresmedia para la elaboración del Informe está definido en el apartado "Acerca del Informe de Responsabilidad Corporativa" que figura como Anexo al Informe adjunto.

La preparación de la información de sostenibilidad, así como el contenido de la misma, es responsabilidad de la Dirección de Atresmedia, quien también es responsable de definir, adaptar y mantener los sistemas de gestión y control interno de los que se obtiene la información. Nuestra responsabilidad es emitir un informe independiente basado en los procedimientos aplicados en nuestra revisión.

Criterios

Hemos llevado a cabo nuestro trabajo de revisión de acuerdo con:

- La Guía de Actuación sobre trabajos de revisión de Informes de Responsabilidad Corporativa emitida por el Instituto de Censores Jurados de Cuentas de España (ICJCE).
- La Norma ISAE 3000 (Revised) *Assurance Engagements Other than Audits or Reviews of Historical Financial Information* emitida por el *International Auditing and Assurance Standard Board* (IAASB) de la *International Federation of Accountants (IFAC)*, con un alcance de aseguramiento limitado.

Procedimientos realizados

Nuestro trabajo de revisión ha consistido en la formulación de preguntas a la Dirección y a las diversas Unidades de Negocio que han participado en la elaboración del Informe, y en la aplicación de ciertos procedimientos analíticos y pruebas de revisión por muestreo que se describen a continuación:

- Entrevistas con los responsables de la elaboración de la información de sostenibilidad, con el propósito de obtener un conocimiento sobre cómo los objetivos y políticas de sostenibilidad son considerados, puestos en práctica e integrados en la estrategia global de Grupo Atresmedia.
- Análisis de los procesos para recopilar y validar la información de sostenibilidad contenida en el Informe adjunto.
- Comprobación de los procesos de que dispone Grupo Atresmedia para determinar cuáles son los aspectos materiales, así como la participación de los grupos de interés en los mismos.
- Revisión de la adecuación de la estructura y contenidos de la información de sostenibilidad conforme a lo señalado en la Guía G4 de GRI y a su "Suplemento Sectorial para Medios" para la preparación de informes según la opción de conformidad exhaustiva.
- Comprobación, mediante pruebas de revisión en base a selecciones muestrales, de la información cuantitativa y cualitativa de los indicadores incluidos en Índice de contenido GRI G4 que figura como Anexo y su adecuada compilación a partir de los datos suministrados por las fuentes de información. Las pruebas de revisión se han definido a efectos de proporcionar el nivel de aseguramiento indicado.
- Contraste de que la información financiera reflejada en el Informe ha sido auditada por terceros independientes.

Estos procedimientos han sido aplicados sobre la información de sostenibilidad contenida en el Informe y en el Índice de contenido GRI G4 que figura como Anexo, con el perímetro y alcance indicados anteriormente.

El alcance de esta revisión es sustancialmente inferior al de un trabajo de seguridad razonable. Por tanto, la seguridad proporcionada es también menor.

El presente informe en ningún caso puede entenderse como un informe de auditoría.

Independencia y control de calidad

Hemos cumplido con los requerimientos de independencia y demás requerimientos de ética del Código de Ética para Profesionales de la Contabilidad emitido por el Consejo de Normas Internacionales de Ética para Profesionales de la Contabilidad (IESBA, por sus siglas en inglés).

Nuestra firma aplica la Norma Internacional de Control de Calidad 1 (NICC 1) y mantiene, en consecuencia, un sistema global de control de calidad que incluye políticas y procedimientos documentados relativos al cumplimiento de requerimientos de ética, normas profesionales y disposiciones legales y reglamentarias aplicables.

Conclusiones

Como resultado de nuestra revisión, no se ha puesto de manifiesto ningún aspecto que nos haga creer que la información de sostenibilidad incluida en el Informe no haya sido preparada, en todos los aspectos significativos, de acuerdo con la Guía para la elaboración de Memorias de Sostenibilidad GRI G4 y su "Suplemento Sectorial para Medios", que incluye la fiabilidad de los datos, la adecuación de la información presentada y la ausencia de desviaciones y omisiones significativas, habiéndose revisado el Índice de contenido GRI G4 que figura como Anexo.

