

# ANTENA 3

## 1Q09 RESULTS PRESENTATION

Madrid, 30th April 2009



# Highlights

- Spanish TV Ad market fell by -27% in 1Q09, in line with Total Ad market (-28%)
- Antena 3 Group outperformed market trend, both in TV and radio.
- Leadership in Commercial Target in the main channel
- Leadership in DTT channels
- Advertising bundling strategy for DTT channels proved to be successful
- Total OPEX for the Group decreased by 3.7%, in line with 2009 guidance
- Antena 3 Group reports 23 M€ as 1Q09 EBITDA

# 1Q09 Financial Summary



# Advertising market in Spain

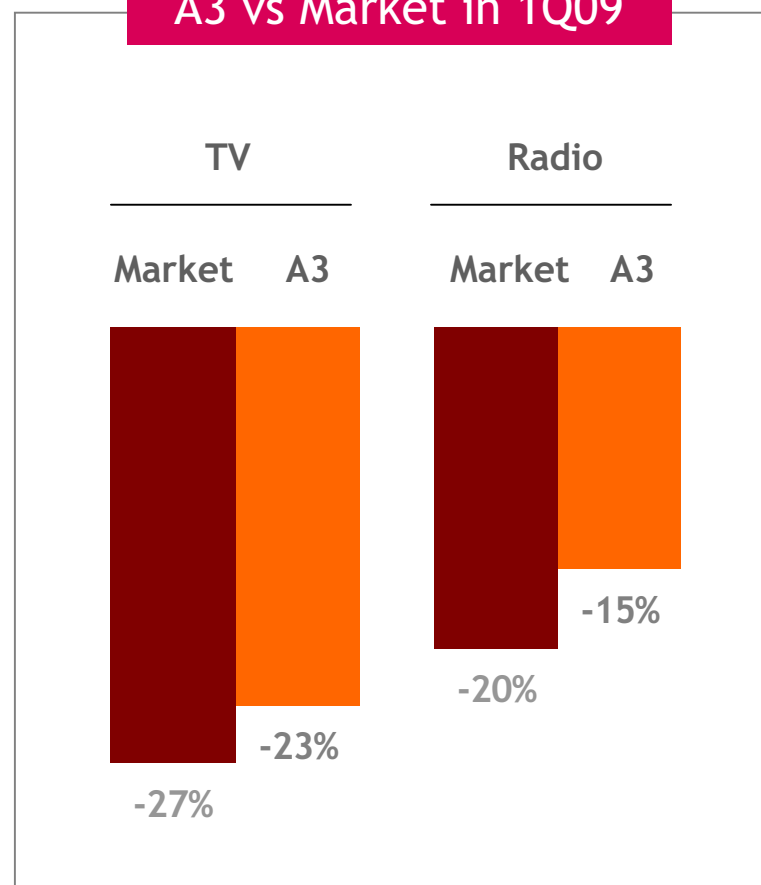
- Severe decline of the Advertising Market continued in 1Q09
- Antena 3 outperformed the market in TV and radio

## Ad Market 1Q09 vs 1Q08

Media	Growth%
TV	-26.8%
Press	-31.2%
Radio	-19.8%
Magazines	-34.9%
Internet	+2.2%
Outdoor	-32.3%
Sunday suppl.	-39.5%
Cinema	-56.5%
<b>Total</b>	<b>-27.8%</b>

Source: Arce Media

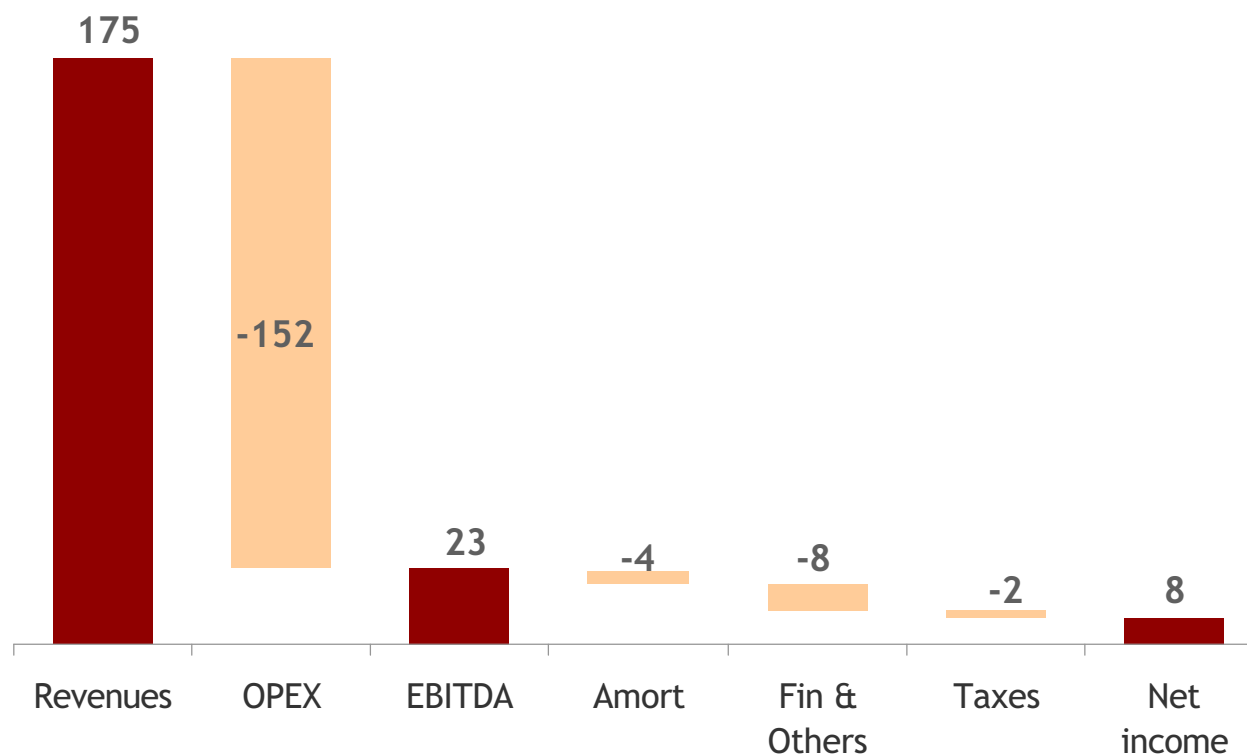
## A3 vs Market in 1Q09



# Antena 3 Group

- Total revenues reached 175 M€ in 1Q09, down by 19.5%
- OPEX of 152 M€, a -3.7% reduction

## 1Q09 P&L breakdown (M€)

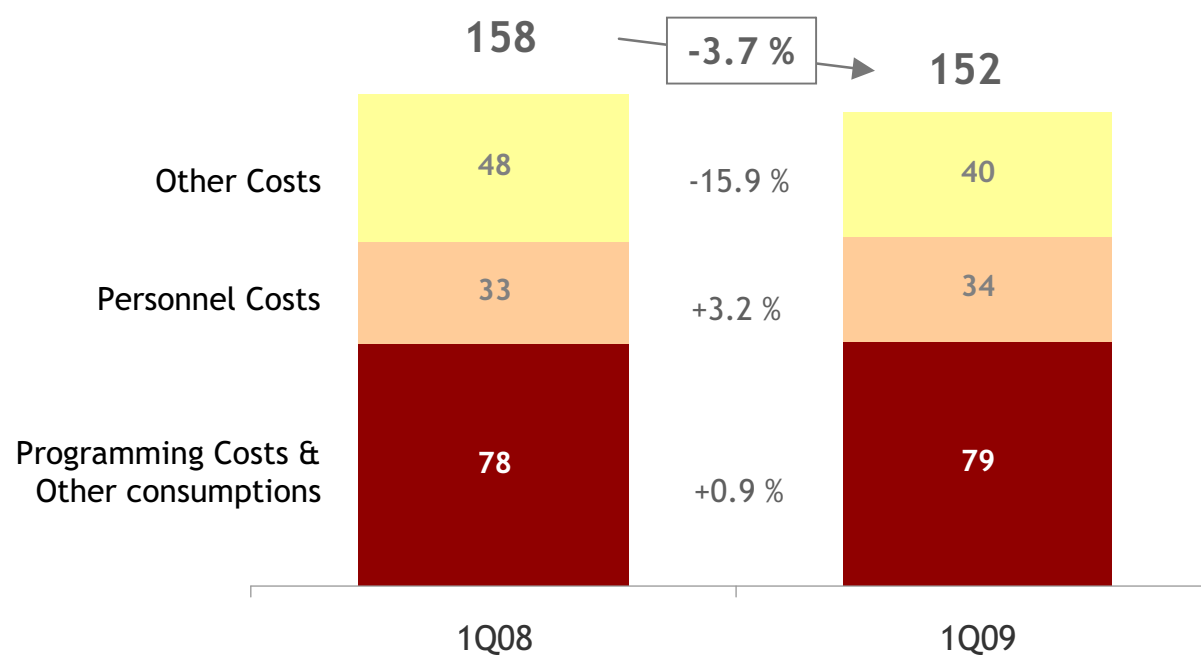


Source: Antena 3

# Antena 3 Group

→ OPEX reduction is mainly explained by savings in Other costs (-16%)

## 1Q09 OPEX breakdown (M€)



Source: Antena 3

# Antena 3 Group

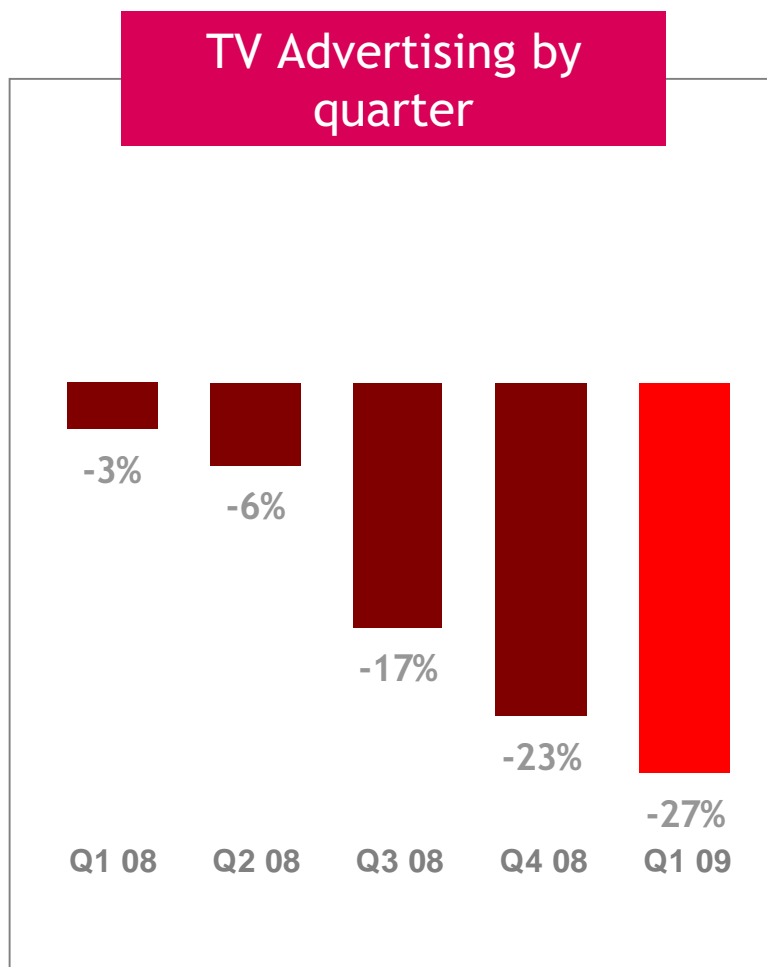
## → Cash flow

€ mill	1Q09
Net debt at December 31 <sup>st</sup> 2008	140
FFO	0.5
Net investment	-6.7
Net financing	-11.6
<b>Net debt at March 31<sup>st</sup> 2009</b>	<b>158</b>

