

ATRESMEDIA
www.atresmedia.com

Presentation on Digital
16th December 2015



Presentation on Digital



Operations

Mr. José Manuel Gonzalez Pacheco
General Manager of Digital



Commercial

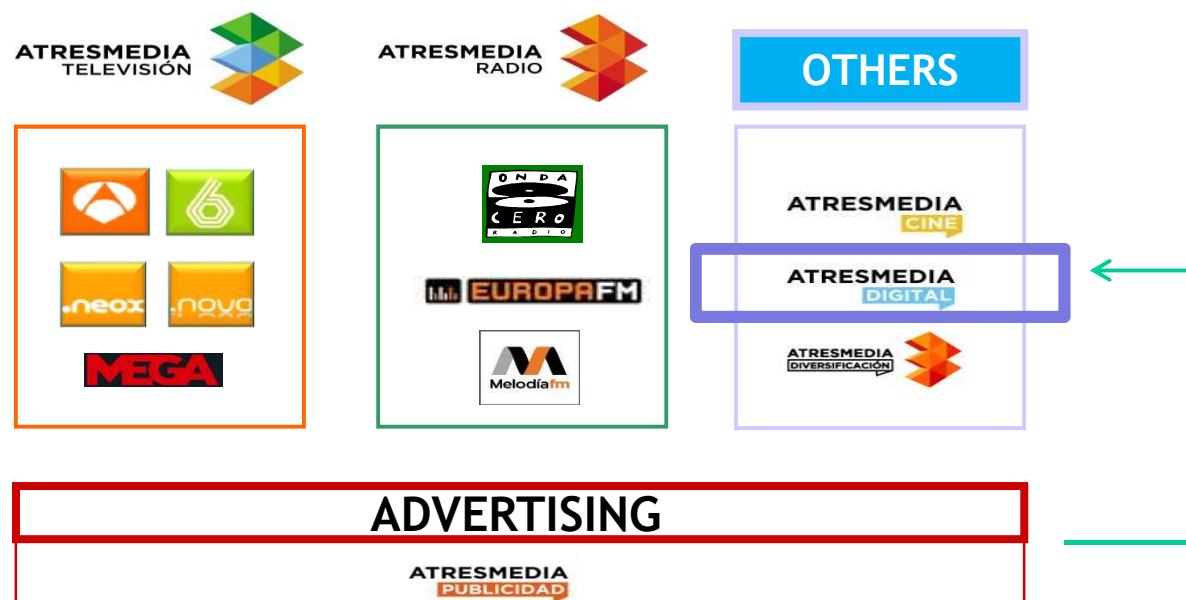
Ms. Beatriz Medina Layuno
Managing Director of Digital Sales



Q&A

Atresmedia

Digital within Atresmedia





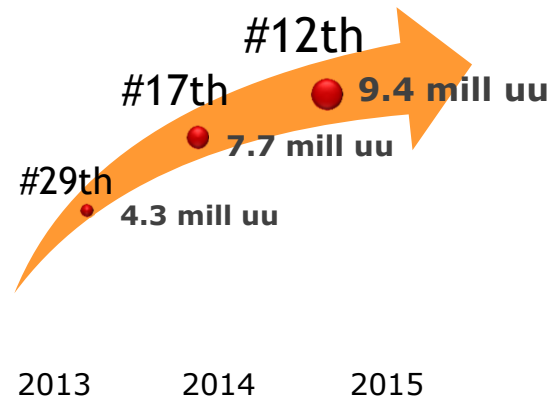
Digital: Operations

Mr. José Manuel Gonzalez Pacheco
General Manager of Digital

Atresmedia Digital: KPIs

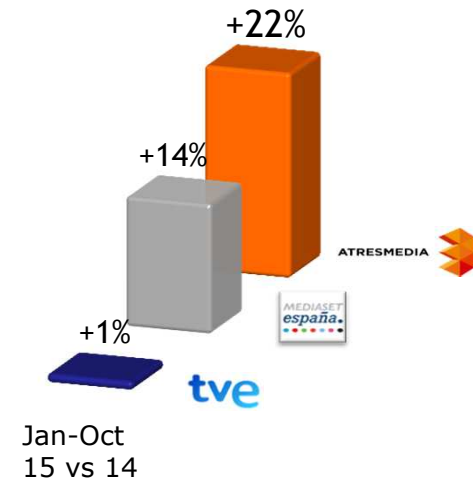
Main business metrics show strong growth