Este informe ha sido preparado exclusivamente en interés de Atresmedia de acuerdo con los términos de nuestra carta de encargo.

ERNST & YOUNG, S.L.

María del Tránsito Rodríguez Alonso
Socia
Madrid, 12 de abril de 2017

Domicilio social: C/Raimundo Fernández Villaverde, 65. 28003 Madrid - Inscrita en el Registro Mercantil de Madrid al Romo 12749, Libro 0, Folio 2015, Sección 8ª, Hoja M-23123, Inscripción 116. C.I.F. B-78970506.
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Corporate Social Responsibility Certificate

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CERTIFICADO DE RESPONSABILIDAD SOCIAL CORPORATIVA

AUTOCONTROL (Asociación para la Autorregulación de la Comunicación Comercial), es una asociación sin ánimo de lucro establecida en 1996 que se encarga de gestionar el sistema de autorregulación en España. Está formada por los principales anunciantes, agencias, medios y asociaciones sectoriales y su objetivo es contribuir a que la publicidad constituya un instrumento particularmente útil en el proceso económico, velando por el respeto a la ética publicitaria y a los derechos de los consumidores, con la exclusión de la defensa de intereses personales.

AUTOCONTROL forma parte de EASA (*European Advertising Standards Alliance*) y, además, ha acreditado el cumplimiento de los requisitos establecidos por la Ley de Competencia Desleal para los sistemas de autorregulación.

ATRES ADVERTISING, S.L.U. (Antena 3tv)

Calidad de Asociado

Es socio de pleno derecho de AUTOCONTROL y mantuvo su calidad de asociado durante el período comprendido entre el 1 de enero y el 31 de diciembre de 2016, como así consta en la relación de asociados que publicamos en nuestra memoria anual de 2016.

Cumplimiento de Códigos Deontológicos

Se compromete a cumplir en todas sus comunicaciones comerciales el Código de Conducta Publicitaria de AUTOCONTROL, basado en el Código de Prácticas Publicitarias de la International Chamber of Commerce.

Actividad de control previo de la licitud y corrección deontológica de la publicidad

Puede, con anterioridad a su difusión, solicitar el asesoramiento del Gabinete Técnico de AUTOCONTROL en aquellos casos en los que tenga dudas acerca de la licitud y corrección deontológica de sus comunicaciones comerciales, con el fin de garantizar las mismas.

Sometimiento al Jurado de la Publicidad

Se compromete, así mismo, a cumplir las resoluciones emitidas por el Jurado de la Publicidad como resultado de eventuales reclamaciones presentadas ante este órgano de resolución extrajudicial de controversias, ya sea por parte de consumidores u asociaciones de consumidores, empresas de la competencia u otros sectores, u organismos de la Administración.

Para que así conste, firmo el presente certificado, en Madrid, a 24 de febrero de 2017

José Domingo Gómez Castallo
Director General

R. M. 6, nº 147.986. C.I.F. G-81 234247

GRI G4 index

		Page / Answer	Reported	Part not reported	Reason for omission	External verification
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, 199
G4-2	Description of key impacts, risks, and opportunities	3-12,42,30-32,38-42,46-55	TOTAL			Yes, 199
Organizational Profile						
G4-3	Report the name of the organization.	2,38	TOTAL			Yes, 199
G4-4	Report the primary brands, products, and services.	38,28-33,40-45	TOTAL			Yes, 199
G4-5	Report the location of the organization's headquarters.	2	TOTAL			Yes, 199
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, 199
G4-7	Report the nature of ownership and legal form.	38	TOTAL			Yes, 199
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 38,42-45	TOTAL			Yes, 199
G4-9	Report the scale of the organization, including: • Total number of employees • Total number of operations • Net sales (for private sector organizations) or net revenues (for public sector organizations) • Total capitalization broken down in terms of debt and equity (for private sector organizations) • Quantity of products or services provided	14,40-41 96 % 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, 199