Source: Antena 3

# TV Advertising market in Spain

→ Sharp decline in every sector



Source: Infoadex and internal estimates A3

**TV Advertising Market by sector  
1Q09 vs 1Q08**

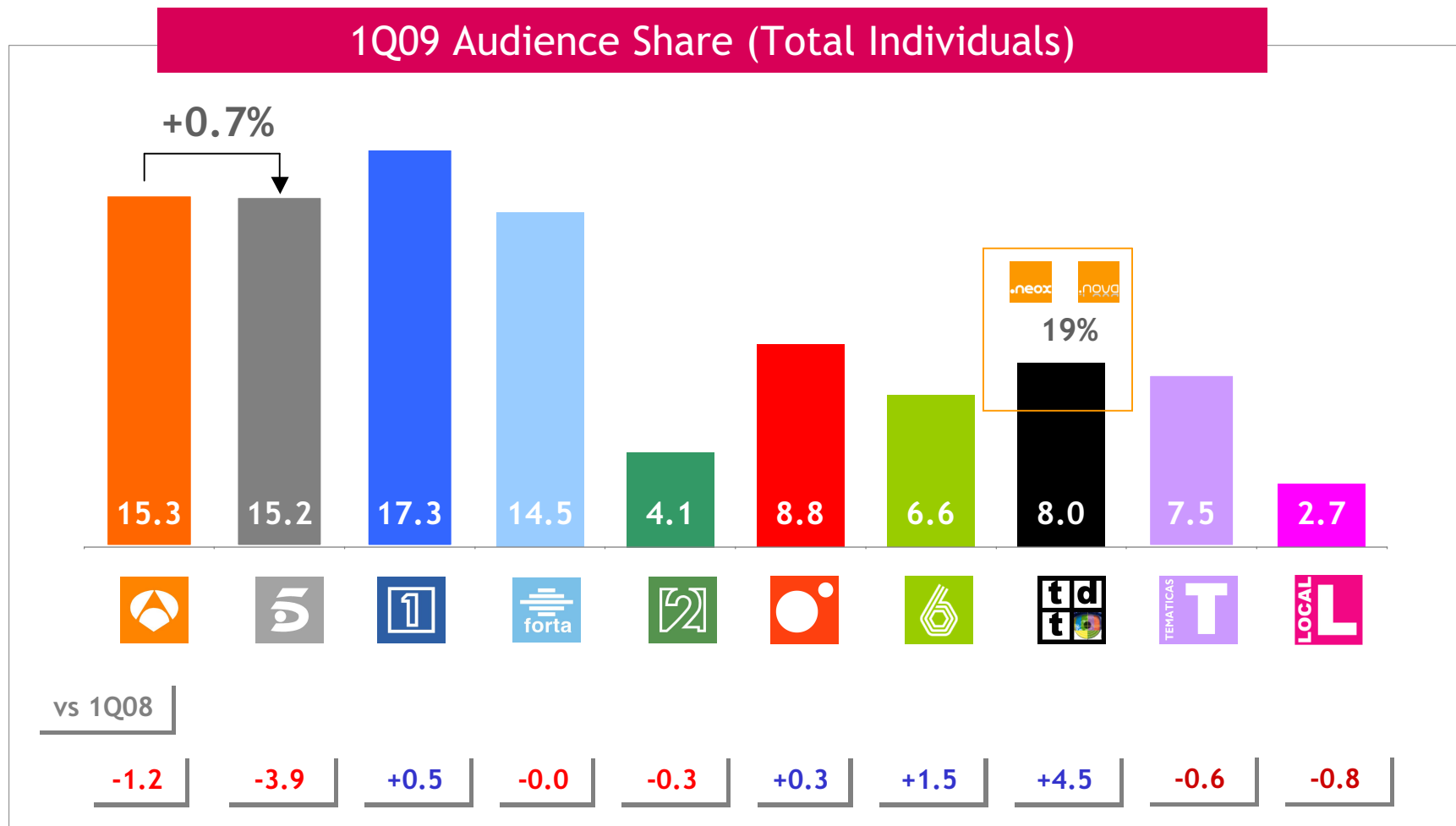
Sector	Weight	YoYe
Beauty	18%	-18%
Food	14%	-29%
Automotive	12%	-49%
Telecom&Internet	11%	-31%
Retail distribution	10%	+6%
Finance	8%	-18%
Culture&Education	7%	-38%
Others	20%	-23%
<b>Total</b>	<b>100%</b>	<b>-27%</b>