Top 100 Spain Ranking
(Annual avg unique users)



Source: ComScore 100 top properties MPMMX
Jan - Oct data

Yoy Growth
Unique users



Atresmedia Digital: Positioning & Strategy

Three main fields of action

Web & verticals

- ✓ TV & Radio webs
- ✓ 13 verticals

Long form video

- ✓ Atresplayer
- ✓ AVoD +SVoD +TVoD

Short form video

- ✓ Atrestube (MCN)
- ✓ Syndication

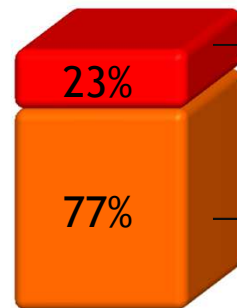
Atresmedia Digital: Web & verticals



Web & verticals: More than 22 mill visitors/month

Unique visitors
Monthly average

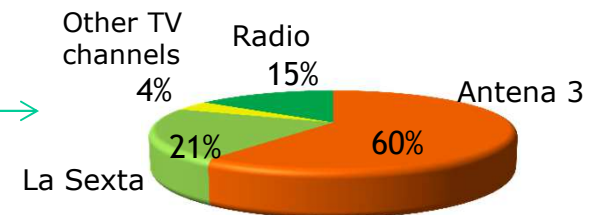
22.1 mill



Jan-Nov 15

Verticals (13)

Webs



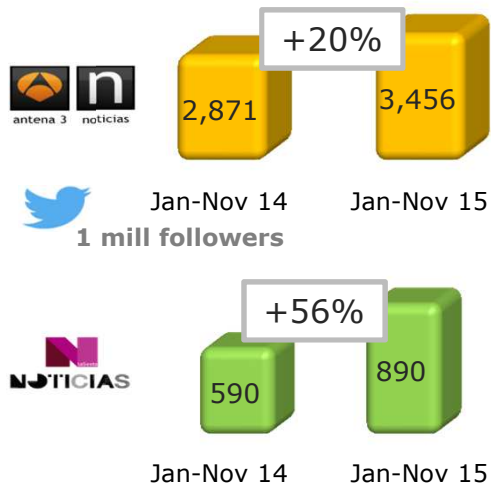
Source: Adobe Analytics

Webs: KPIs



Webs: News as the main driver

Unique Visitors
In '000. Monthly avg

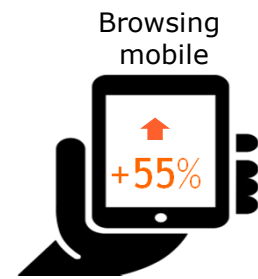


1 mill followers
Jan-Nov 14 Jan-Nov 15

2015: Radio webs redesign



New webs responsive design
New Apps



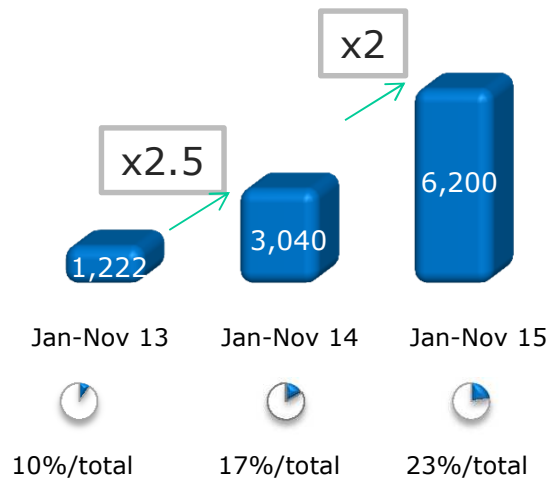
Source: Adobe Analytics

Verticals: KPIs



Leaders in comedy & viral news and parenting verticals

Unique Visitors
In `000. Monthly avg



Source: Adobe Analytics



Source: ComScore MPMMX.

