



Antena 3

Analyst & Investor Day

London, Oct. 27th 2006

**THE CONTENT SIDE OF THE TV BUSINESS:
ANTENA 3 TELEVISION IN 2007**

Mikel Lejarza, General Manager ANTENA 3 TV

Agenda



I. Current Situation

II. Antena 3 model



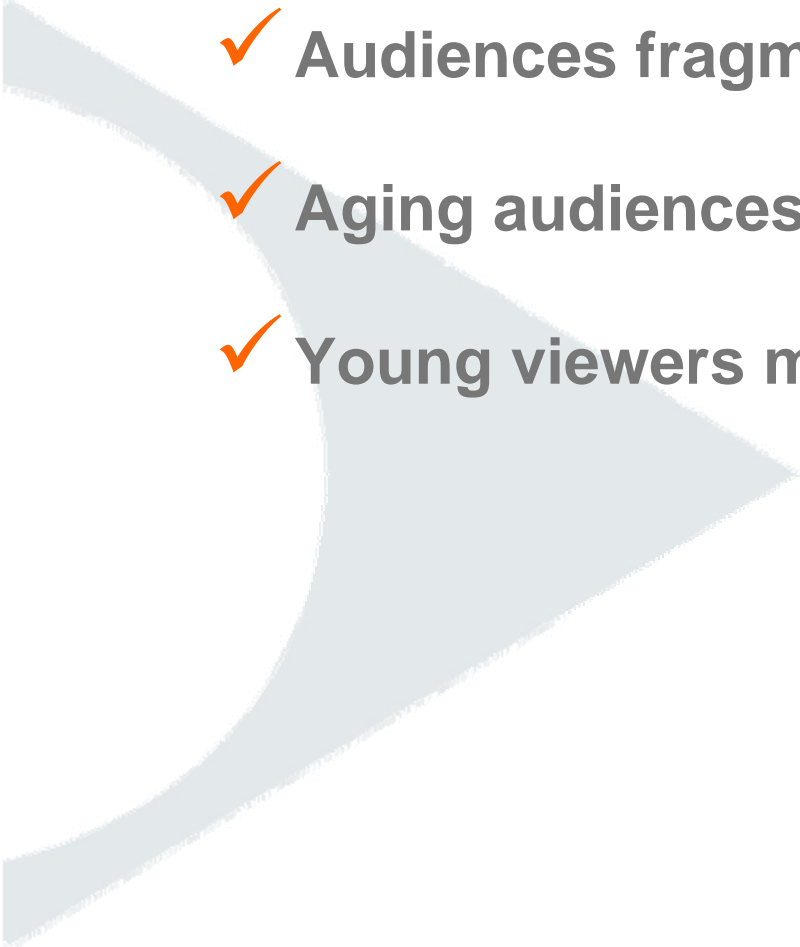
*“Optimists and pessimists are somewhat alike.
Both think this is the best of all possible
worlds”*

Armand Mattelart

Pessimists point of view: Bad news ahead

Only bad news are paid attention

→ TV market unbalancing

- 
- ✓ Audiences fragmented
 - ✓ Aging audiences
 - ✓ Young viewers migrate to other media

Optimist point of view: Good news!



Different approach in analysing Television

→ TV is still the reference media

✓ Strong revenue performance

Worldwide TV advertising spend reaches US\$ 149,000 billion

✓ Largest audiences

Highest penetration rates within all media (Spain = 88%)

✓ Mass media consumption

TV consumption increases in Spain up to 213 min per day

The current audiovisual landscape



What's going on in Spain?