Source: Internal Estimates A3



# TV Audience Share

➔ First position among the private TV players

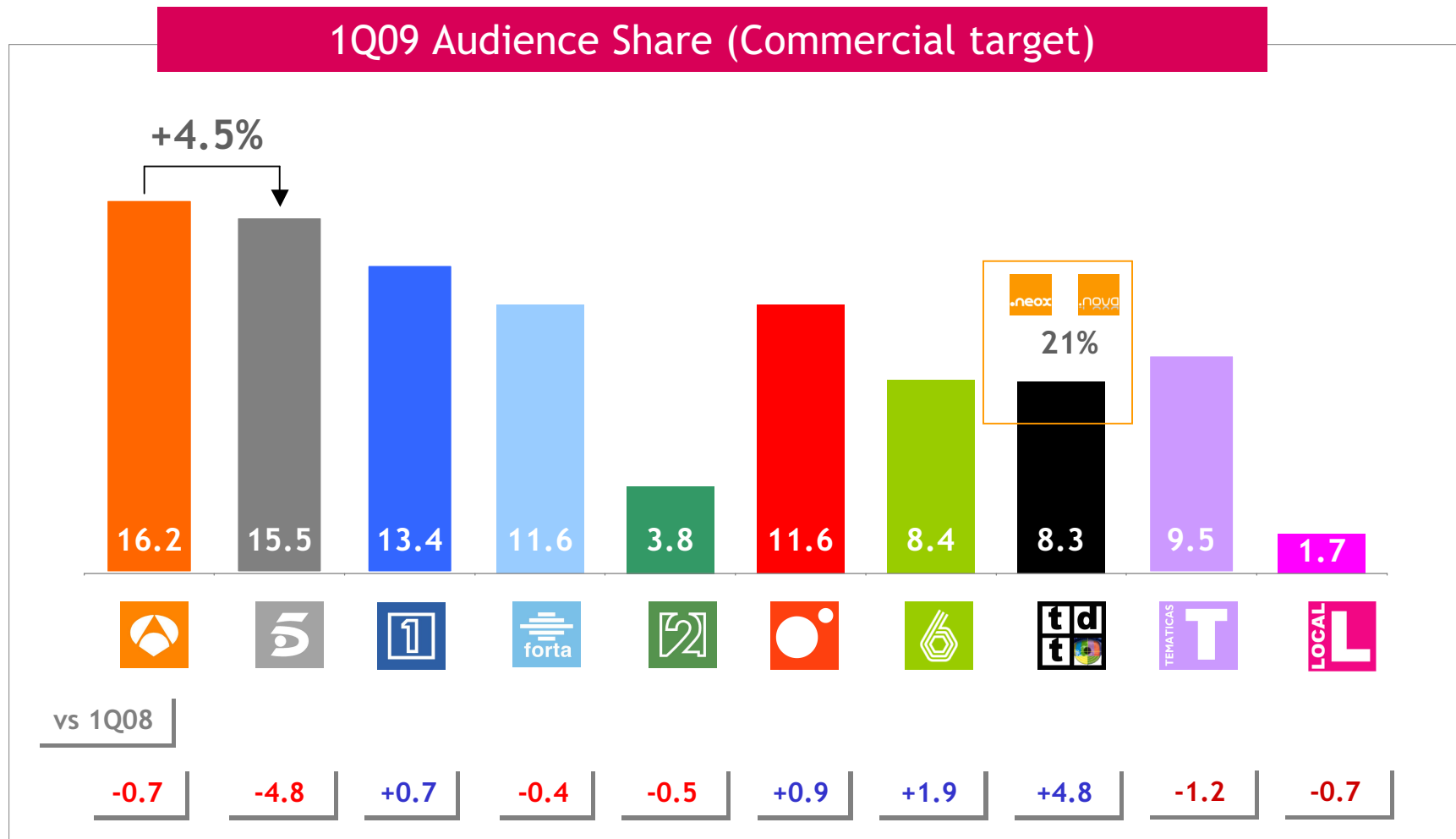


Share: 24h Total Individuals

Source: TNS Sofres

# TV Audience Share

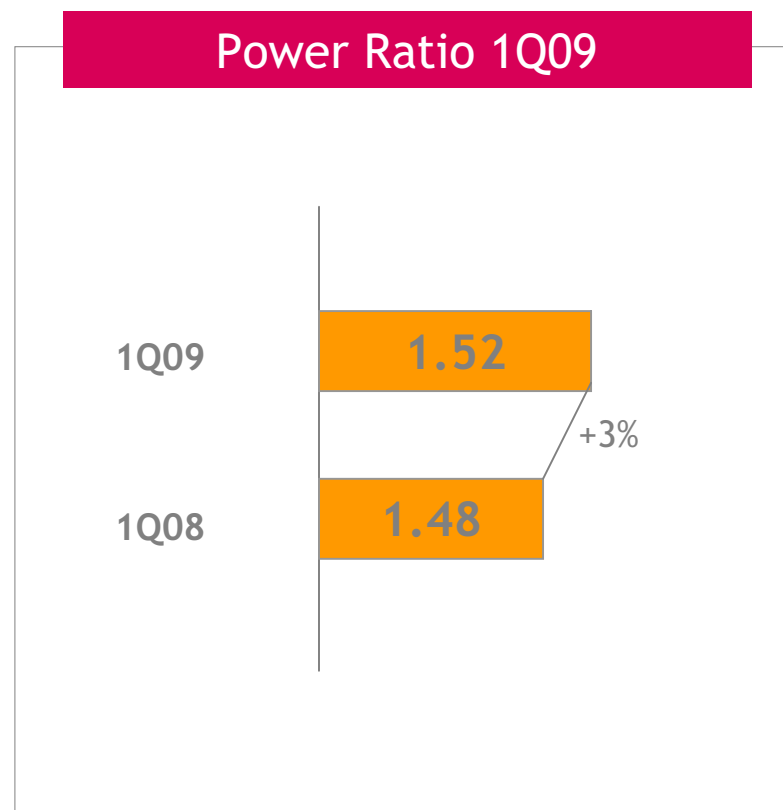
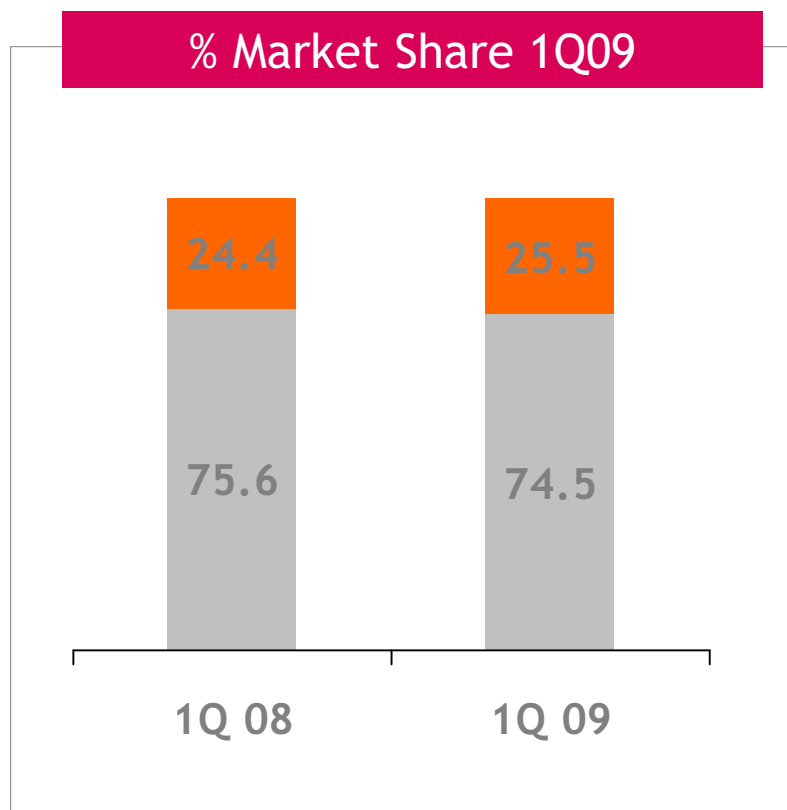
→ Antena 3 leads Commercial Target in 1Q09



24h, Share: 16-54 yrs. Up to 10,000 inhabitants  
Source: TNS Sofres

# TV Advertising market share

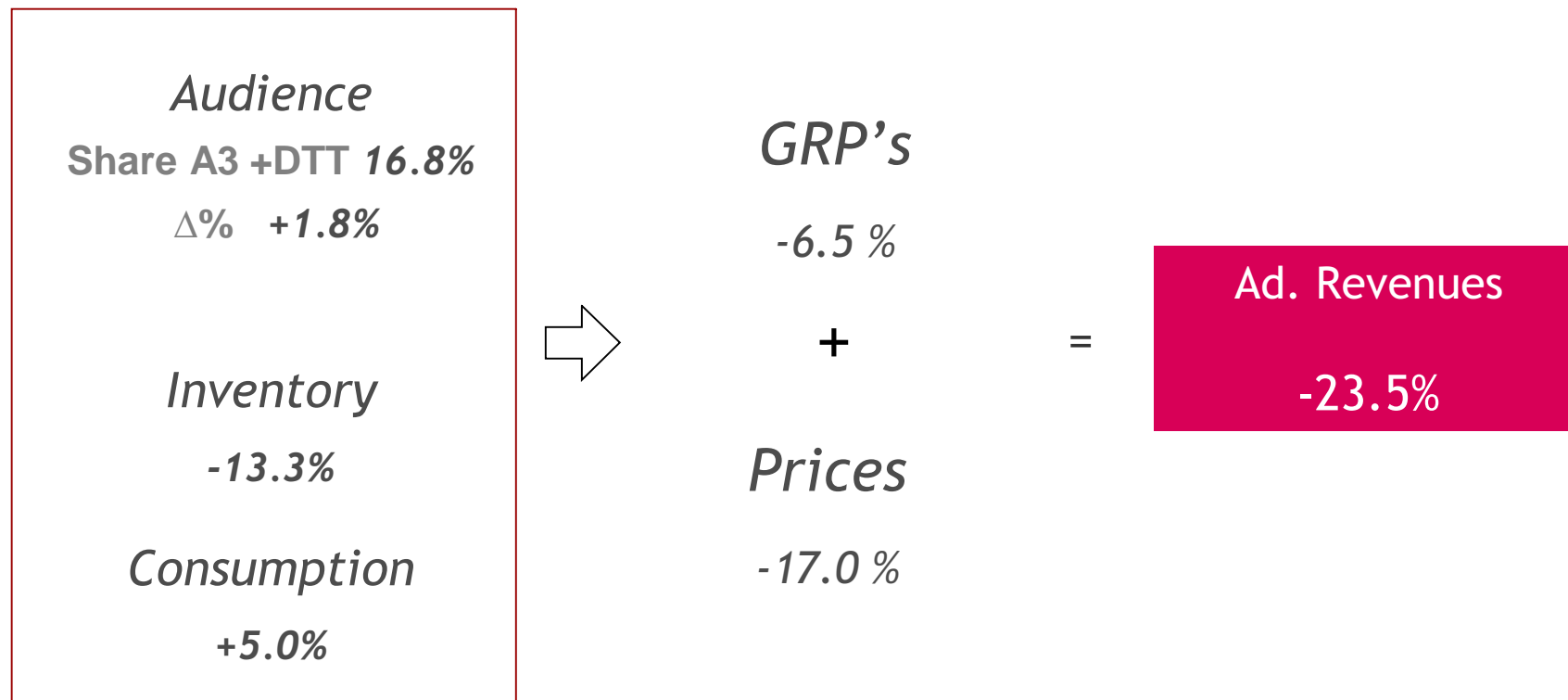
- A3TV's ad market share reaches 25.5%
- Power ratio improves by +3%



Source: Internal Estimates A3

# TV Advertising revenues breakdown

## Determining factors



# Television

## Financials (IFRS)

€ mill	1Q09	1Q08	<u>YoY</u>
<b>Net Revenues</b>	<b>149.6</b>	<b>189.7</b>	<b>-21.1%</b>
<b>EBITDA</b>	<b>19.4</b>	<b>52.4</b>	<b>-62.9%</b>
<i>EBITDA margin</i>	<i>13.0%</i>	<i>27.6%</i>	
<b>Net profit</b>	<b>7.8</b>	<b>29.1</b>	<b>-73.3%</b>
<i>Net Profit margin</i>	<i>5.2%</i>	<i>15.4%</i>	

Source: Antena 3

# Television Revenues

Financials (IFRS)

€ mill	1Q09	1Q08	<u>YoY</u>
Gross advertising sales	139.6	182.4	-23.5%
Discounts	-4.9	-8.6	-42.9%
Net advertising sales	134.6	173.7	-22.5%
Other net revenues	15.0	15.9	-5.9%
<b>Total Net Revenues</b>	<b>149.6</b>	<b>189.7</b>	<b>-21.1%</b>

Source: Antena 3

# Television Costs

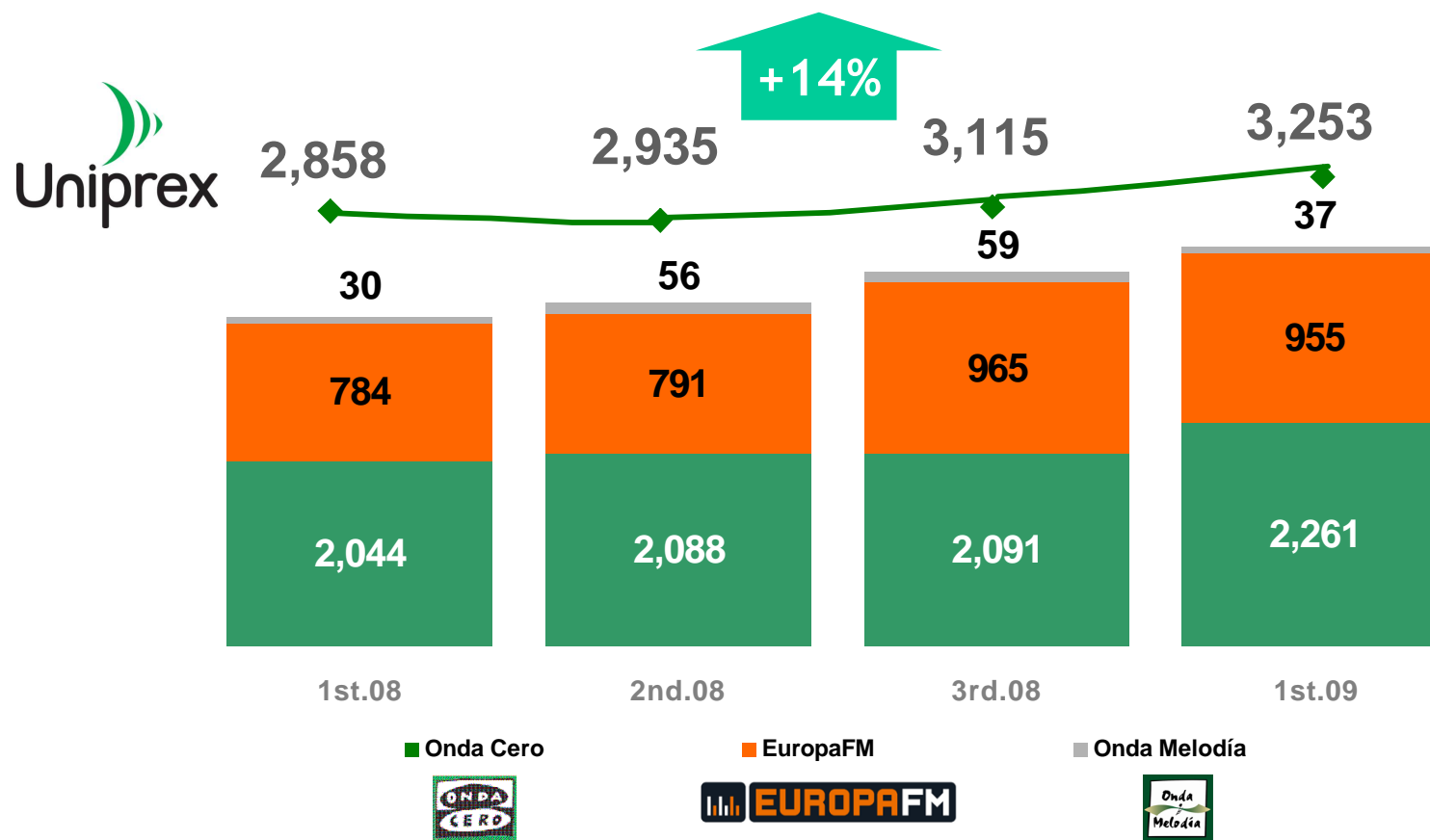
Financials (IFRS)