Webs & Verticals: Future developments



Higher quality and variety to keep current growth pace

Webs

New webs design

- Responsive design
- HTML5 player
- Mobile and short form video focused
- New ad format & Native



Verticals

New verticals



trendingsex

Musical Info

DO IT YOURSELF

CULTURE

Atresmedia Digital: Atresplayer



Atresplayer: our long-form online video platform

>5.3 mill
unique visitors/month

>6.8 mill
Apps downloaded



>3.2 mill
registered users

40 min
Avg time spent
(user/session)

54% desktop
46% mobile

Source: Adobe Analytics

Atresmedia Digital: Atresplayer's structure



Clear segmented strategy

Atresplayer
AVoD

- Pre-roll spots
- Free content up to the end of the season
- Registration required >30 days

Atresplayer
SVoD + TVoD

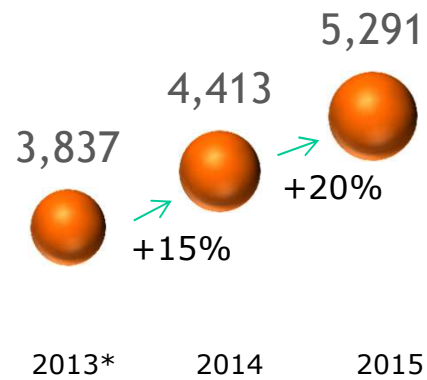
- As of TV broadcasting season ends
- International access
- Atresmedia's pre-releases & library
- More than 2,000 movies & series in TVOD basis

Atresplayer: AVoD



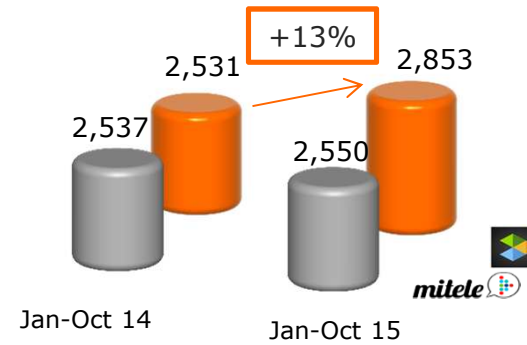
Sound growth in absolute and relative terms

Unique Visitors
Monthly avg. In `000



Source: Adobe analytics
Jan-Nov data
*2013: Modo Salón (former VoD offer)

Unique Users
Monthly avg. In `000



Source: Comscore

AVoD: Future developments



New developments to enhance our offer quality



New web
responsive
design

HTML5
Player

HBBTV
Version

Android TV
Apple TV
LG Smart TV
IPTVs

Atresplayer: SVoD + TVoD



Clear business model

ATRESPLAYER PREMIUM

- As of TV broadcasting season ends
- SVoD (3-4 €/month) and TVOD (1€/episode)
- Atresmedia's pre-releases & library
- 3rd parties (no majors) movies

ATRESPLAYER VIDEOCLUB

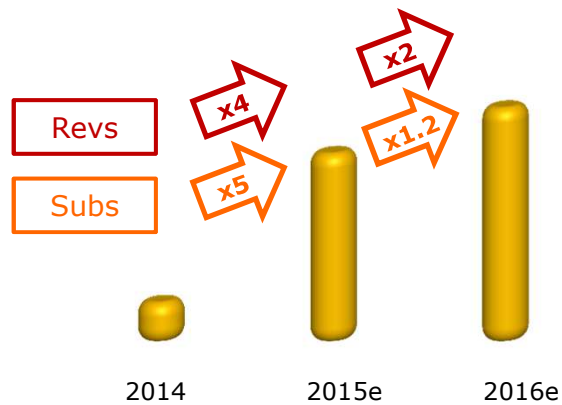
- More than 2,000 movies & series (majors & other 3rd parties)
- TVOD:
 - Rent: 4€/48h
 - Sale: 16€/film

SVoD: Future developments



Growth in subscribers and CRM plan are the main drivers

Atresplayer Premium
Subscribers & Revenues growth



CRM plan

Customer journeys
Multichannel campaigns
Re-targeting

Other

Windows Strategy
Contents Improvement

Atrestube: KPIs



Atrestube: our Multichannel Network (MCN)