→ New factors

✓ **More competitors**

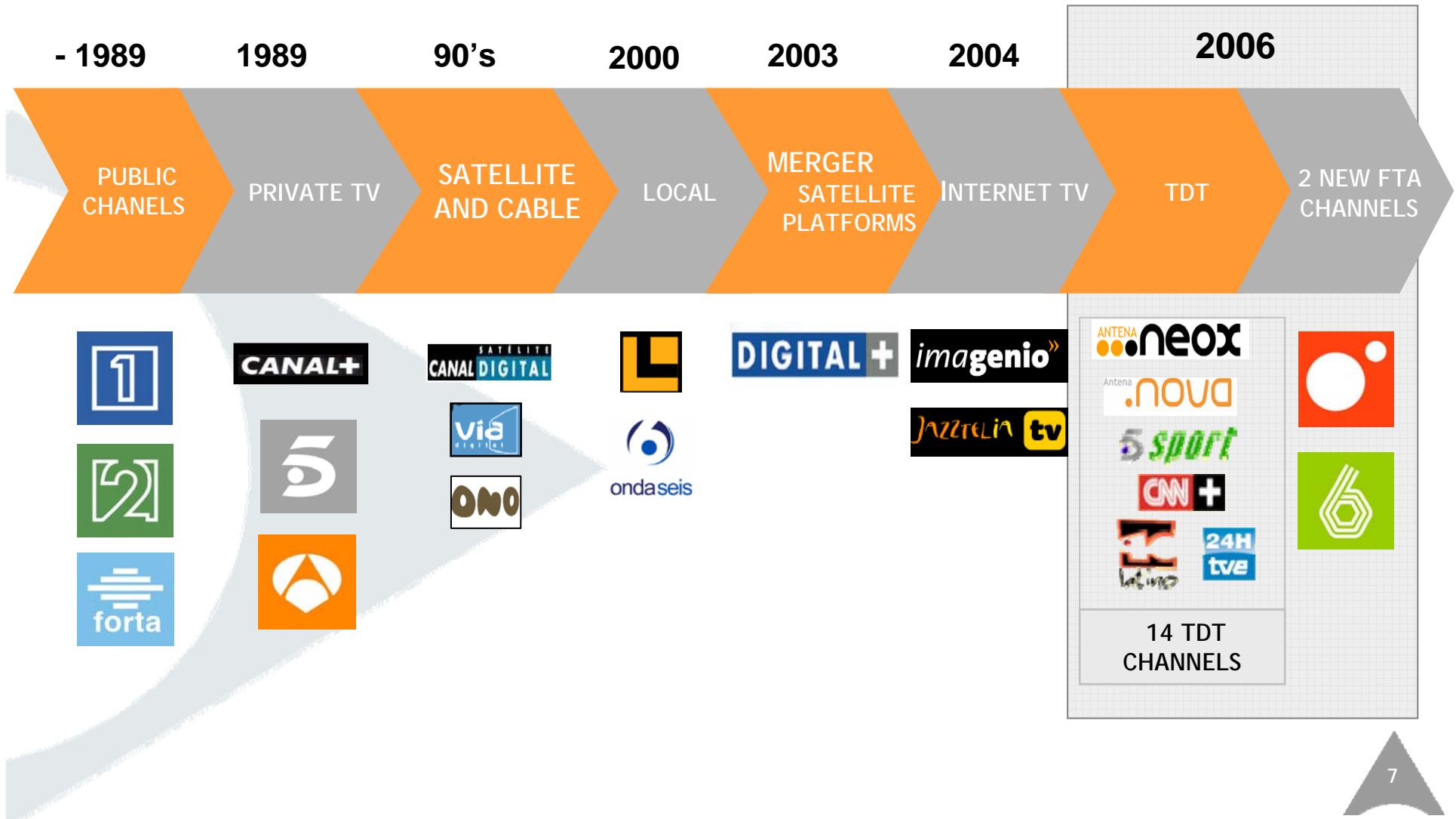
✓ **Production companies start acting as broadcasters**

More competitors



TDT and 2 Free-to-air Channels

→ TV continues to diversify



More competitors



How is Antena 3 TV affected?

→ The new channels do not even add up to 50% of Antena 3 TV's share

→ Antena 3 TV

→ New channels in 2006



19.8%

14
Channels



8.9%

Production companies become broadcasters

Buying into LaSexta

→ Same products in a single channel

Five producers have
a stake in LaSexta
(own appr. 60%)



And supply almost the
all products the channel
is broadcasting

Only two In-house formats
are not produced by one of
these shareholders

The current audiovisual landscape



- Some people could conclude, that Television might not yet has passed away, but represent more the past than the present

" TV is the lost link between the primitive man and the Internet "

David Letterman



How to teach horses to speak



How to teach horses to speak



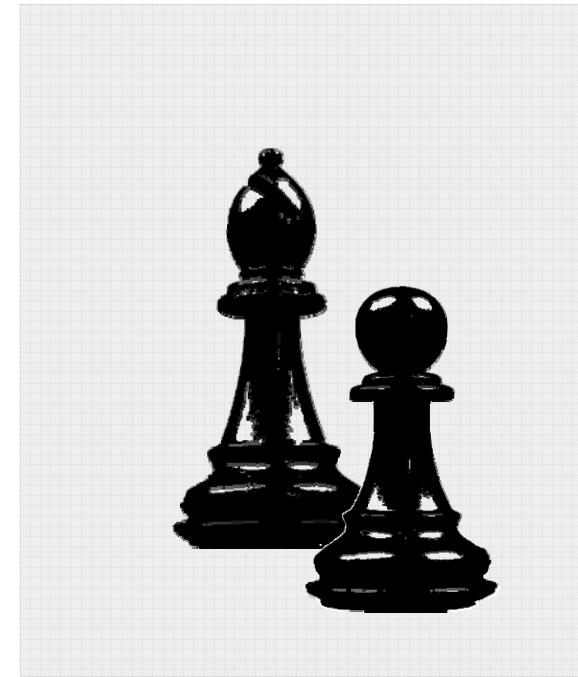
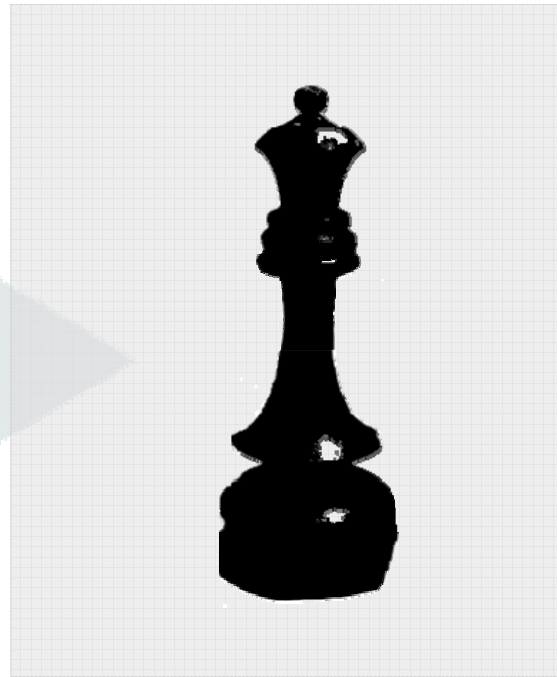
The way to succeed in this audiovisual landscape