€ mill	1Q09	1Q08	<u>YoY</u>
Programming Costs	74.1	76.5	-3.2%
Personnel Costs	22.0	19.0	+15.9%
Other Costs	34.2	41.8	-18.3%
<b>Total OPEX</b>	<b>130.2</b>	<b>137.3</b>	<b>-5.2%</b>

Source: Antena 3

# Radio audience share

- Uniprex has increased the number of listeners by 14% in the last 12 months.
- Onda Cero becomes the second generalist radio in Spain adding 217 k listeners vs. 1<sup>st</sup> survey 08



Source: EGM Surveys Monday to Friday (.000)



# Radio

## Financials (IFRS)

€ mill	1Q09	1Q08	<u>YoY</u>
Advertising Sales	22.6	26.5	-14.8%
Net Revenues	21.7	25.2	-13.8%
EBITDA	4.5	6.8	-34.5%
<i>EBITDA margin</i>	20.6%	27.2%	
Net profit	2.6	4.1	-37.5%
<i>Net Profit margin</i>	11.9%	16.4%	

Source: Antena 3

# Contribution Other Subsidiaries

## Financials (IFRS)

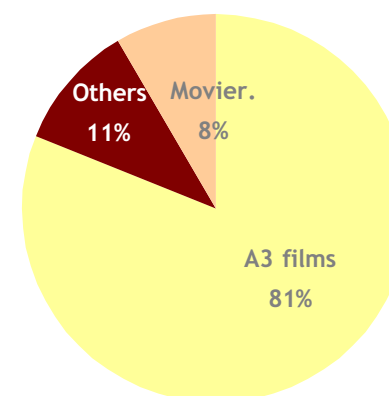
€ mill	1Q09	1Q08
Net Revenues	7.9	6.3
EBITDA	-1.2	-1.3
Net profit	-2.3	-1.7

Source: Antena 3

Contribution to consolidated group

Mainly represents the business lines Movierecord, Antena 3 Films, Antena 3 Editorial (Música Aparte)

## Revenues split



# Sector regulation outlook

## → Changes in regulation in first months 2009:

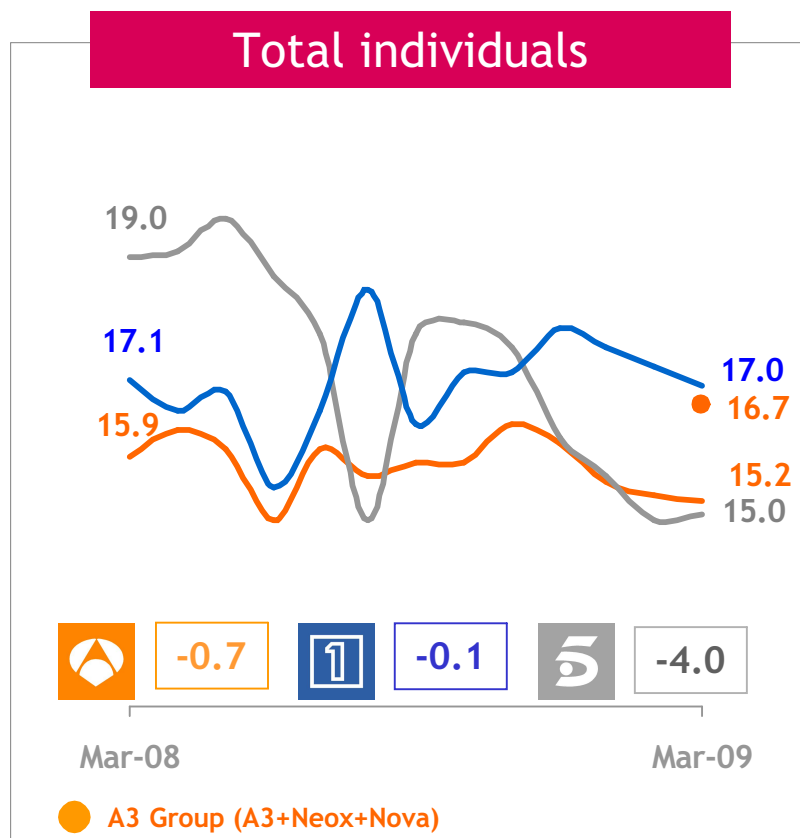
1. Flexibilization of consolidation rules in the sector ✓
  - Royal Decree (Law) 1/2009: February 23rd
  - New rules in place for consolidation process
  - Current status: the bill is expected to be passed by parliament shortly
  
2. New business model (DTT pay TV) ✓
  - Note from Ministry of Industry dated on April 8th, 2009, which leaves final approval for DTT Pay TV licenses in Cabinet´s hands
  
3. Redesign the role of the public television: **Pending**
  - Reduction of conventional advertising in TVE
  - Public service obligations in contents
  - Financing system to be defined

# Business Analysis



# 1Q09: 24 h Audience Performance

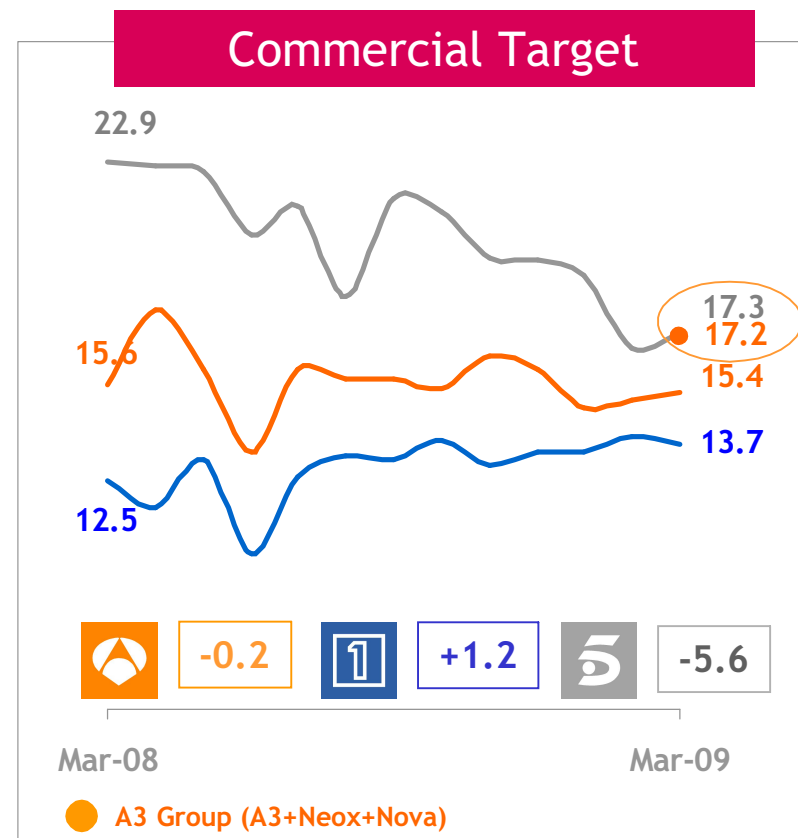
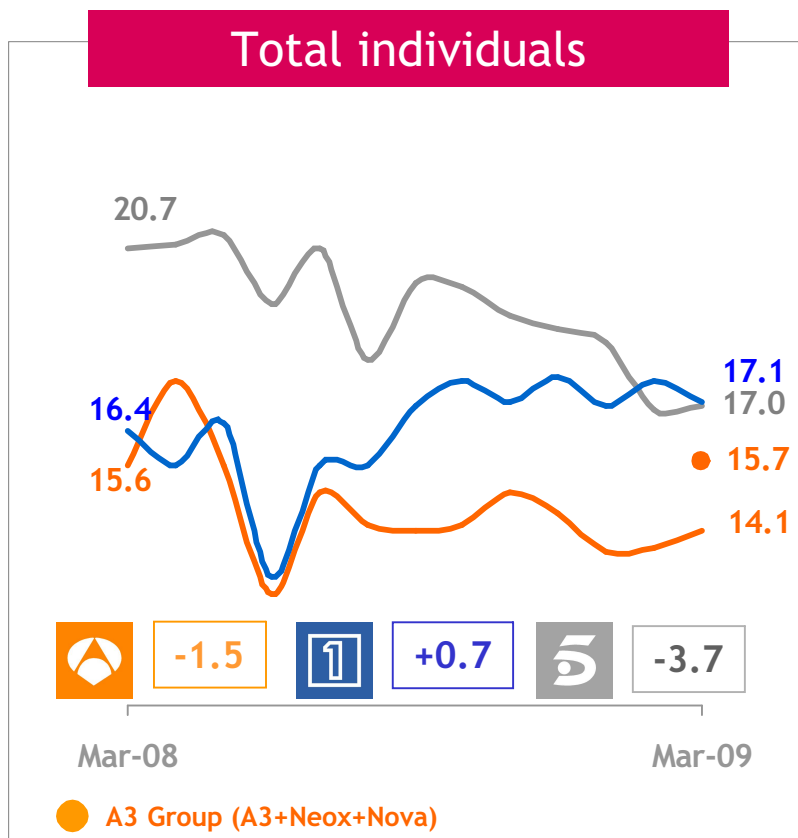
➔ Leadership in Commercial Target