		Page / Answer	Reported	Part not reported	Reason for omission	External verification
G4-10	• Report the total number of employees by employment contract and gender. • Report the total number of permanent employees by employment type and gender. • Report the total workforce by employees and supervised workers and by gender. • Report the total workforce by region and gender. • 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. • Report any significant variations in employment numbers (such as seasonal variations in employment in the tourism or agricultural industries)."	141-144,146 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, 199
G4-11	Report the percentage of total employees covered by collective bargaining agreements.	143	TOTAL			Yes, 199
G4-12	Describe the organization's supply chain.	68-69	TOTAL			Yes, 199
G4-13	Report any significant changes during the reporting period regarding the organization's size, structure, ownership, or its supply chain, including: • Changes in the location of, or changes in, operations, including facility openings, closings, and expansions • Changes in the share capital structure and other capital formation, maintenance, and alteration operations (for private sector organizations) • Changes in the location of suppliers, the structure of the supply chain, or in relationships with suppliers, including selection and termination".	35-38	TOTAL			Yes, 199
G4-14	Report whether and how the precautionary approach or principle is addressed by the organization.	53-55	TOTAL			Yes, 199
G4-15	List externally developed economic, environmental and social charters, principles, or other initiatives to which the organization subscribes or which it endorses.	46,53-55,87,115-116	TOTAL			Yes, 199
G4-16	List memberships of associations (such as industry associations) and national or international advocacy organizations in which the organization: • Holds a position on the governance body • Participates in projects or committees • Provides substantive funding beyond routine membership dues • Views membership as strategic	60-63	TOTAL			Yes, 199
Identified Material Aspects and Boundaries						
G4-17	List all entities included in the organization's consolidated financial statements or equivalent documents. Report whether any entity included in the organization's consolidated financial statements or equivalent documents is not covered by the report.	38 All entities that are listed in the consolidated financial statements are also listed in the report.	TOTAL			Yes, 199
G4-18	Explain the process for defining the report content and the Aspect Boundaries. Explain how the organization has implemented the Reporting Principles for Defining Report Content."	58-59, 197-198	TOTAL			Yes, 199

		Page / Answer	Reported	Part not reported	Reason for omission	External verification
G4-19	List all the material Aspects identified in the process for defining report content.	59,198	TOTAL			Yes, 199
G4-20	For each material Aspect, report the Aspect Boundary within the organization, as follows: Report whether the Aspect is material within the organization 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: The list of entities or groups of entities included in G4-17 for which the Aspect is not material or The list of entities or groups of entities included in G4-17 for which the Aspects is material Report any specific limitation regarding the Aspect Boundary within the organization"	The material aspects identified have been considered for the entire Atresmedia Group.	TOTAL			Yes, 199
G4-21	For each material Aspect, report the Aspect Boundary outside the organization, as follows: Report whether the Aspect is material outside of the organization 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 Report any specific limitation regarding the Aspect Boundary outside the organization"	59, 198 The aspects identified as material have been considered for all of Atresmedia's external stakeholders.	TOTAL			Yes, 199
G4-22	Report the effect of any restatements of information provided in previous reports, and the reasons for such restatements.	197	TOTAL			Yes, 199
G4-23	Report significant changes from previous reporting periods in the Scope and Aspect Boundaries.	197	TOTAL			Yes, 199
Stakeholder Engagement						
G4-24	Provide a list of stakeholder groups engaged by the organization.	56-58	TOTAL			Yes, 199
G4-25	Report the basis for identification and selection of stakeholders with whom to engage.	56-58	TOTAL			Yes, 199
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.	56-58,81,102,107,125-126,143,160	TOTAL			Yes, 199
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.	56-58,81,102,107,125-126,143,160	TOTAL			Yes, 199
Report Profile						
G4-28	Reporting period (such as fiscal or calendar year) for information provided.	198	TOTAL			Yes, 199
G4-29	Date of most recent previous report (if any).	198	TOTAL			Yes, 199
G4-30	Reporting cycle (such as annual, biennial).	198	TOTAL			Yes, 199
G4-31	Provide the contact point for questions regarding the report or its contents.	2	TOTAL			Yes, 199