→ Three unique opportunities

→ Content

→ Distribution

→ Talent



The King: Content



" The future of the planet Television can not be mapped with any certitude, but some things are clear. Those who have contents will all have seat at the table "

Ken Auletta

The King: Content



'Those who have contents ...'

→ Wide variety, up-to-date and successful



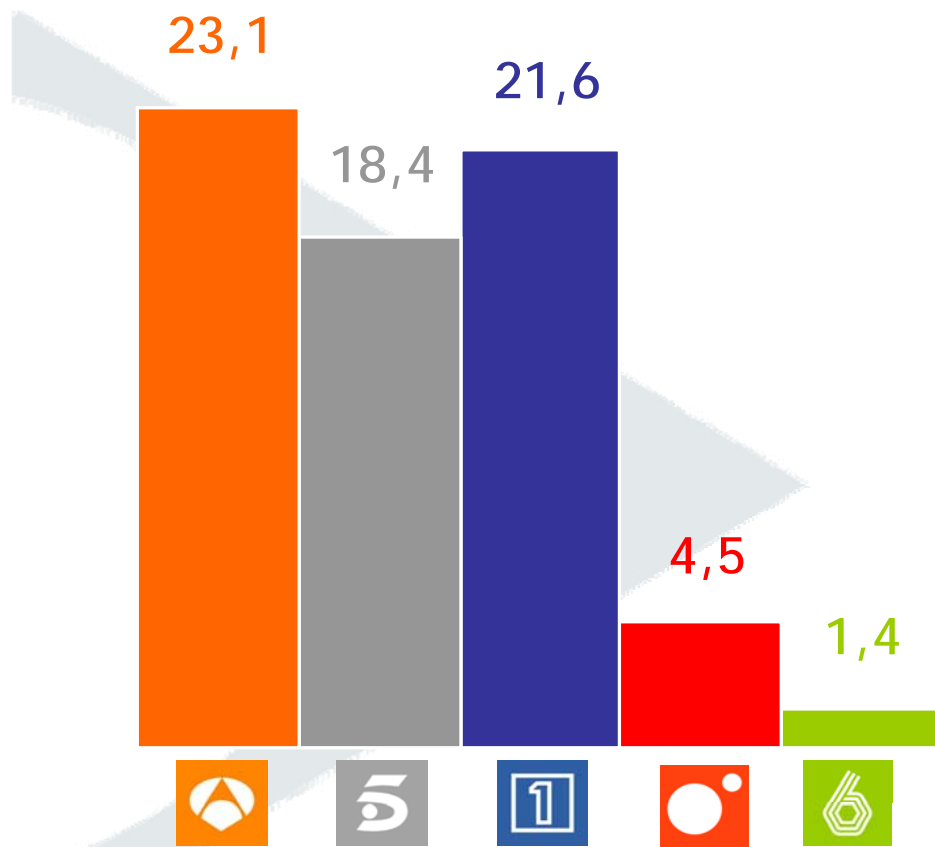
News: Antena 3 TV is absolute leader



Reference for Information in Spain

→ Leading audience rankings in main editions

NEWS: MIDDAY + PRIME TIME EDITIONS

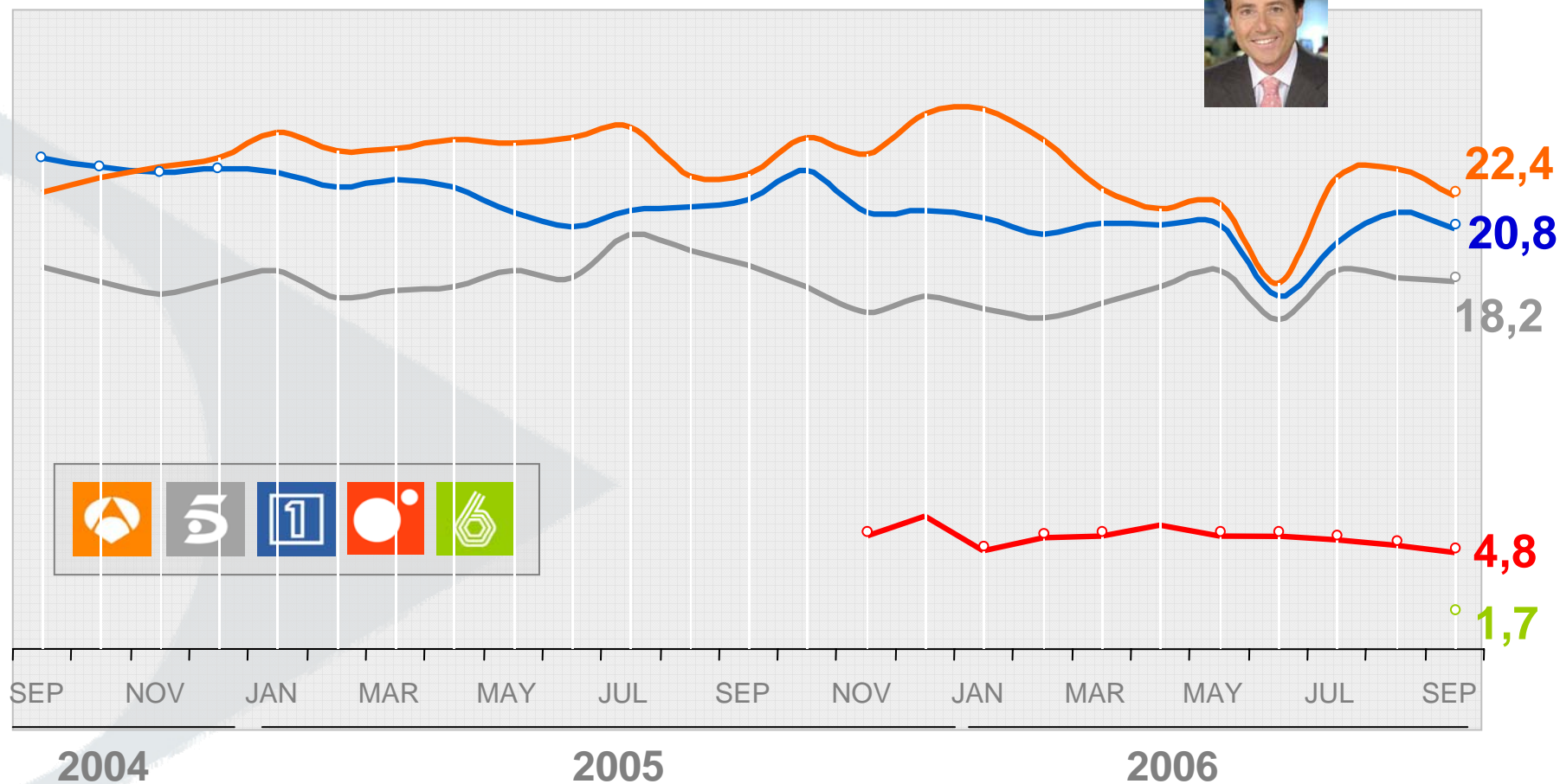


Two years of Prime Time leadership



Antena 3 Noticias 2, the undisputed news leader

→ Not affected by new competition



TARGET: +4, MON – FRI , SH%. Source: SOFRES AM

Highest rated Spanish TV-Professional



Matias Prats, the most famous TV anchor man

→ Top scores both in audience share and image rates (GECA Awards)



MATIAS PRATS

- ✓ Best newscaster
- ✓ Best professional

- ✓ Famous
- ✓ Best news team
- ✓ Confident
- ✓ Trustworthy
- ✓ Innovator

Current Affairs: looking beyond the news



In-depth information

→ Betting on current affairs



NEW PROGRAM
INVESTIGATION 3

- ✓ Investigative reports
- ✓ Scoops
- ✓ Enquiries
- ✓ Candid cameras

Current affairs: The new morning grid



→ New live programmes at the speed of the world's heartbeat

**NEW
PROGRAM**

- ✓ Live
- ✓ Current affairs
- ✓ Interviews
- ✓ Society news
- ✓ Health Advise
- ✓ Links

Well known Magazines

22 hours of live programming per week

→ Faces personifying success



- ✓ Talk show leader since it started in 2001
- ✓ Over 1,000 programmes
- ✓ Feelings, emotions complicity...