Source: TNS Sofres  
 24h  
 Total individuals: 4+  
 Commercial Target: 16-54 yrs. Up to 10,000 inhabitants

# 1Q09: Prime Time Audience Performance

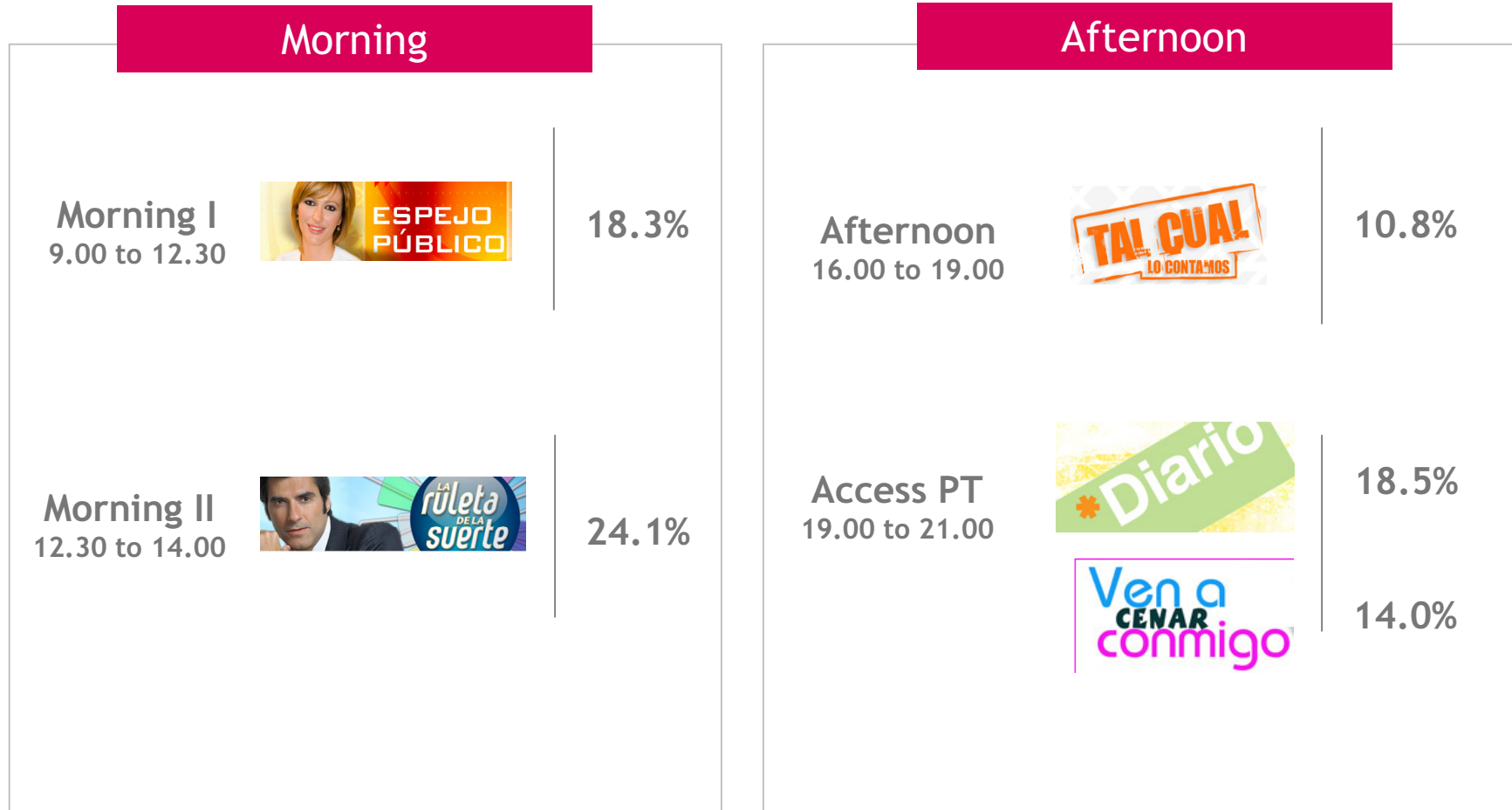
→ Closing the gap in Prime Time



Source: TNS Sofres  
 Prime Time: From 20:30 to 24:00h  
 Total individuals: 4+  
 Commercial Target: 16-54 yrs. Up to 10,000 inhabitants

# Contents

- Day Time contents based on own production with satisfactory audience share
- Leadership in the Morning slot



Source: TNS Sofres. Total Individuals:4+

# Contents

→ Large variety in contents in Prime Time

## SPANISH FICTION



**Doctor Mateo**  
Share 1Q09: 20.4%



**Los hombres de Paco**  
Share 1Q09: 16.7%

## SPORTS



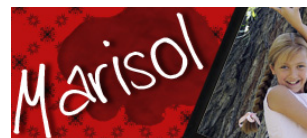
**Champions League**  
Share 1Q09: 31.1%

## ENTERTAINMENT



**¿Donde estás corazón?**  
Share 1Q09: 19.1%

## TV MOVIES



**Marisol, 23-F, Días sin Luz, Una bala....**  
Share 1Q 09: 15.8%

## FILMS



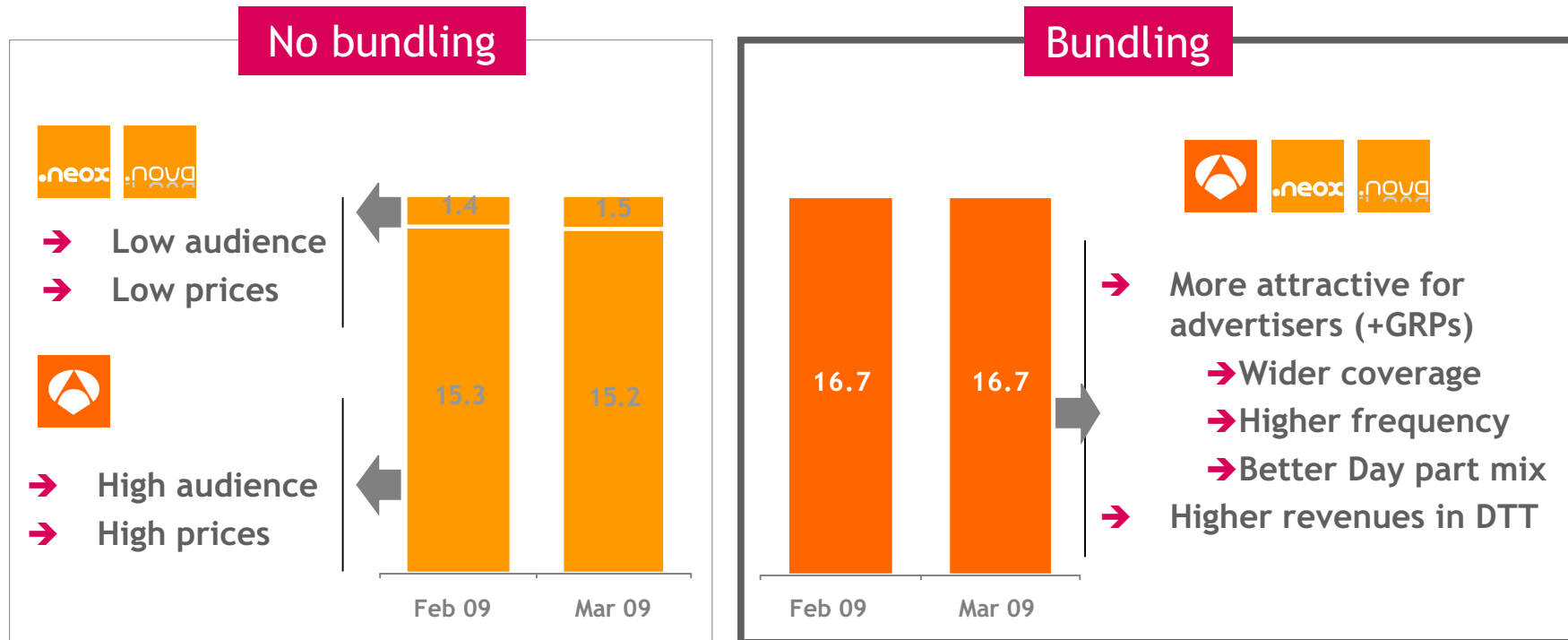
**Cinematrix**  
Share 1Q09: 16.1%

Source: TNS Sofres. Total Individuals:4+



## Advertising bundling

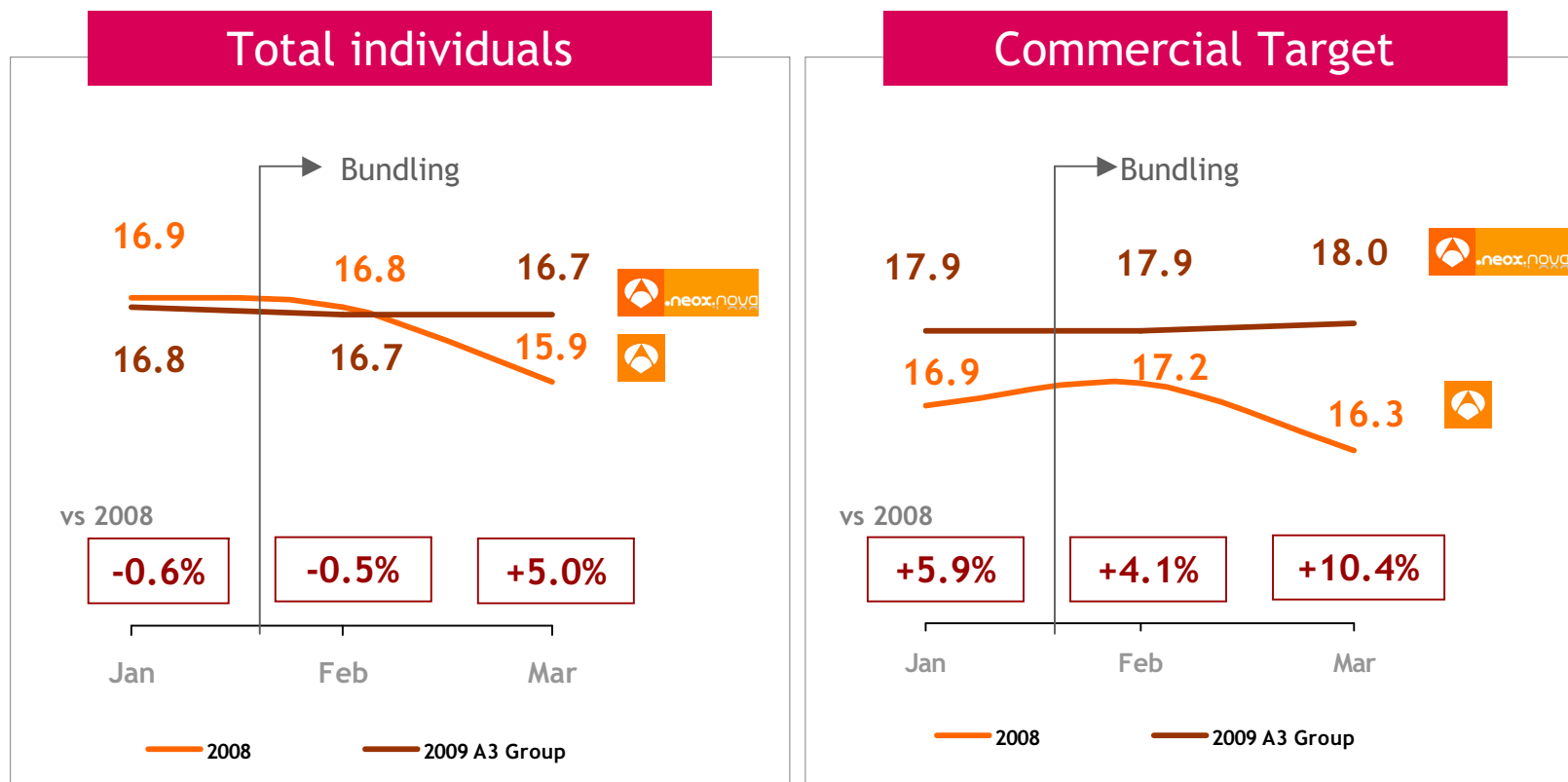
- As of 1st February 2009, advertising is simultaneously broadcasted on the three channels (A3+Neox+Nova)