		Page / Answer	Reported	Part not reported	Reason for omission	External verification
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.	198	TOTAL			Yes, 199
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. 199	TOTAL			Yes, 199
Governance						
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.	46-49 IAGC	TOTAL			Yes, 199
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.	46-49 IAGC	TOTAL			Yes, 199
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.	46-49 IAGC	TOTAL			Yes, 199
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.	46-49 IAGC	TOTAL			Yes, 199
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	46-49 IAGC	TOTAL			Yes, 199
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).	46-49 IAGC	TOTAL			Yes, 199

		Page / Answer	Reported	Part not reported	Reason for omission	External verification
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	46-49 IAGC	TOTAL			Yes, 199
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	46-55 IAGC	TOTAL			Yes, 199
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.	33,46-49 IAGC Recommendation 8 on Corporate Governance	TOTAL			Yes, 199
G4-43	Report the measures taken to develop and enhance the highest governance body's collective knowledge of economic, environmental and social topics.	46-49,51-53 IAGC Standards of Good Governance Fundación Atresmedia www.antena3.com/fundación.	TOTAL			Yes, 199
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.	37-49 IAGC	TOTAL			Yes, 199
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.	46-49 IAGC	TOTAL			Yes, 199
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.	46-49 IAGC Standards of Good Governance Fundación Atresmedia www.antena3.com/fundación	TOTAL			Yes, 199

		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.	46-55 IAGC	TOTAL			Yes, 199
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 Recommendation 7 on Corporate Governance.	TOTAL			Yes, 199
G4-49	Report the process for communicating critical concerns to the highest governance body.	46-49 IAGC	TOTAL			Yes, 199
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.	3-7,8-13,46-49 IAGC	TOTAL			Yes, 199
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, 199
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, 199
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.	46-49	TOTAL			Yes, 199
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.	**SOCIEDADES PROPORCIÓN** ATRESMEDIA 41,47 ADVERTISING 12,83 ANTENA 3 NOTICIAS 6,46 FUNDACION 5,30 I3TV 2,86 TDT CANARIAS 5,68 UNIPREX TV 4,72 MULTIMEDIA 7,01 ANTENA 3 FILMS 1,88 ATRESMEDIA FOTO 1,23 FLOOXER 1,35	TOTAL			Yes, 199
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 2016 there have been no pay rises (0)	TOTAL			Yes, 199

		Page / Answer	Reported	Part not reported	Reason for omission	External verification
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.	46-47,49-53,81,87	TOTAL			Yes, 199
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.	46,49-53	TOTAL			Yes, 199
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.	46-47,49-53,81,87	TOTAL			Yes, 199

Disclosures on Management Approach		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"	57-59	TOTAL			Yes, 199

	Indicators	Page / Answer	Reported	Part not reported	Reason for omission	External verification
ECONOMIC		**35,40-41**				**Yes, 199**
ASPECT: ECONOMIC PERFORMANCE		**35,40-41**				**Yes, 199**
G4-EC1	Report the direct economic value generated and distributed (EVG&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: Direct economic value generated: Revenues Economic value distributed: Operating costs Employee wages and benefits Payments to providers of capital Payments to government (by country) Community investments Economic value retained (calculated as 'Direct economic value generated' less 'Economic value distributed') To better assess local economic impacts, report EVG&D separately at country, regional, or market levels, where significant. Report the criteria used for defining significance.	14,56 Report on audited accounts (Available at www.atresmediacorporacion.com)	TOTAL			Yes, 199
G4-EC2	Report risks and opportunities posed by climate change that have the potential to generate substantive changes in operations, revenue or expenditure, including: A description of the risk or opportunity and its classification as either physical, regulatory, or other A description of the impact associated with the risk or opportunity The financial implications of the risk or opportunity before action is taken The methods used to manage the risk or opportunity The costs of actions taken to manage the risk or opportunity	185,192	TOTAL			Yes, 199
G4-EC3	Where the plan's liabilities are met by the organization's general resources, report the estimated value of those liabilities. Where a separate fund exists to pay the plan's pension liabilities, report: The extent to which the scheme's liabilities are estimated to be covered by the assets that have been set aside to meet them The basis on which that estimate has been arrived at When that estimate was made 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. Report the percentage of salary contributed by employee or employer. 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).	There are no pension schemes	TOTAL			Yes, 199

