



**PRESENTATION TO  
ANALYSTS & INVESTORS**

**ATRESMEDIA**



**MADRID, DECEMBER 4, 2018**

**SPEAKER**



**Ignacio Corrales**  
General Manager  
Atresmedia Studios

**ATRESMEDIA STUDIOS**

ATRESMEDIA  
**STUDIOS**

- 01. WHY?**
- 02. WHAT?**
- 03. HOW?**
- 04. WHAT FOR?**

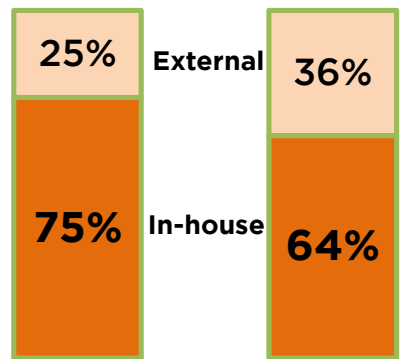
**01**

**WHY?**

01 | WHY? - KNOW HOW  
ATRESMEDIA TV: IN-HOUSE PRODUCTION IS OUR CORE BUSINESS

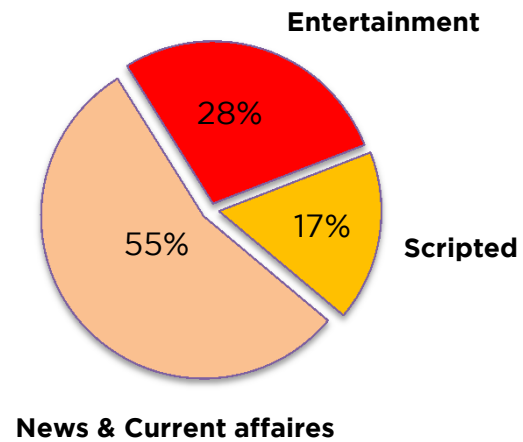


**In-house vs external production**  
In broadcasting hours 2017



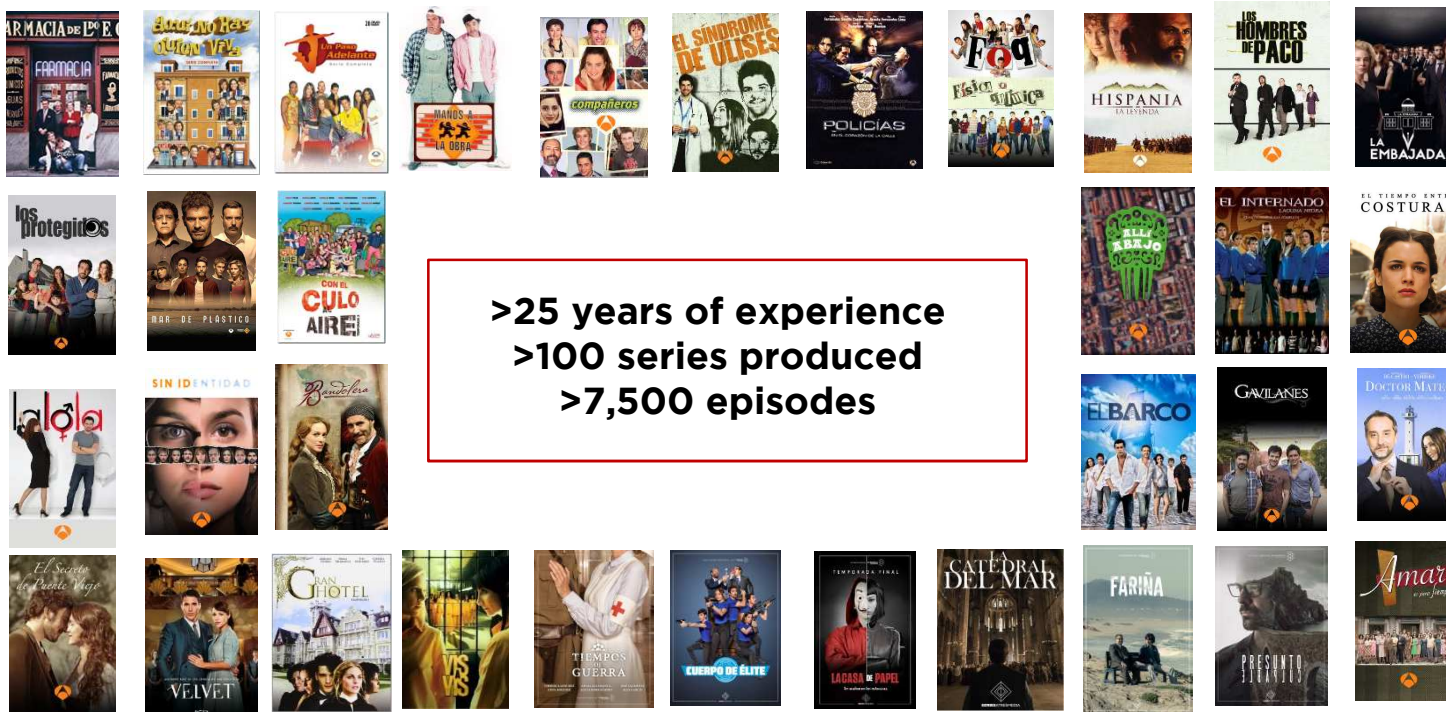
Weighted average  
for all 6 channels\*

**In-house production by type of content**  
In production hours 2017



\*based on audience per channel

01 | WHY? - KNOW HOW  
SERIES ATRESMEDIA, THE JEWEL OF THE CROWN



01 | WHY? - KNOW HOW  
ATRESMEDIA CINEMA, KEY PLAYER IN FEATURE FILMS



01 | WHY? - KNOW HOW  
INTERNATIONAL SALES SUPPORTED BY TOP QUALITY CONTENTS



**Gran Hotel**  
(113 countries)



**Velvet**  
(112 countries)



**Mar de plástico**  
(71 countries)



**Vis a Vis**  
1<sup>st</sup> Spanish series  
in UK (channel 4)  
Available in Netflix



**El Tiempo  
entre costuras**  
(56 countries)  
1<sup>st</sup> Spanish series  
in Japan (NHK)



**El Secreto de  
Puente Viejo**  
(53 countries)  
5 years leading  
fiction  
in Canale 5  
(Italia) in  
afternoon and  
PT slots