Source: TNS Sofres. 24h, Total individuals 4+

## Advertising bundling

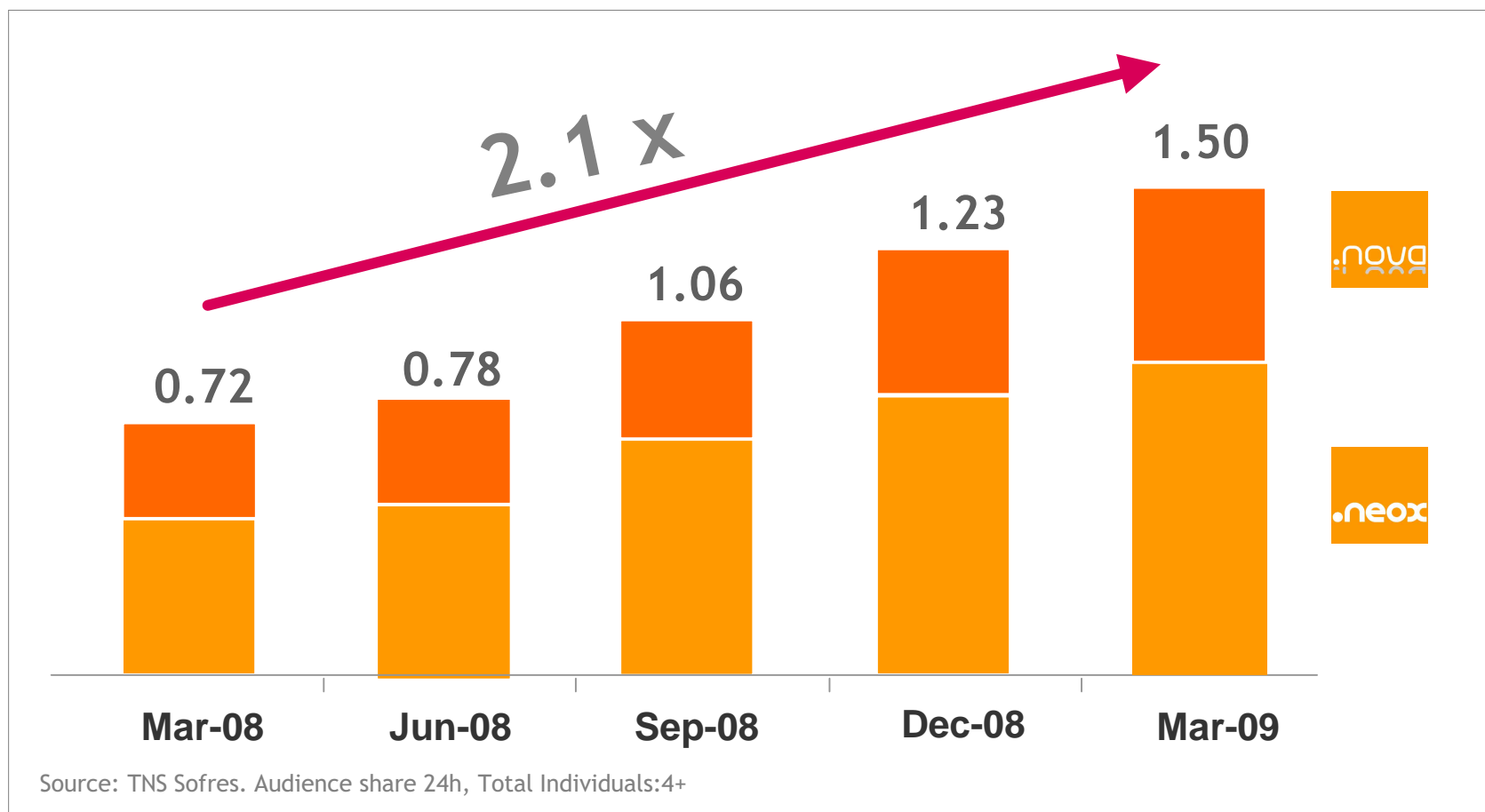
→ Relevant audience for advertisers: A3 Group's audience share



Source: TNS Sofres  
 24h  
 Total individuals: 4+  
 Commercial Target: 16-54 yrs. Up to 10,000 inhabitants

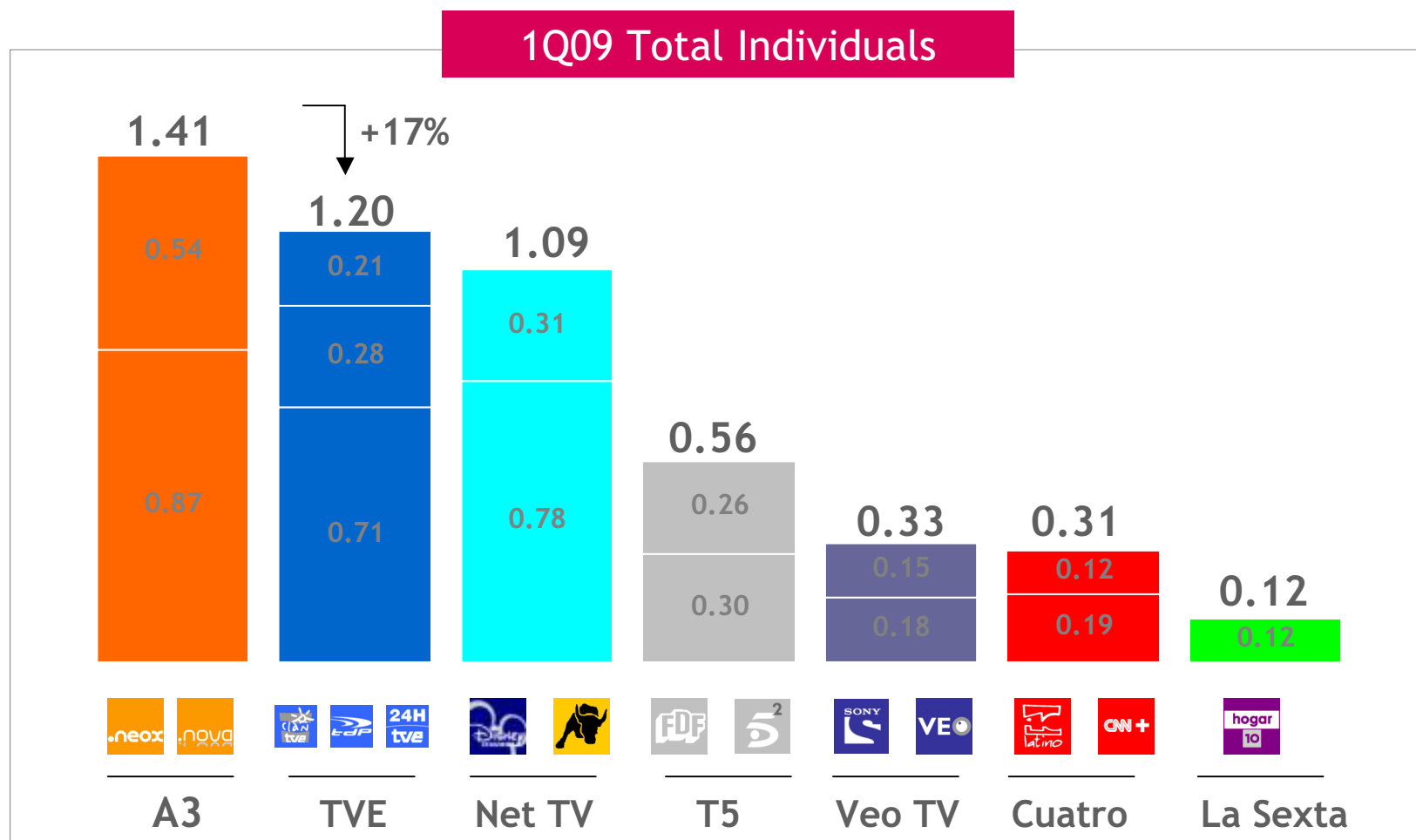
# DTT channels

- Our DTT channels doubled audience share y-o-y
  - Neox: from 0.47% to 0.96%
  - Nova: from 0.25% to 0.54%
- DTT penetration grew by 1.8x in last 12 months (from 28% to 41%)