	Indicators	Page / Answer	Reported	Part not reported	Reason for omission	External verification
G4-EC4	Report the total monetary value of financial assistance received by the organization from governments during the reporting period, including, as a minimum: Tax relief and tax credits Subsidies Investment grants, research and development grants, and other relevant types of grants Awards Royalty holidays Financial assistance from Export Credit Agencies (ECAs) Financial incentives Other financial benefits received or receivable from any government for any operation Report the information above by country. Report whether, and the extent to which, the government is present in the shareholding structure.	14	TOTAL			Yes, 199
M1	Significant funding and other support received from non-governmental sources.	0 euros Report on audited accounts (Available at www.atresmediacorporacion.com).	TOTAL			Yes, 199
ASPECT: MARKET PRESENCE		**35,40-41**				**Yes, 199**
G4-EC5	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. 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. Report the definition used for 'significant locations of operation'.	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.	TOTAL			
G4-EC6	Report the percentage of senior management at significant locations of operation that are hired from the local community.	39, CV in http://www.atresmediacorporacion.com/	TOTAL			Yes, 199
ASPECT: INDIRECT ECONOMIC IMPACTS						**Yes, 199**
G4-EC7	Report the extent of development of significant infrastructure investments and services supported. Report the current or expected impacts on communities and local economies. Report positive and negative impacts where relevant. Report whether these investments and services are commercial, in-kind, or pro bono engagements.	14,56,85,161,183 Report on audited accounts (Available at www.atresmediacorporacion.com)	TOTAL			Yes, 199
G4-EC8	Report examples of the significant identified positive and negative indirect economic impacts the organization has. 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.	14,56,85,161,183	TOTAL			Yes, 199
ASPECT: PROCUREMENT PRACTICES		**65**				**Yes, 199**
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).	65-67 Proveedor Local: proveedor nacional	TOTAL			Yes, 199

	Indicators	Page / Answer	Reported	Part not reported	Reason for omission	External verification
CATEGORY: ENVIRONMENTAL						**Yes, 199**
ASPECT: MATERIALS		**189**				**Yes, 199**
G4-EN1	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: Non-renewable materials used Renewable materials used	189	TOTAL			Yes, 199
G4-EN2	Report the percentage of recycled input materials used to manufacture the organization's primary products and services.	189	TOTAL			Yes, 199
ASPECT: ENERGY		**187**				**Yes, 199**
G4-EN3	Report total fuel consumption from non-renewable sources in joules or multiples, including fuel types used. Report total fuel consumption from renewable fuel sources in joules or multiples, including fuel types used. Report in joules, watt-hours or multiples, the total: Electricity consumption Heating consumption Cooling consumption Steam consumption Report in joules, watt-hours or multiples, the total: Electricity sold Heating sold Cooling sold Steam sold Report total energy consumption in joules or multiples. Report standards, methodologies, and assumptions used. Report the source of the conversion factors used.	187-188	TOTAL			Yes, 199
G4-EN4	Report energy consumed outside of the organization, in joules or multiples.	187-188 Consumption accounted for by business travel is included.	TOTAL			Yes, 199
G4-EN5	Report the energy intensity ratio. Report the organization-specific metric (the ratio denominator) chosen to calculate the ratio. Report the types of energy included in the intensity ratio: fuel, electricity, heating, cooling, steam, or all. Report whether the ratio uses energy consumed within the organization, outside of it or both.	Energy intensity is determined by dividing internal consumption by the number of employees. Gas (m3/employee): 0,34 Electricity (kw/employee): 819,30 Automotive diesel (L./employee): 1,34 Heating oil (L/employee): 13,31, Automotive Petrol (L/Employee): 0,43	TOTAL			Yes, 199
G4-EN6	Report the amount of reductions in energy consumption achieved as a direct result of conservation and efficiency initiatives, in joules or multiples. Report the types of energy included in the reductions: fuel, electricity, heating, cooling, and steam.	187-188	TOTAL			Yes, 199
G4-EN7	Report the reductions in the energy requirements of sold products and services achieved during the reporting period, in joules or multiples.	14,185,187-188	TOTAL			Yes, 199