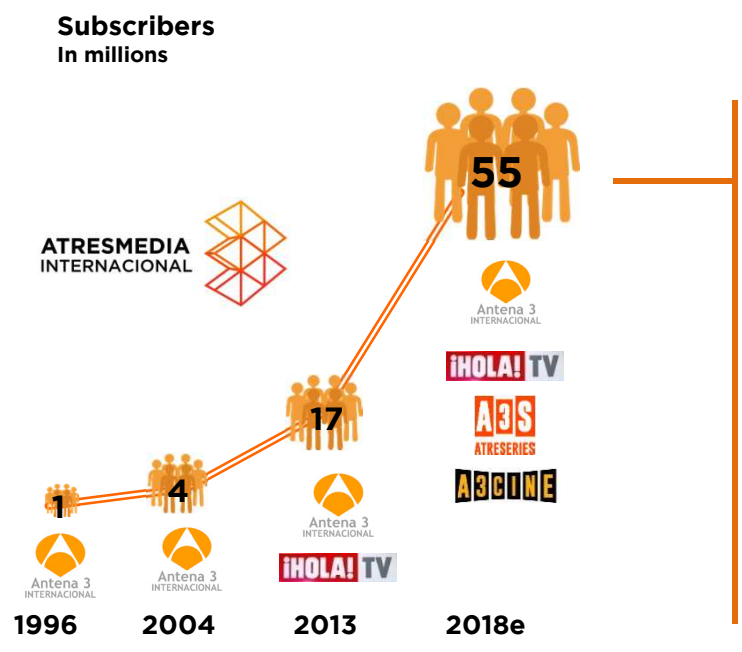


**La casa de papel**  
Most watched  
non-english series  
in Netflix ever  
  
First International  
Emmy Award for  
a Spanish series  
ever

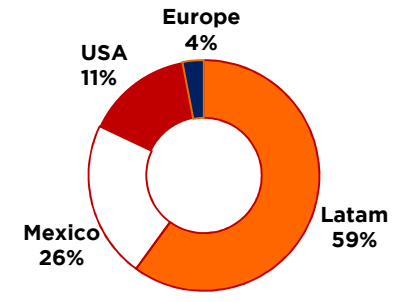


01 | WHY? - KNOW HOW

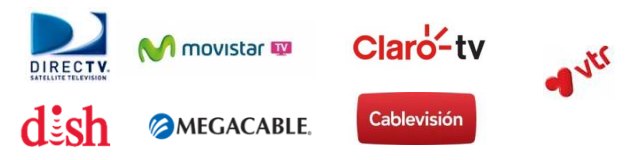
ATRESMEDIA INTERNATIONAL, THE LARGEST OFFSHORE NETWORK AMONG EUROPEAN COMMERCIAL BROADCASTER'S



> 30 countries



>100 operators



01 | WHY? - HIGH DEMAND  
HIGH LOCAL AND INTERNATIONAL DEMAND FOR TV CONTENT



## Netflix's \$8 Billion Content Budget to Fund 700 TV Shows and Movies

HOME ENTERTAINMENT

## Netflix doubling European content budget to \$1B



## Amazon Expected To Spend \$5 Billion On Video Content This Year

Netflix to ramp up productions in Europe in 2019

Streaming service alarms rival broadcasters with move to make 221 projects in region next year



ATRESMEDIA



ATRESMEDIA  
STUDIOS

WHY?