# DTT channels

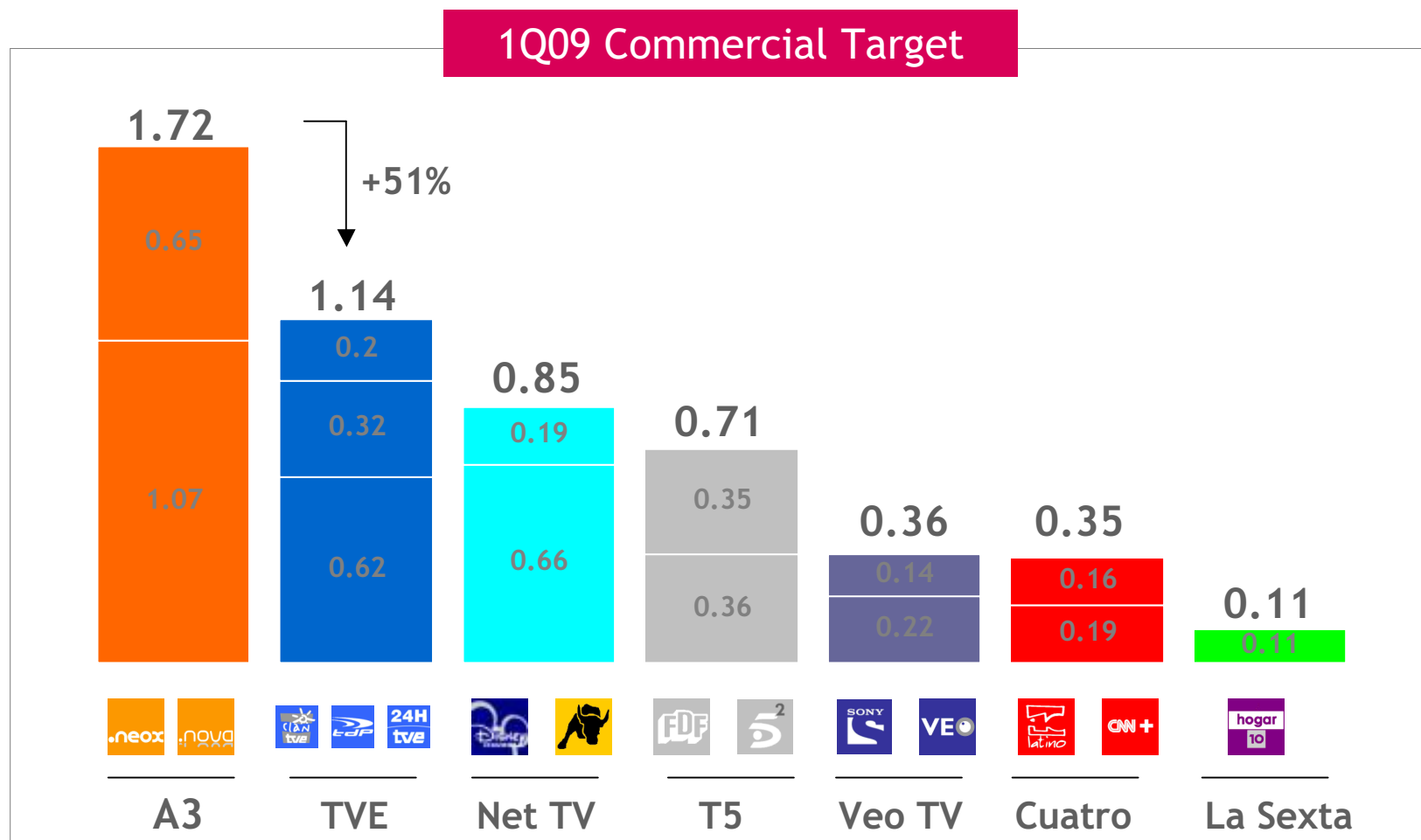
- A3 Group leads the DTT offer in 1Q 09, being the only player who is monetising its audience share by the advertising bundling



Source: TNS Sofres  
24h, Total Individuals: 4+

# DTT channels

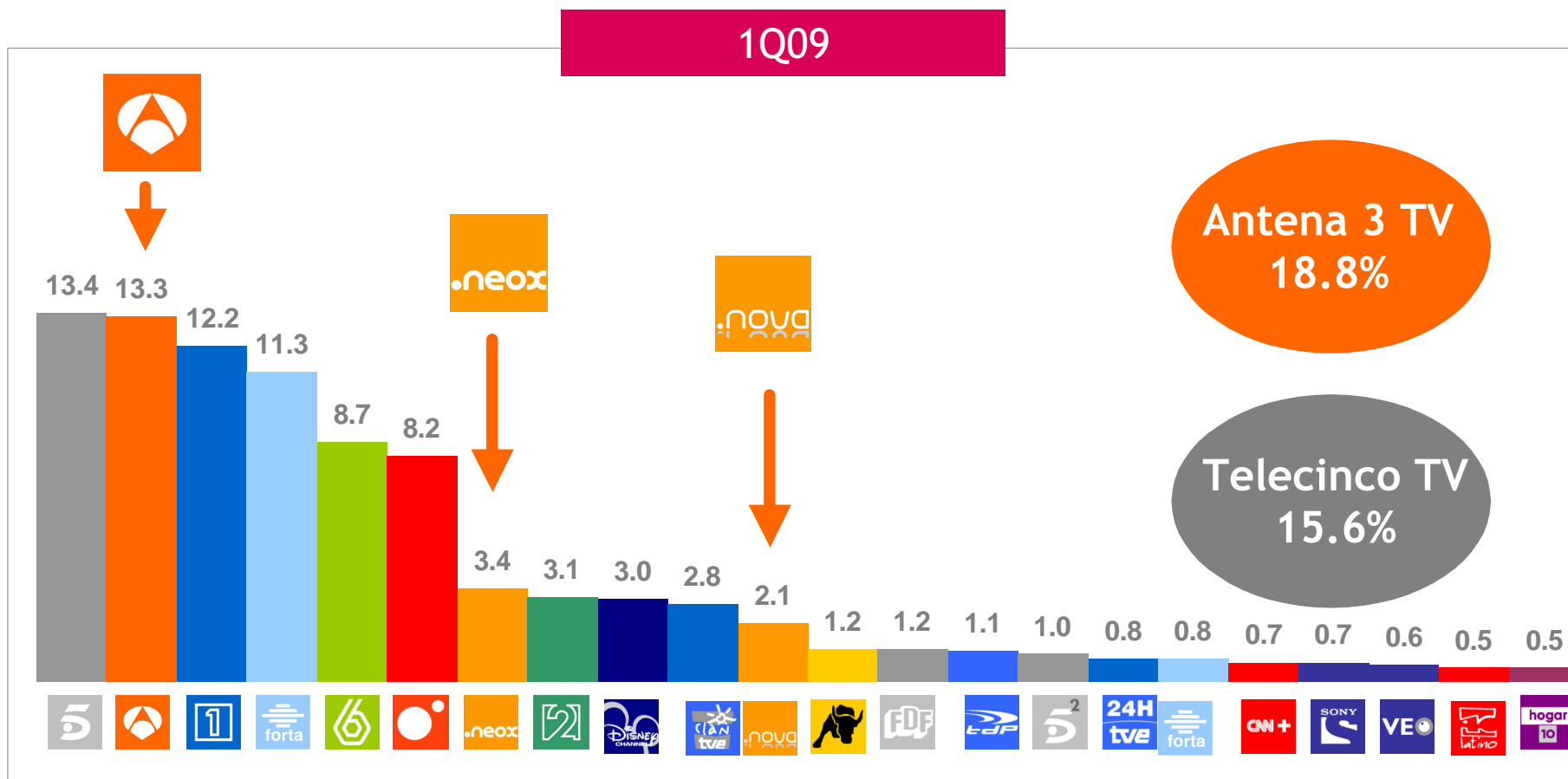
➔ Leadership is even more significant in Commercial Target



Source: TNS Sofres  
24h, Commercial Target: 16-54 yrs. Up to 10,000 inhabitants

# DTT household

- In a DTT household, Antena 3 Group holds the leadership among TV private players, increasing the gap with Telecinco



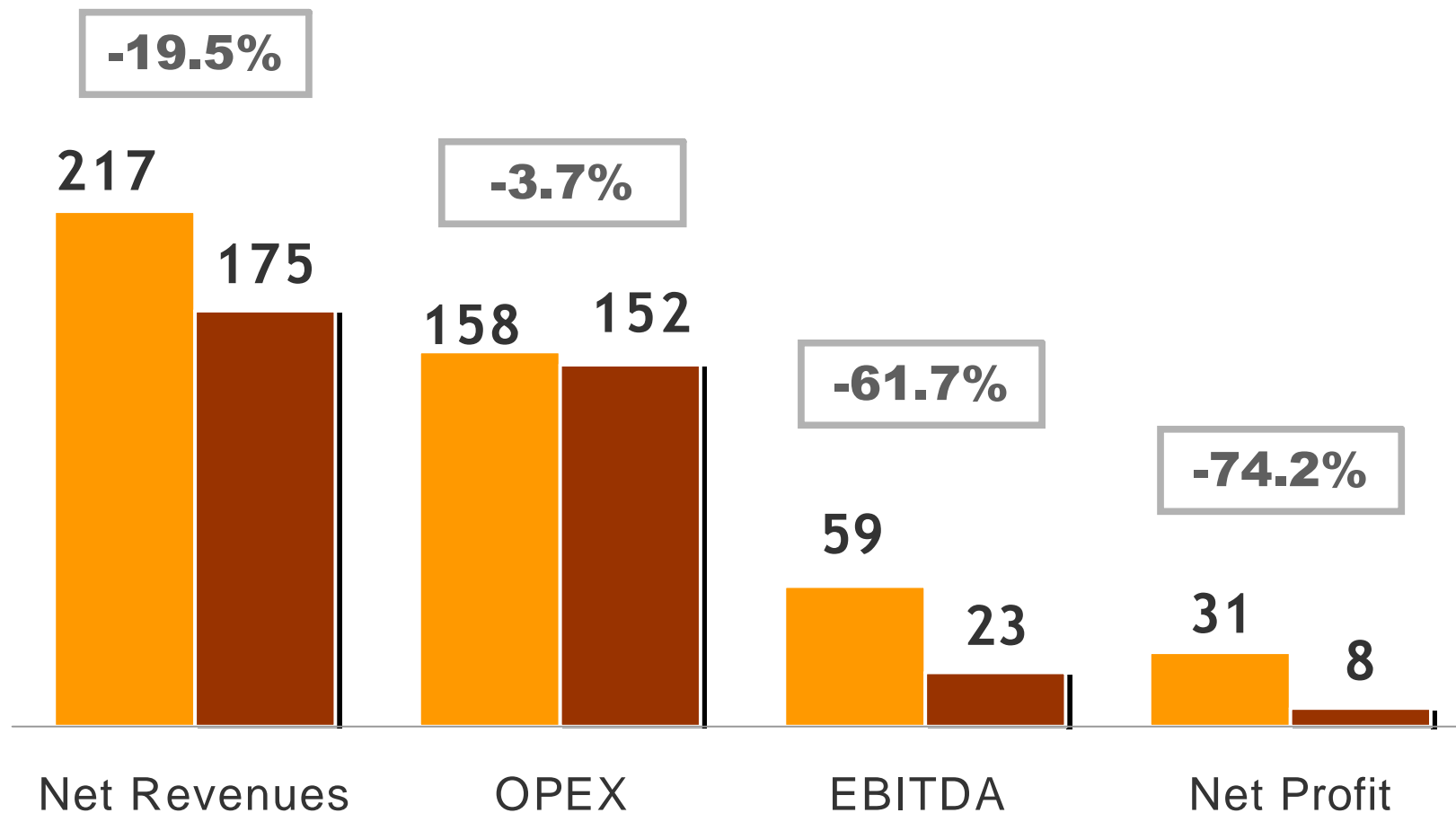
Source : TNS Sofres  
Share DTT (DTT: 100).24h, Total individuals 4+

Back Up Slides

# Consolidated Group (IFRS)

Financial Results 1Q09 € mill.