	Indicators	Page / Answer	Reported	Part not reported	Reason for omission	External verification
ASPECT: WATER		**189**				**Yes, 199**
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	185-189 All the water used comes from the public network.	TOTAL			Yes, 199
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, 199
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, 199
ASPECT: BIODIVERSITY		**185, 193-195**				**Yes, 199**
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, 199

	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, 199
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.	185 Atresmedia operates in urban areas that do not affect natural areas, so it does not have an impact on biodiversity.	TOTAL			Yes, 199
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, 199
ASPECT: EMISSIONS		**191**				**Yes, 199**
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.	185,191 The calculation includes CO2 gases.	TOTAL			Yes, 199
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.	185,192 The calculation includes CO2 gases.	TOTAL			Yes, 199

	Indicators	Page / Answer	Reported	Part not reported	Reason for omission	External verification
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.	191,192 The calculation includes CO2 gases.	TOTAL			Yes, 199
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 consumptionby the number of employees. Scope 1: 0.04 Scope 2: 0.17 Scope 3: 0.04				Yes, 199
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, 199
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.	191-192	TOTAL			Yes, 199
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.	191-192	TOTAL			Yes, 199
ASPECT: EFFLUENTS AND WASTE		**190**				**Yes, 199**
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."	190 Atresmedia sends this to the public sewage network.				Yes, 199

	Indicators	Page / Answer	Reported	Part not reported	Reason for omission	External verification
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"	185,190 The number of units is specified, since given the type of waste generated, it is impossible to calculate the weight .	TOTAL			Yes, 199
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, 199
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.	185,190	TOTAL			Yes, 199
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, 199
ASPECT: PRODUCTS AND SERVICES		**185**				**Yes, 199**
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.	185-193	TOTAL			Yes, 199
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, 199

	Indicators	Page / Answer	Reported	Part not reported	Reason for omission	External verification
ASPECT: COMPLIANCE		**185**				**Yes, 199**
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, 199
ASPECT: TRANSPORT		**185,188**				**Yes, 199**
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.	193 Atresmedia's business does not produce significant environmental impacts.	TOTAL			Yes, 199
ASPECT: OVERALL		**191**				**Yes, 199**
G4-EN31	Report total environmental protection expenditures by: Waste disposal, emissions treatment, and remediation costs Prevention and environmental management costs	56,185 Los costes de tratamiento y restauración no son significativos	TOTAL			
ASPECT: SUPPLIER ENVIRONMENTAL ASSESSMENT		**68, 189**				**Yes, 199**
G4-EN32	Report the percentage of new suppliers that were screened using environmental criteria.	100 %	TOTAL			Yes, 199
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.	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, 199
ASPECT: ENVIRONMENTAL GRIEVANCE MECHANISMS		**193**				**Yes, 199**
G4-EN34	• Report the total number of grievances about environmental 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 environmental impacts filed prior to the reporting period that were resolved during the reporting period."	There have not been any complaints of an environmental nature.				Yes, 199

G4-LA	Indicators of Labor Practices	Page / Answer	Reported	Part not reported	Reason for omission	External verification
ASPECT: EMPLOYMENT		**140**				**Yes, 199**
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.	141,143-144,146 No significant differences exist in the turnover rate, in its breakdown by age and gender.	PARTIAL			Yes, 199
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'.	148	TOTAL			Yes, 199
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: 33 No. of employees on paternity leave: 24 The number of returning staff and staff retaining their jobs is 100%.	TOTAL			Yes, 199
ASPECT: LABOR/MANAGEMENT RELATIONS		**46,140-147,151-152**				**Yes, 199**
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, 199
ASPECT: OCCUPATIONAL HEALTH AND SAFETY		**155**				**Yes, 199**
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.	155 100 %	TOTAL			Yes, 199