International  
brand  
recognition

Proven  
Know-how &  
Expertise

High local and  
international  
demand for TV  
content

Global-oriented  
explotation

**02**

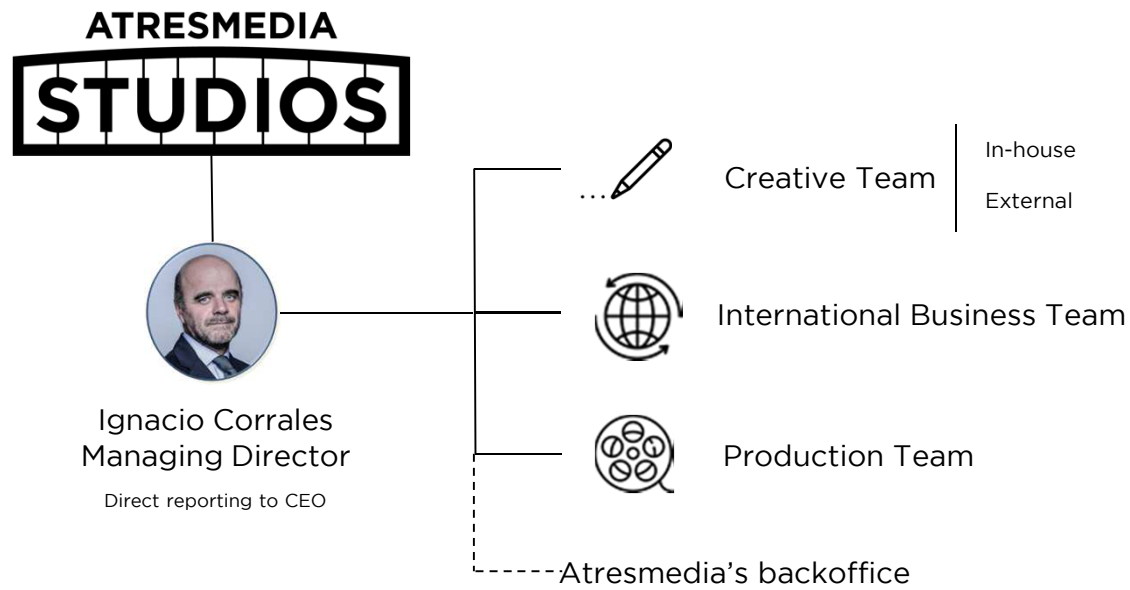
**WHAT?**

**A** brand new company (2018), 100% Atresmedia



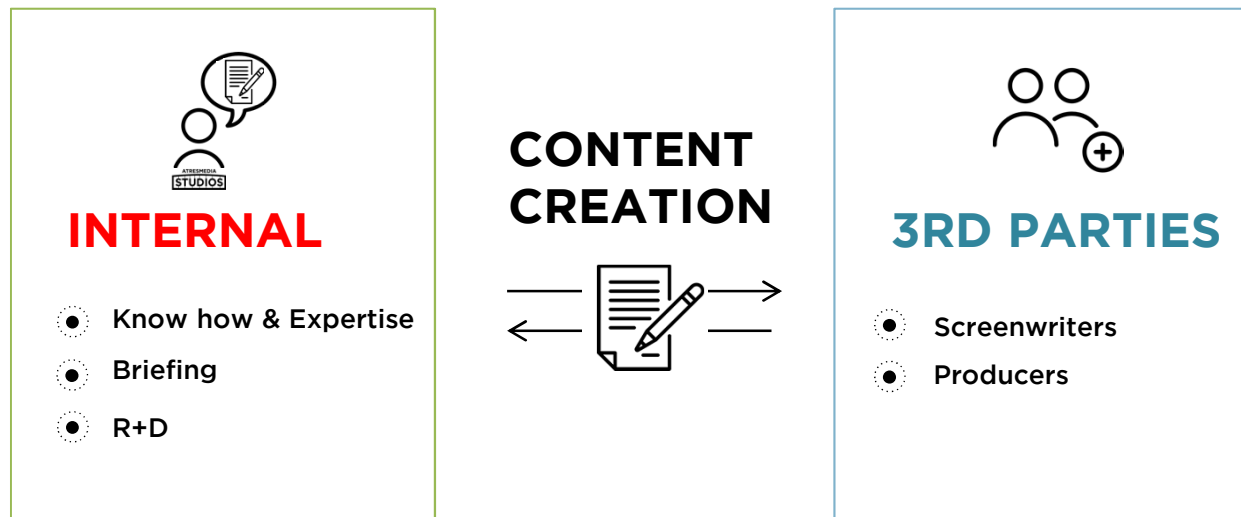
**S**caled content production company

**O**riented to national and international third-party players



**03**

**HOW?**





## CONTENT EXPLOTATION

### COMMISIONING

Originals

IP: No

Margins: ~10%

Potential clients:

Movistar +, Netflix,  
Amazon, HBO, Apple,...

### CO-PRODUCTION

Multiplatform (OTT,  
Broadcaster, International  
Sales,...)