- ✓ Late night leader
- ✓ Current affairs, celebrities and humour
- ✓ Show backed up by public and critics
- ✓ Winner of TP and Academy awards

- ✓ New live program
- ✓ News, current affairs, social life
- ✓ Actual, modern, young...
- ✓ The only to use a polygraph (lie detector)

Daily Game Shows



Solid performance stabilizing the programming grid

→ The most famous quiz shows



LA RULETA DE LA SUERTE

"Wheel of fortune"

One of this year's hits, leading its time-slot



EL PRECIO JUSTO

"The price is right"

Best quiz in history (TV Guide)



QUIEN QUIERE SER MILLONARIO

Who wants to be a Millionaire?

World's most produced format

Spanish Fiction

In-house productions

→ Humour for the whole family



LOS HOMBRES DE PACO

- ✓ The most successful fiction series recently released ... has drawn big audience and received great reviews
- ✓ Leading in the family and commercial target and under 44's
- ✓ Three Cops and plenty of slapstick



MANOLO AND BENITO

NEW PROGRAM

- ✓ A classic of the genre is back
- ✓ 10 seasons in Antena 3 TV
- ✓ 212 shows aired performing on the average 26.3% share and almost 30% in the family target

International fiction: Award-winning series



Next few seasons are assured

→ “It’s series like this one that make me believe in TV again”

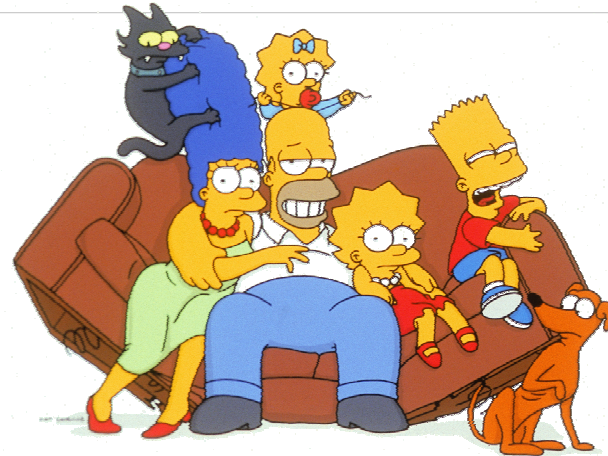
Anthony Lapaglia



Without
a trace

24

✓ Emmy for the
best series and
main actor in
2006



✓ Solid leadership 7 days a week



MINISERIES HALLMARK

NEW PROGRAM

Cinema: 'El Peliculón' and 'Cinematrix'



The two leading movie slots in Spain

→ Antena 3 TV will present the highlights of the new season

✓ Over 30 FTA Premieres in 2007



✓ And getting ready for 2008



✓ A3TV keeps working with the majors



Sports: Champions League and Uefa Cup



Record audiences in Spain

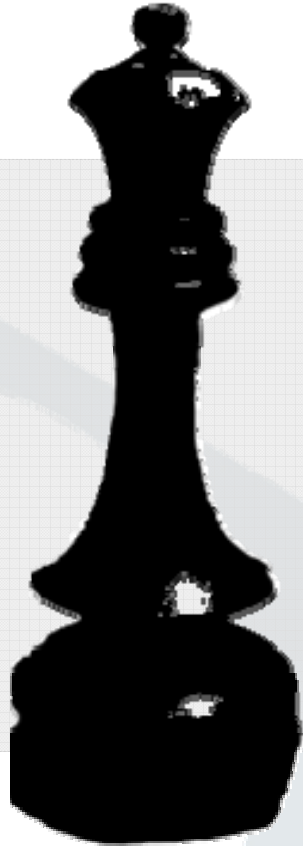
→ The “killer application” of the Spanish TV market



- ✓ Football achieves by far biggest audience shares in Spain.
- ✓ 3 Spanish teams compete in the Champions League and 4 the Uefa Cup. In 2005, Spanish teams won both championships
- ✓ A3TV broadcasts the best matches with FTA exclusivity and “first pick”

- ✓ Weekly match day summaries
- ✓ Special reporting
- ✓ Humour formats connected with the event
- ✓ Special events and brand strengthening

The Queen: Distribution

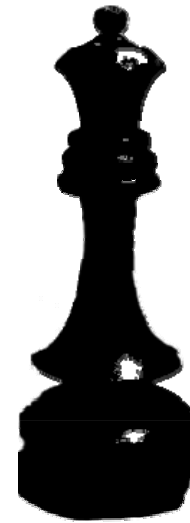


*“From Only TV to Multinational and
Multimedia Television”*

The Queen: Distribution

Diversifying of TV Channels

→ Adapt yourself to a new reality



ANTENA
neox



vodafone



Antena
nova

imagenio»