G4-LA	Indicators of Labor Practices	Page / Answer	Reported	Part not reported	Reason for omission	External verification
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.	155-156 Law 31/1995 on the Prevention of Occupational Risks.	TOTAL			Yes, 199
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, 199
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, 199
ASPECT: TRAINING AND EDUCATION		**149**				**Yes, 199**
G4-LA9	Report the average hours of training that the organization's employees have undertaken during the reporting period, by: Gender Employee category	149-150 Attendance on training courses shows no significant differences by gender.	TOTAL			Yes, 199
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.	149-152	TOTAL			Yes, 199
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, 199
ASPECT: DIVERSITY AND EQUAL OPPORTUNITY		**145**				**Yes, 199**
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	145-146 The CV's of the members of the board of directors are on the corporate website at www.atresmedia.es	TOTAL			Yes, 199

G4-LA	Indicators of Labor Practices	Page / Answer	Reported	Part not reported	Reason for omission	External verification
ASPECT: EQUAL REMUNERATION FOR WOMEN AND MEN		**145**				**Yes, 199**
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, 199
ASPECT: SUPPLIER ASSESSMENT FOR LABOR PRACTICES		**65-66**				**Yes, 199**
G4-LA14	Report the percentage of new suppliers that were screened using labor practices criteria.	100%	TOTAL			Yes, 199
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, 199
ASPECT: LABOR PRACTICES GRIEVANCE MECHANISMS		**51**				**Yes, 199**
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, 199

G4-HR	Indicators of Human Rights	Page / Answer	Reported	Part not reported	Reason for omission	External verification
ASPECT: INVESTMENT		**65,66,159-160**				**Yes, 199**
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, 199
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, 199

G4-HR	Indicators of Human Rights	Page / Answer	Reported	Part not reported	Reason for omission	External verification
ASPECT: NON-DISCRIMINATION		**62,145**				**Yes, 199**
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, 199
ASPECT: FREEDOM OF ASSOCIATION AND COLLECTIVE BARGAINING		**62,143-144**				**Yes, 199**
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.	65-68 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, 199
ASPECT: CHILD LABOR		**62,115**				**Yes, 199**
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.	62,140-141 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, 199
ASPECT: FORCED OR COMPULSORY LABOR		**62,140-141**				**Yes, 199**
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."	62 Atresmedia and its suppliers, taking into account their business areas, have no risk of forced labour.	TOTAL			
ASPECT: SECURITY PRACTICES		**65-68**				**Yes, 199**
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, 199

G4-HR	Indicators of Human Rights	Page / Answer	Reported	Part not reported	Reason for omission	External verification
ASPECT: INDIGENOUS RIGHTS		**60**				**Yes, 199**
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, 199
ASPECT: ASSESSMENT		**62**				**Yes, 199**
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, 199
ASPECT: SUPPLIER HUMAN RIGHTS ASSESSMENT		**65-68**				**Yes, 199**
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, 199
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, 199
ASPECT: HUMAN RIGHTS GRIEVANCE MECHANISMS		**50**				**Yes, 199**
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, 199

G4-SO	Indicatros of Society	Page / Answer	Reported	Part not reported	Reason for omission	External verification
ASPECT: LOCAL COMMUNITIES		**159-160**				**Yes, 199**
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	159.182 Actions benefiting the community are a MATERIAL aspect for stakeholders	TOTAL			Yes, 199
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, 199
ASPECT: ANTI-CORRUPTION		**40;50**				**Yes, 199**
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.	40;50	TOTAL			Yes, 199
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.	46-49	TOTAL			Yes, 199