IP: Yes

Margins: ~10-15%

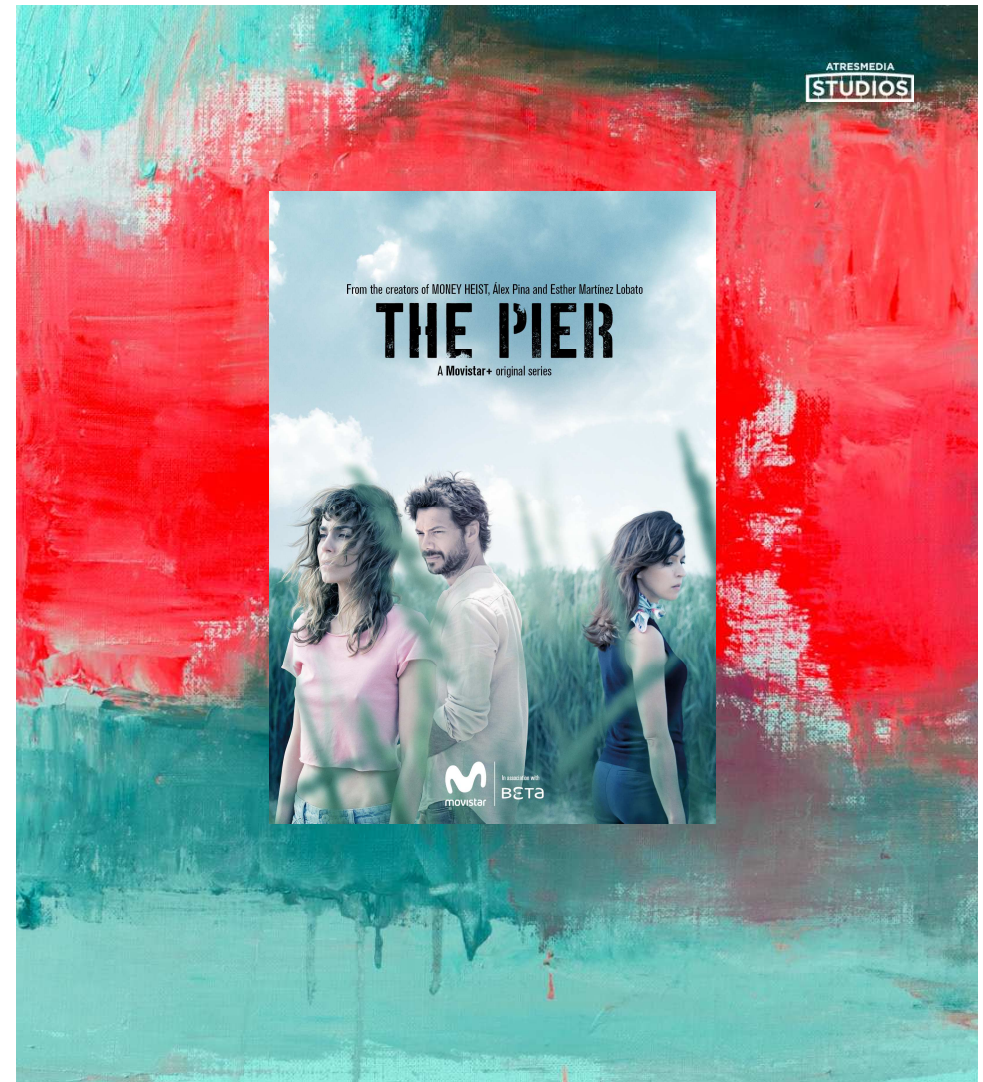
Potential markets:

Europe Latam RoW

## Commisioning: Example

### EL EMBARCADERO

- **Format:** 16 X 50'
- **Producted by:** Atresmedia Studios & Vancouver Media
- **Premiere:** Q1 2019



## Coproduction: Example

# PEQUEÑAS COINCIDENCIAS

- **Format:** 8 X 50'
- **Produced by:** Atresmedia Studios Co-production
- **Premiere:** Nov 2018