ATRESTUBE

Atresmedia's
MCN in Youtube



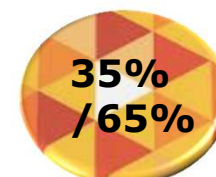
**N° of
channels**



**mill video
clips/month
in Youtube
(2015)**



**mill
subscribers
in Youtube**



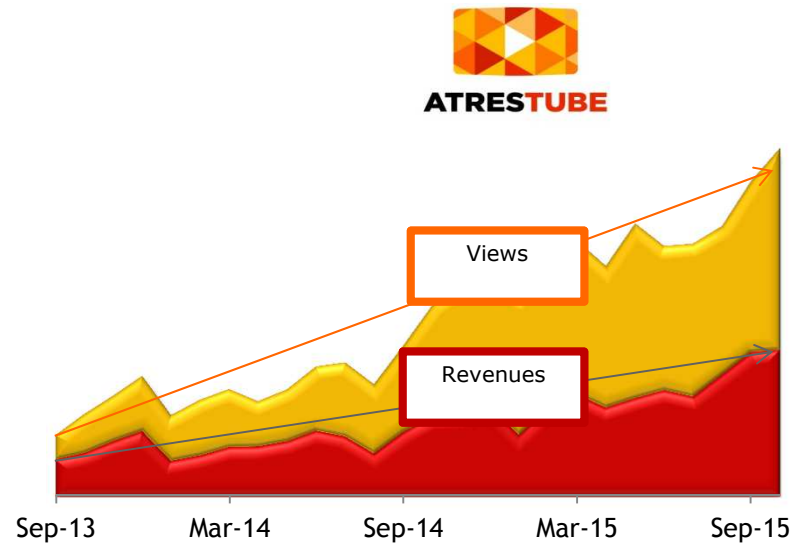
**National/
International**

Source: Youtube Analytics

Atrestube: Monetization



Atrestube: Strong growth in views



Monetization in Youtube

- Revenue share model
- Low Youtube CPMs
- Low Youtube occupancy rate
- CPMs and occupancy rate decreasing
- Revenues less than 5% of total digital revenues

Source: Youtube Analytics

Flooxer



Flooxer: Our new short form original digital video platform

flooxer



Launched in Nov 15

Technical features: Responsive design / Apps / HTML 5 / 4K - UHD / Multi-language & Subtitles

Flooxer

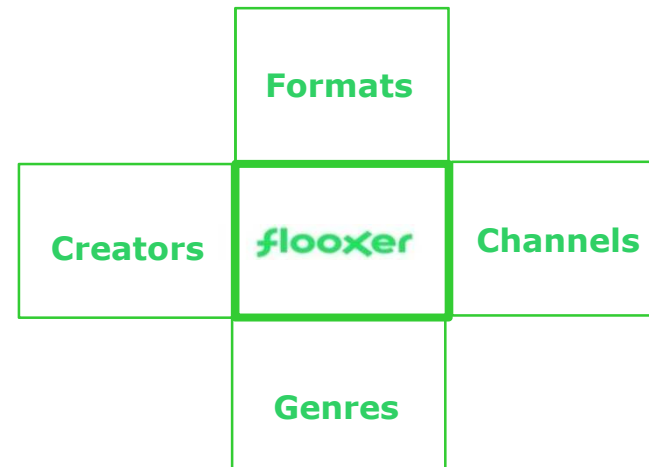


Flooxer: Our new short form original digital video platform

- ✓ Professional
- ✓ Premium quality
- ✓ New original digital formats
- ✓ Safe environment
- ✓ Ad friendly
- ✓ International reach focus

flooxer

Premium web edition



Flooxer: Content strategy



New project with solid partners



Atresmedia



Freemantle



Guia infantil



Endemol



Boomerang



Rightster



Secuoya



Zinkia

Flooxer



Flooxer: Differential to other platforms

flooxer

- ✓ Intensive marketing campaign
- ✓ Newco ad hoc
- ✓ Specific editorial, tech and ad teams
- ✓ Profitable business plan