G4-SO	Indicatros of Society	Page / Answer	Reported	Part not reported	Reason for omission	External verification
G4-SO5	Report the total number and nature of confirmed incidents of corruption. Report the total number of confirmed incidents in which employees were dismissed or disciplined for corruption. Report the total number of confirmed incidents when contracts with business partners were terminated or not renewed due to violations related to corruption. Report public legal cases regarding corruption brought against the organization or its employees during the reporting period and the outcomes of such cases.	There have been no cases of corruption or lawsuits.	TOTAL			Yes, 199
ASPECT: PUBLIC POLICY		**49-51**				**Yes, 199**
G4-SO6	Report the total monetary value of financial and in-kind political contributions made directly and indirectly by the organization by country and recipient/beneficiary. Report how the monetary value of in-kind contributions was estimated, if applicable.	Atresmedia does not make contributions of this type.	TOTAL			Yes, 199
ASPECT: ANTI-COMPETITIVE BEHAVIOR		**49-51**				**Yes, 199**
G4-SO7	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. Report the main outcomes of completed legal actions, including any decisions or judgments.	Atresmedia has not received complaints related to anti-competitive behaviour or similar.	TOTAL			Yes, 199
ASPECT: COMPLIANCE		**49-51,81,87**				**Yes, 199**
G4-SO8	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 If the organization has not identified any non-compliance with laws or regulations, a brief statement of this fact is sufficient. Report the context against which significant fines and non-monetary sanctions were incurred."	81,87	TOTAL			Yes, 199
ASPECT: SUPPLIER ASSESSMENT FOR IMPACTS ON SOCIETY		**65**				**Yes, 199**
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, 199
G4-SO10	Yes	Atresmedia does not consider that its suppliers are a risk in relation to negative social impacts, so no evaluations are made.	TOTAL			Yes, 199

G4-SO	Indicatros of Society	Page / Answer	Reported	Part not reported	Reason for omission	External verification
ASPECT: GRIEVANCE MECHANISMS FOR IMPACTS ON SOCIETY		**81,87**				**Yes, 199**
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, 199

G4-PR	Indicators of Product Responsibility	Page / Answer	Reported	Part not reported	Reason for omission	External verification
ASPECT: CREATING CONTENT		**65,81,90,107**				**Yes, 199**
M2	Methodology for assessing and monitoring adherence to content creation values.	65,81,90,107-111	TOTAL			Yes, 199
M3	Actions taken to improve adherence to content creation values, and results obtained.	65,81,90,107-111	TOTAL			Yes, 199
ASPECT: CONTENT DISSEMINATION		**81,90,107**				**Si, 178**
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.	80-90,107-111	TOTAL			Yes, 199
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.	81,87,112	TOTAL			Yes, 199
ASPECT: AUDIENCE INTERACTION		**81,87,107,112,125**				**Yes, 199**
M6	Methods to interact with audiences and results.	81,87,107,112,125	TOTAL			Yes, 199
ASPECT: CUSTOMER HEALTH AND SAFETY		**42-45**				**Yes, 199**
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, 199
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, 199

G4-PR	Indicators of Product Responsibility	Page / Answer	Reported	Part not reported	Reason for omission	External verification
ASPECT: PRODUCT AND SERVICE LABELING		**86-87,115**				**Yes, 199**
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.	86-87,115	TOTAL			Yes, 199
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.	87,112,116-117	TOTAL			Yes, 199
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, 199
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.	112 Atresmedia does not market products that are banned or questioned by the stakeholders.	TOTAL			Yes, 199
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.	112	TOTAL			Yes, 199
ASPECT: MEDIA LITERACY		**83**				**Yes, 199**
M7	Actions taken to empower audiences through media literacy skills development and results obtained.	83-84	TOTAL			Yes, 199

G4-PR	Indicators of Product Responsibility	Page / Answer	Reported	Part not reported	Reason for omission	External verification
ASPECT: Customer Privacy		**49-51**				**Yes, 199**
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, 199
ASPECT: COMPLIANCE		**49-51**				**Yes, 199**
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.	87,112,116-117				Yes, 199