**And more to come:**

**2019?**

- + Originals
- + Co-productions
- + Talent
- + Markets



## POTENTIAL MARKETS AND CUSTOMERS



### SPAIN

M+  
Amazon  
Netflix  
HBO  
Atresmedia

### LATAM

Telemundo  
Televisa  
Viacom  
Turner  
Fox

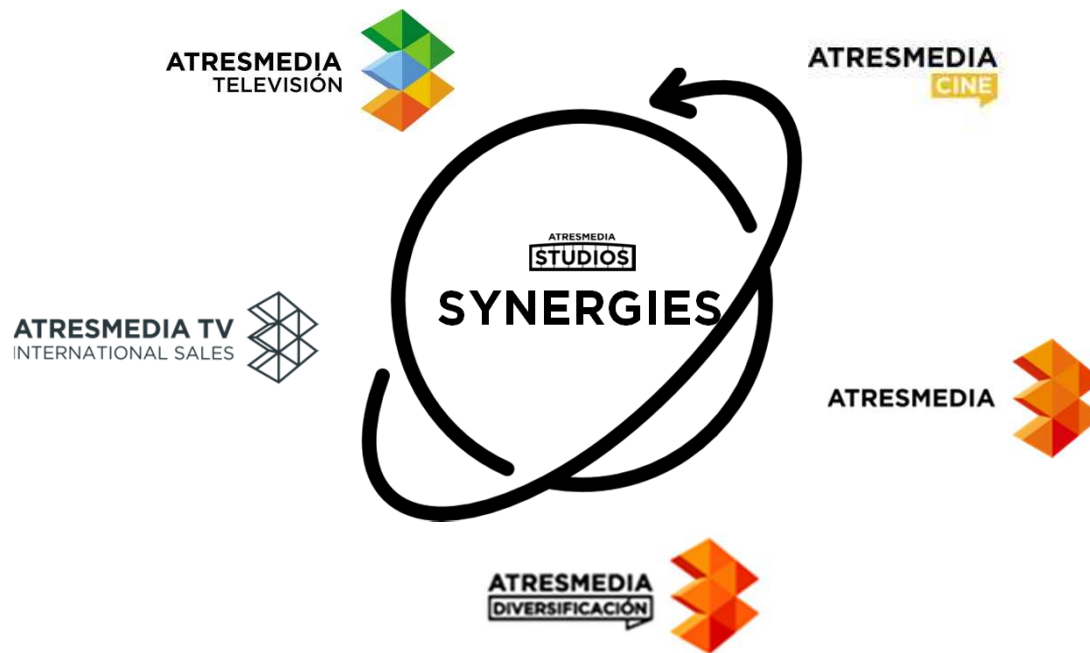
### EUROPE (FR, IT, GER, UK & NORDICS)