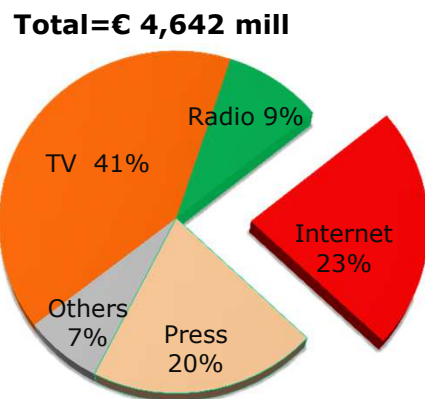
Commercial

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Managing Director of Digital Sales

Digital: Online ad market

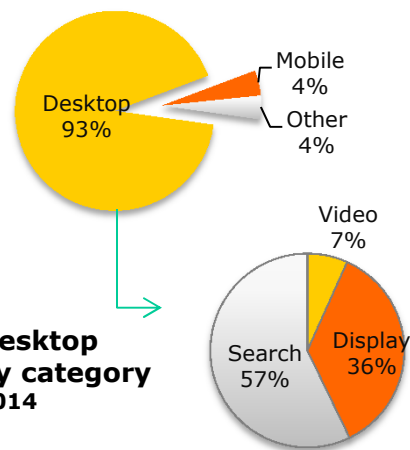
Online advertising accounts for 23% of the ad market

**Ad spending by medium
2014**



≈€ 1,066 mill

**By device
2014**

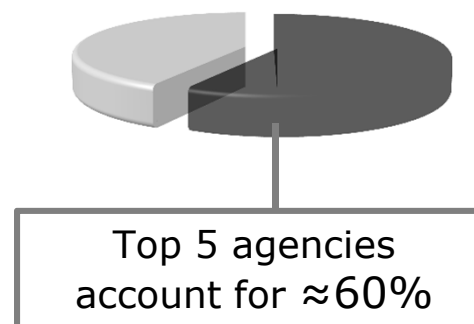
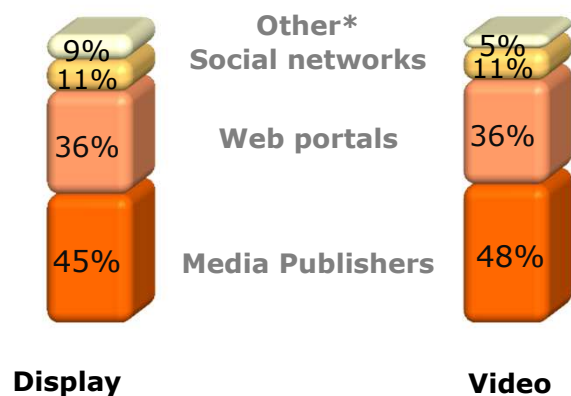


Sources: Infoadex + IAB 2014 Digital advertising report

Digital: Online ad market

Media publishers: near 50% of the online market

**% Market share in Desktop
2014**

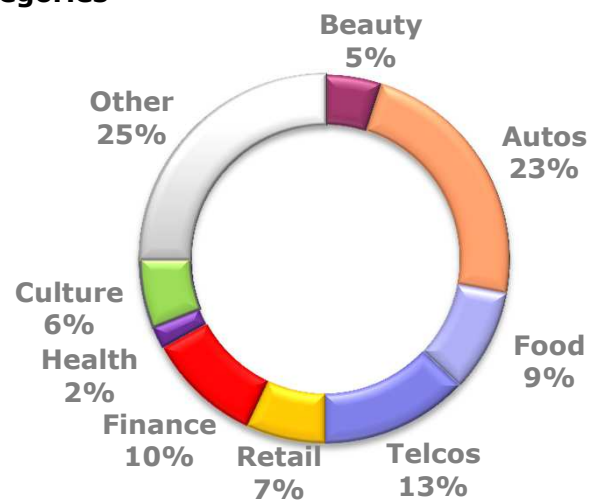


Sources: Infoadex + IAB 2014 Digital advertising report
*Other: Blogs, online classified,...