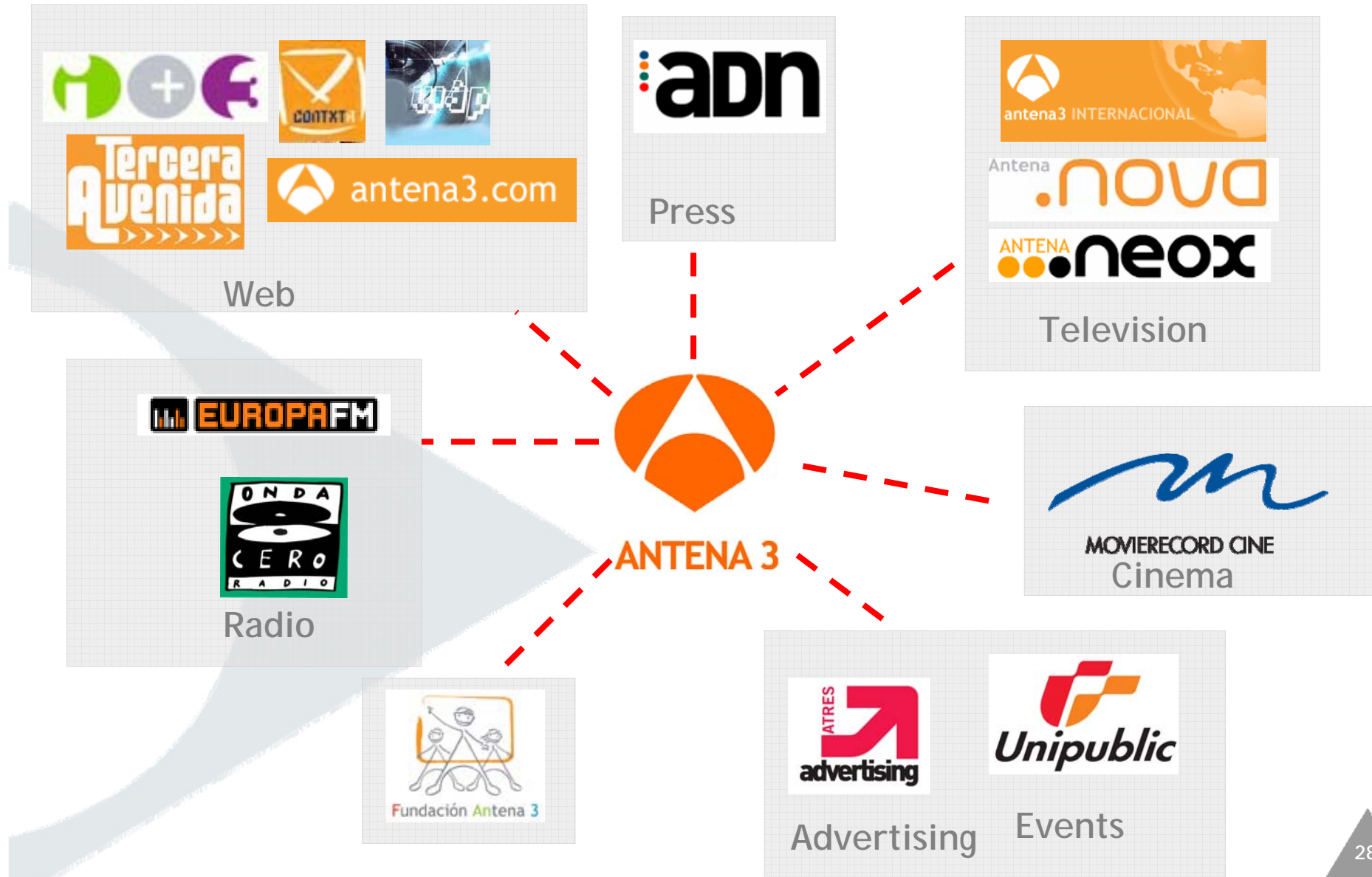


antena3.com

Antena 3: multimedia and multinational



→ Ready to challenge new opportunities



DTT has arrived



Thematic channels segment audiences into target groups

→ Antena is the leader in DTT



- ✓ Spain's DTT leading channel
- ✓ Targeting Kids and Teens
- ✓ Champions League
- ✓ Cartoons, Buenafuente, etc.

- ✓ Leisure and lifestyle magazine
- ✓ Series, health, cooking, travel programs, etc
- ✓ The best movies

Ready for the next revolution

Internet

➔ Interactive web



antena3.com
Martes, 3 de Octubre de 2006

PROGRAMACIÓN DEJA EL TABACO
Programación diaria NO TE RINDAS. TU TAMBIÉN PUEDES
PROGRAMAS FÁCIL SI

MARTES 3 Oct 2006
BUSCAR: [] Mapa de Antena3.com FORO CHAT DESC.