Broadcasters  
Producers  
Distributors  
OTT

### ASIA

Distributors

03 | HOW? -CLEAR SYNERGIES WITH THE GROUP

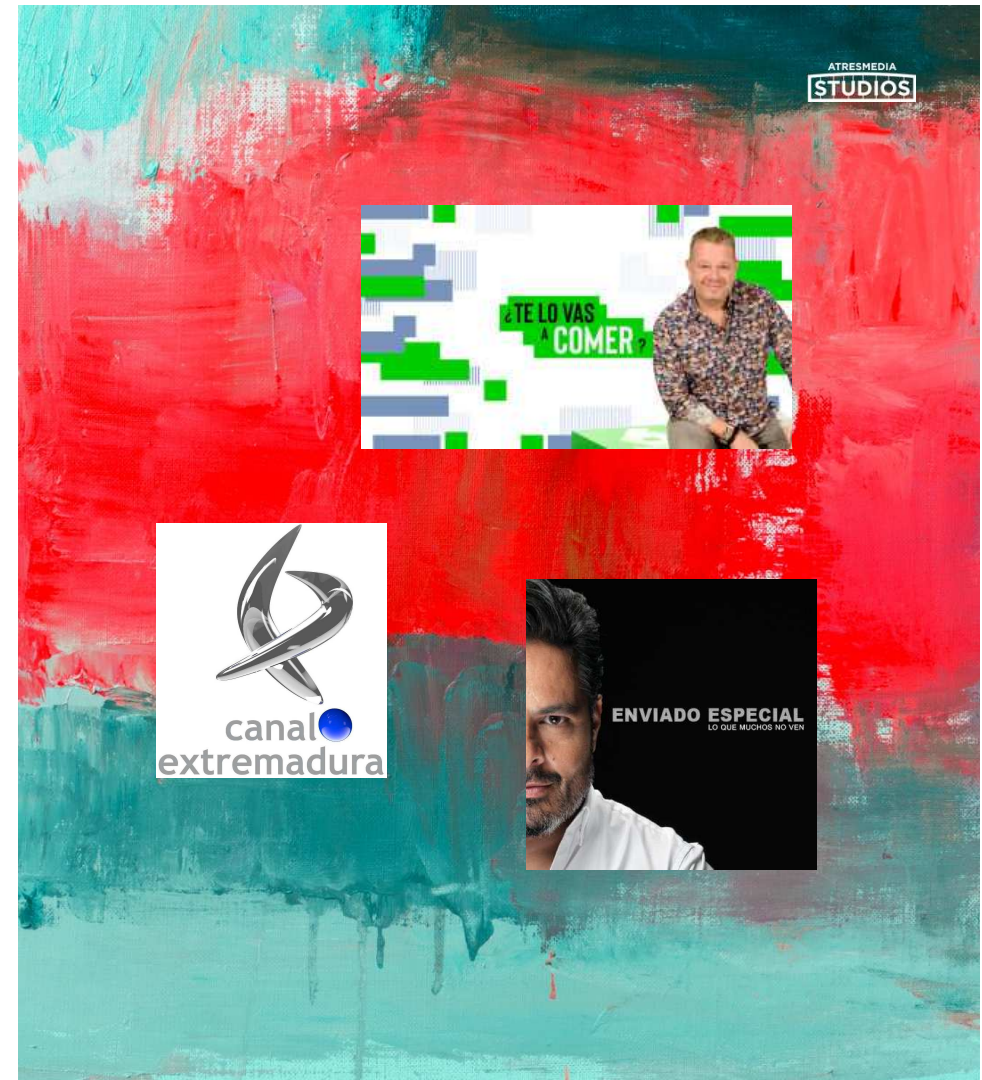


**Room to grow in unscripted:**

**HOW?**



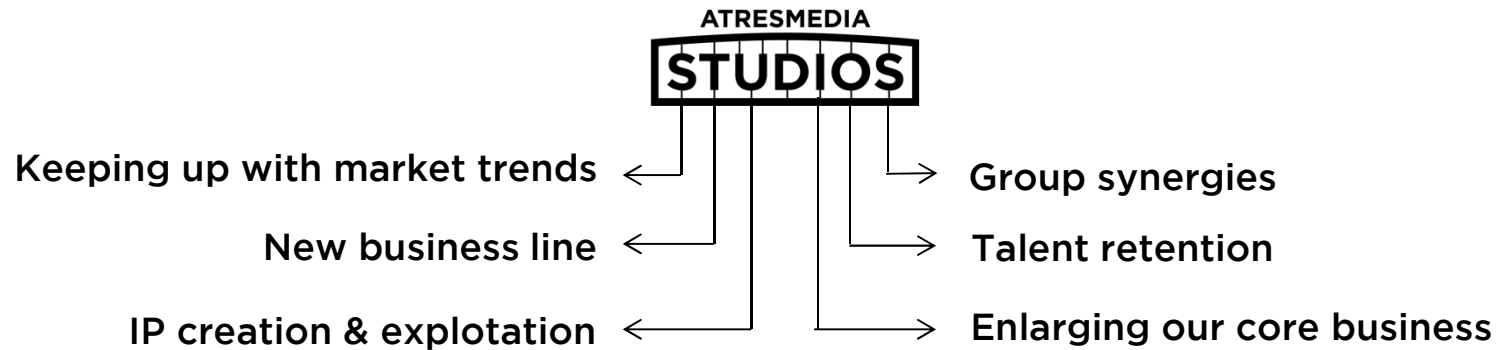
- **An Atresmedia Studios' division**
- **Large experience in unscripted content for in-house and external production**



**04**

**WHAT FOR?**





## Our mid-term goal:

- **3-4 series/year (scripted)**
- **Expand our client base (international approach)**
- **Minimum Margin: ~ 10%**
- **Enter in projects on unscripted**

**3(1/2)**  
ATRESMEDIA