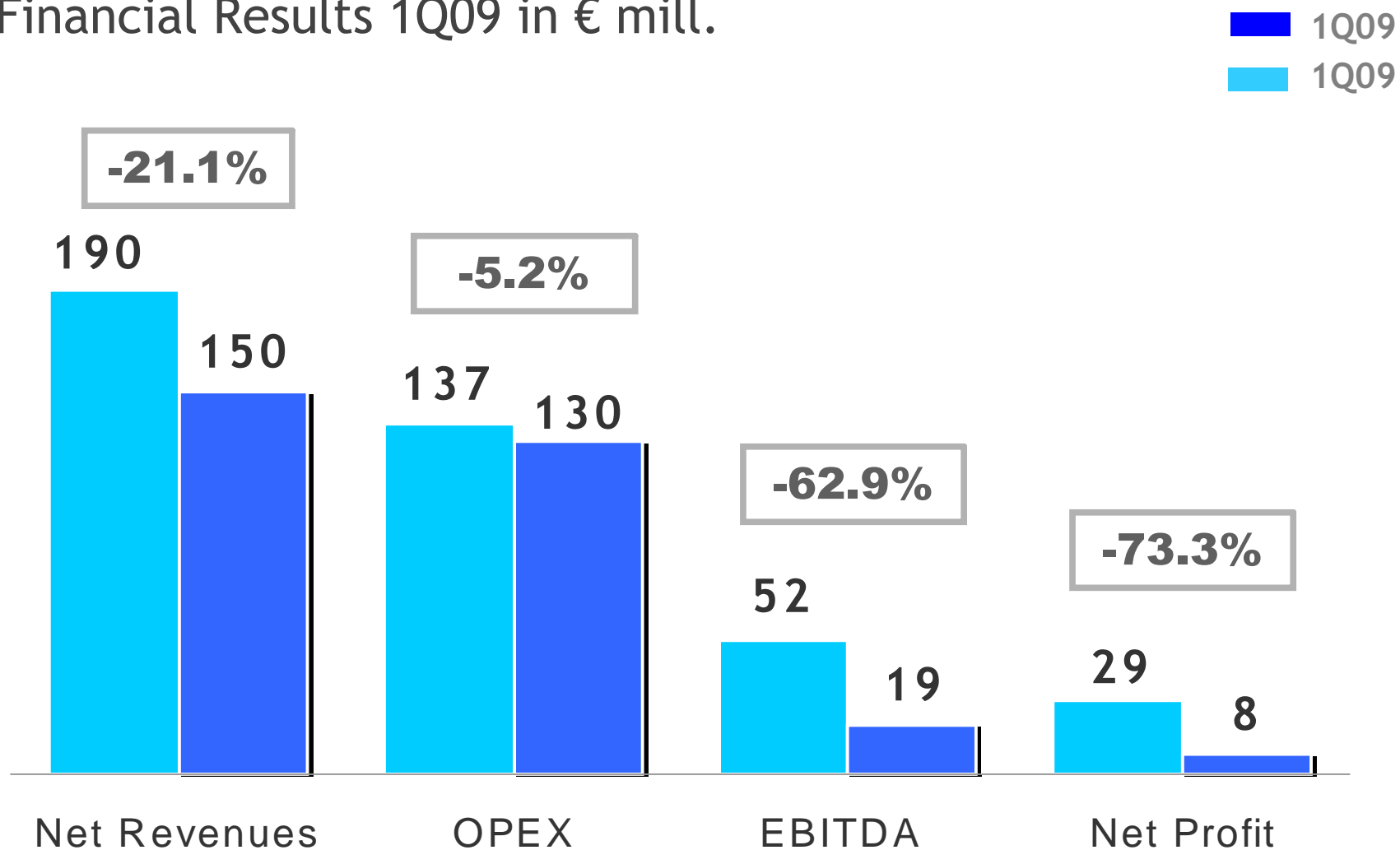
1Q08  
1Q09





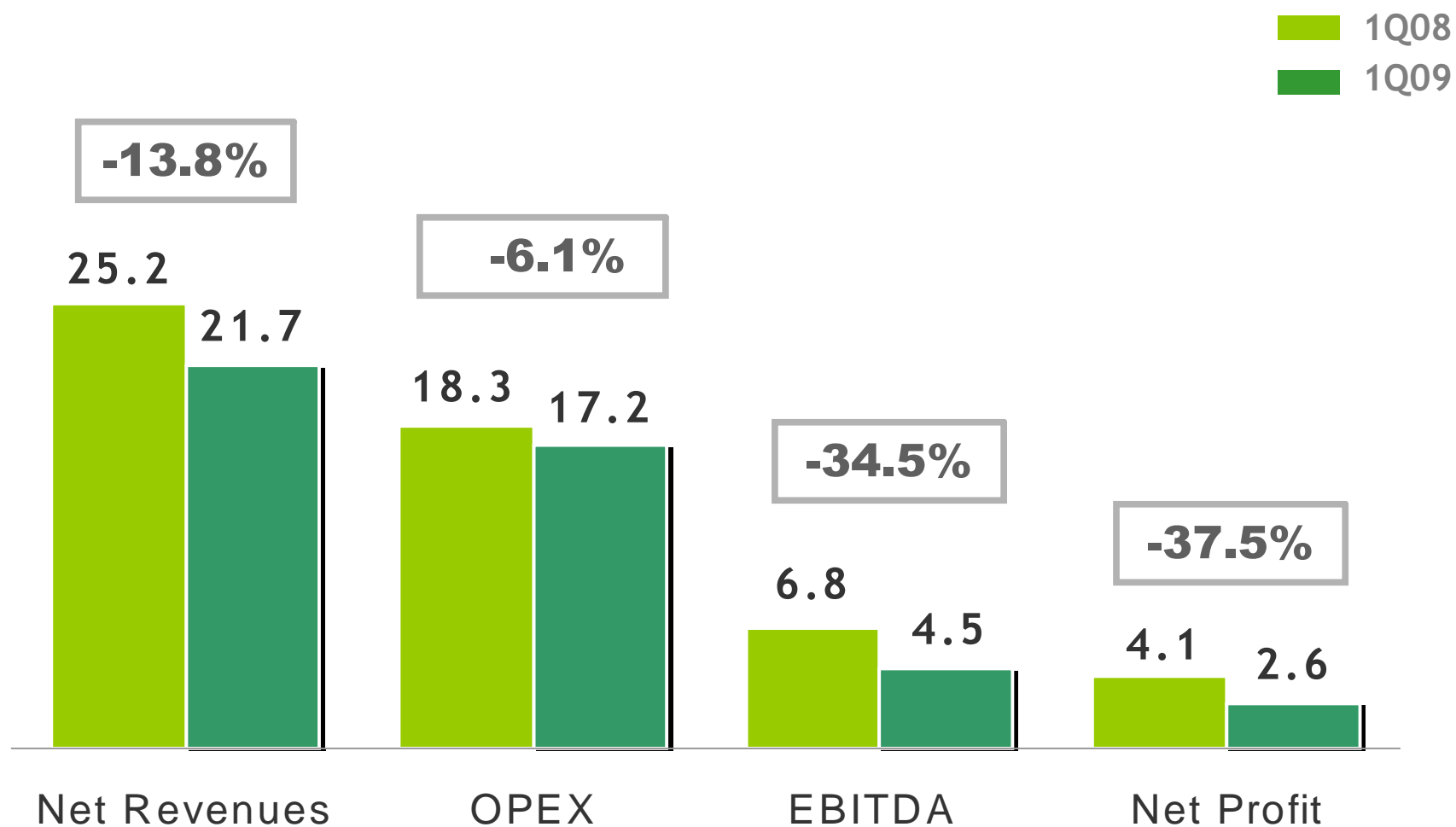
# Television (IFRS)

Financial Results 1Q09 in € mill.



# Radio (IFRS)

Financial Results 1Q09 in € mill.



# Radio

## Financials (IFRS). Proforma. Consolidated Radio Group 2008

€ mill	1Q08	2Q08	3Q08	4Q08	FY2008
Net Revenues	25.2	27.6	18.4	24.7	95.9
OPEX	18.4	17.9	16.8	18.4	71.4
EBITDA	6.8	9.7	1.6	6.3	24.5
Net profit	4.1	5.9	0.6	4.0	14.6

Includes Uniprex, UIR, RKOR and minor radio subsidiaries

Source: Antena 3

# Legal Notice

The information contained in this presentation has not been independently verified and is, in any case, subject to negotiation, changes and modifications.

None of the Company, its shareholders or any of their respective affiliates shall be liable for the accuracy or completeness of the information or statements included in this presentation, and in no event may its content be construed as any type of explicit or implicit representation or warranty made by the Company, its shareholders or any other such person. Likewise, none of the Company, its shareholders or any of their respective affiliates shall be liable in any respect whatsoever (whether in negligence or otherwise) for any loss or damage that may arise from the use of this presentation or of any content therein or otherwise arising in connection with the information contained in this presentation. You may not copy or distribute this presentation to any person.

The Company does not undertake to publish any possible modifications or revisions of the information, data or statements contained herein should there be any change in the strategy or intentions of the Company, or occurrence of unforeseeable facts or events that affect the Company's strategy or intentions.

This presentation may contain forward-looking statements with respect to the business, investments, financial condition, results of operations, dividends, strategy, plans and objectives of the Company. By their nature, forward-looking statements involve risk and uncertainty because they reflect the Company's current expectations and assumptions as to future events and circumstances that may not prove accurate. A number of factors, including political, economic and regulatory developments in Spain and the European Union, could cause actual results and developments to differ materially from those expressed or implied in any forward-looking statements contained herein.

The information contained in this presentation does not constitute an offer or invitation to purchase or subscribe for any ordinary shares, and neither it nor any part of it shall form the basis of or be relied upon in connection with any contract or commitment whatsoever.