EL GRAN TEST
de la conducción

- Portada
- ¿Qué es?
- Carné por puntos
- Limitadores de velocidad
- Opinión de los expertos
- Cursos de concienciación
- Endurecer las infracciones
- Medicamentos y coches
- Problema del aparcamiento
- FAQ
- Edición anterior
- Carlos Sobera
- Mónica Martínez

EL GRAN TEST DE LA CONDUCCIÓN

¿EN QUE CONSISTE EL CARNE POR PUNTOS?

CURSOS PARA APRENDER

LIMITADORES DE VELOCIDAD 40 32 seg.

Y además ...

- Los Simpsons**
Conoce antes que nadie los nuevos capítulos de la Temporada 16
- ANHQV**
La Comunidad de vecinos más loca te espera en la calle Desengaño 21
- HomoZapping**
Las mejores parodias de la tele, juntitas para ti
- Buenafuente**
Las entrevistas más divertidas con el apoyo de sus colaboradores

Comienza con el Test
Ya puedes comprobar tus conocimientos sobre las normas de circulación

Famosos en plató
Actores, actrices, modelos y cantantes nos acompañaron para realizar el Test

Los grupos
Las "conductoras profesionales" se impusieron al resto de los grupos

Carné por puntos
Conoce de primera mano el funcionamiento de la nueva normativa

Asegura tu coche
Encuentra las mejores tarifas en seguros para tu coche. ¡No corras riesgo!

Carlos Sobera
El ingenio hecho presentador de televisión. Todo un lujo.

Lotería
Juega a la lotería sin moverse del sillón de su casa

¿Quieres hacer más Tests?
Acceda a una descripción completa de su personalidad

ANTENA 3 TE OFRECE LA OPORTUNIDAD EL DÍA 27 A MEDIANOCHE LO HABRÁS LOGRADO CON NOSOTROS

ES FÁCIL DEJAR DE FUMAR

Ya somos + de 70.000 ¿A qué esperas?

Me apunto

Nombre: []
Sexo: Hombre [v]
Edad: []
Población: []
Años de fumador: [] Tlf. contacto: []
Consumo de cigarrillos diario: [] Email: []
Ha intentado dejar de fumar previamente: Si [v]
Advertencia legal []

Ready for the next revolution

Digital teletext, cell phones...



→ Content contribution via new technologies



Distribution: International Sales



Owners of our rights

→ Revenues beyond the life cycle of a TV

Countries that recently have purchased Antena 3 TV products

- | | | | | |
|---------------|---------------|-------------------|-----------------------|---------------|
| ✓ Germany | ✓ Colombia | ✓ Guatemala | ✓ Mexico | ✓ Switzerland |
| ✓ Andorra | ✓ Korea | ✓ The Netherlands | ✓ Moldavia | ✓ Thailand |
| ✓ Argentine | ✓ Costa Rica | ✓ Honduras | ✓ Panama | ✓ Turkey |
| ✓ Austria | ✓ Croatia | ✓ Hungary | ✓ Peru | ✓ Ukraine |
| ✓ Azerbaijani | ✓ Cuba | ✓ Ireland | ✓ Poland | ✓ Uruguay |
| ✓ Belgium | ✓ Ecuador | ✓ Israel | ✓ Portugal | ✓ Vatican |
| ✓ Belarus | ✓ U.S.A | ✓ Italy | ✓ Puerto Rico | ✓ Venezuela |
| ✓ Brazil | ✓ Egypt | ✓ Kazakhstan | ✓ United Kingdom | ✓ Yugoslavia |
| ✓ Bulgaria | ✓ El Salvador | ✓ Kirguizistan | ✓ Rumania | |
| ✓ Canada | ✓ Slovakia | ✓ Latvia | ✓ Russia | |
| ✓ Chile | ✓ Finland | ✓ Lithuania | ✓ San Marino | |
| ✓ China | ✓ France | ✓ Macedonia | ✓ Serbia & Montenegro | |

The chessmen: talent



" Betting on talent rather than bricks. Building ideas instead of buildings"

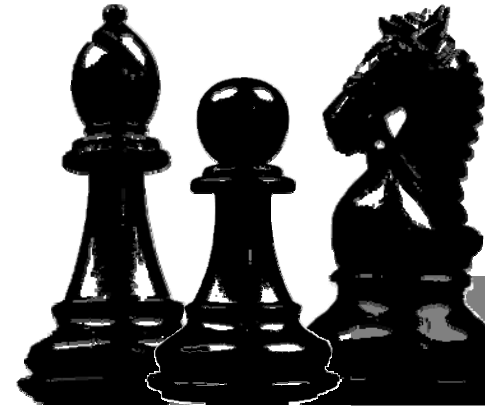
Pilar Jerico

The chessmen: talent



Working with the best producers in the business

→ Choosing the best available options



Selecting the best options



Cost control

→ Looking for the best products in Spain and worldwide

Programs



Series



Agenda



I. Current Situation

II. Antena 3 Model

The formula for success



How to succeed mathematically

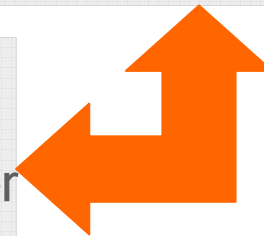
→ Launching, Launching, Launching

Just about 20 % of all program launches perform in line with the channel average audience share and can therefore be considered successful