Digital: Categories

Four categories gather half of the online ad market

Ad spending by categories
Display Desktop

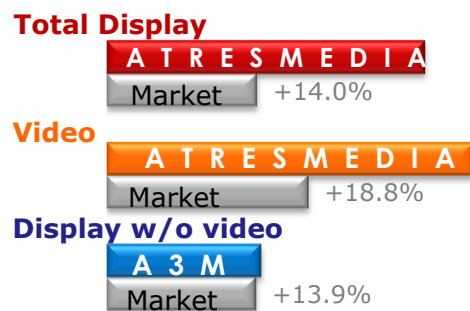


Sources: Infoadex + IAB 2014 Digital advertising report

Digital: Atresmedia vs Market

Atresmedia outperforms the market in recurrent basis

Atresmedia vs Market Growth yoy



Atresmedia vs Market Performance

In last 30 months

Outperforming

25

5

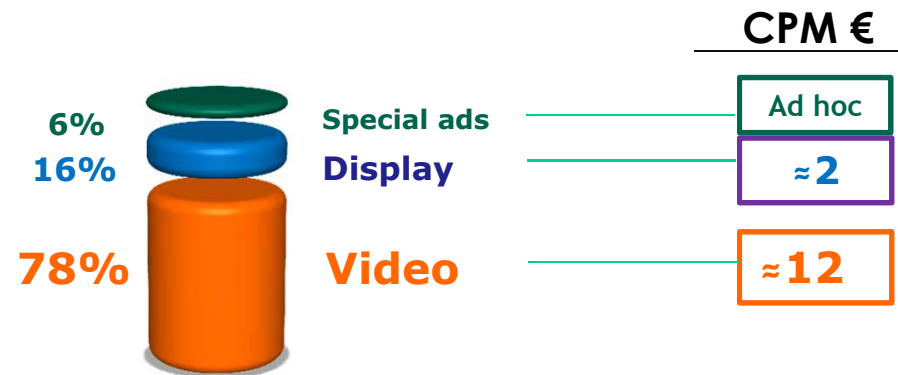
Underperforming

Sources: Market monitoring 9M15 vs 9M14

Digital: Sales breakdown

Focus on video, the higher CPM in the market

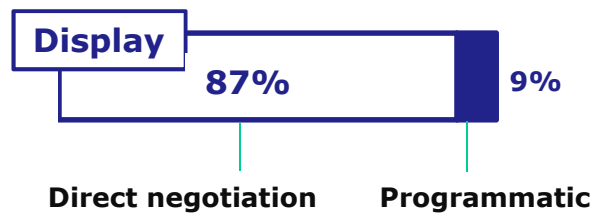
Atresmedia's sales
Breakdown by formats



Aunia: Atresmedia's programmatic platform

Aunia: top premium video inventory provider in Spain

Ad spending as negotiated
Market



Top video supplier in
programmatic basis

50:50
Atresmedia &
Mediaset España

Key strategic
goal:
CPM

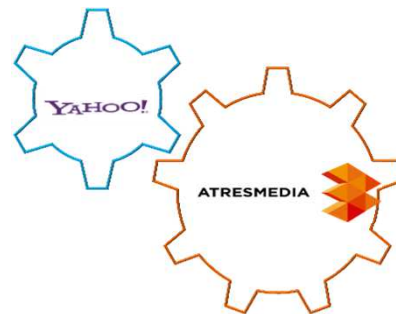
Growth rate
+100% yoy

Weight in sales
9.5%

Yahoo: Third parties agreement

The largest digital pitch in the Spanish market

⚙️ **Key player in technology and data**



⚙️ **Largest communication group in Spain**

⚙️ **Strong digital team**

+Reach

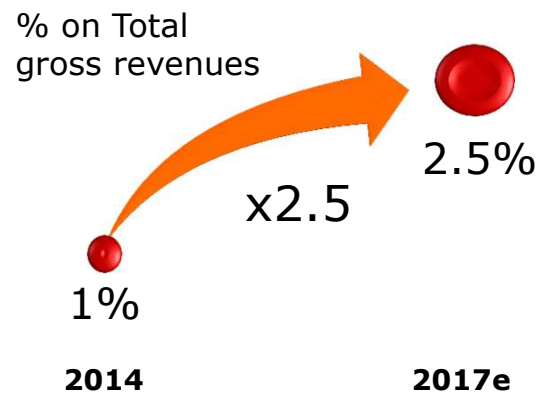
Any...
...client
... product
... budget

+Size

Key player for agencies

Atresmedia Digital: Financials

Still small contribution but fast-growing division



EBITDA margin

15-20%



Q&A

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Q&A Session