The logical conclusion is: To produce 20 successful formats you have to accept 80 failures, in any case it means 100 new launches

Antena 3 TV would become Spain's leading channel if it succeeds to develop four further successful programs



Consequently, A3TV would have to produce 20 new formats



Effectively, A3TV will launch 10 new programs within the next 3 months

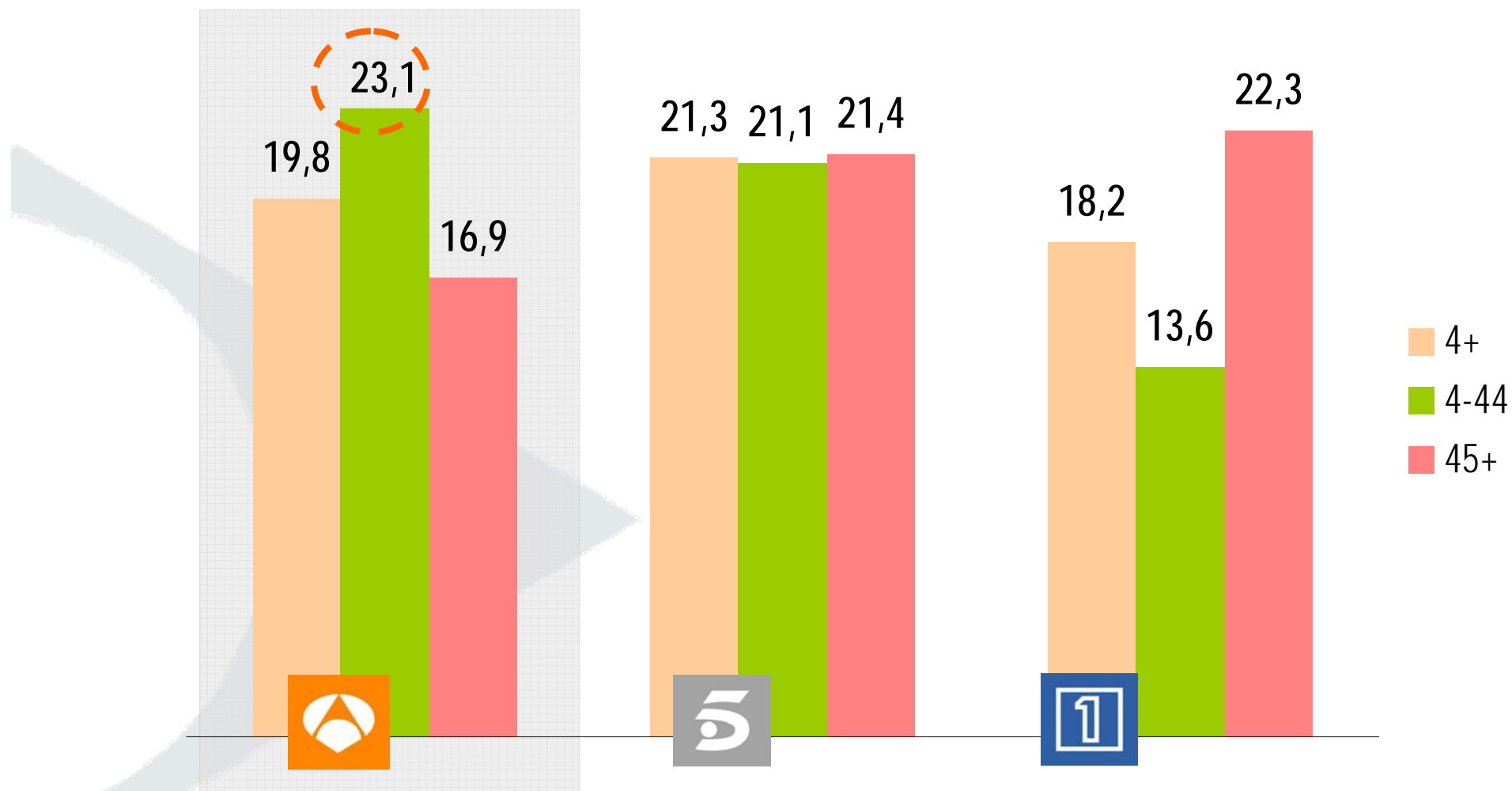


The strong points of Antena 3 TV

Strategic advantages



→ The best commercial audience and the youngest viewers



TTV, Share%

SOURCE: Sofres AM, JAN – SEP 2006

The strong points of Antena 3 TV

Gaining audience loyalty via new released

→ A young and renewed programming grid



Young

Old



PROGRAMME AGE

