

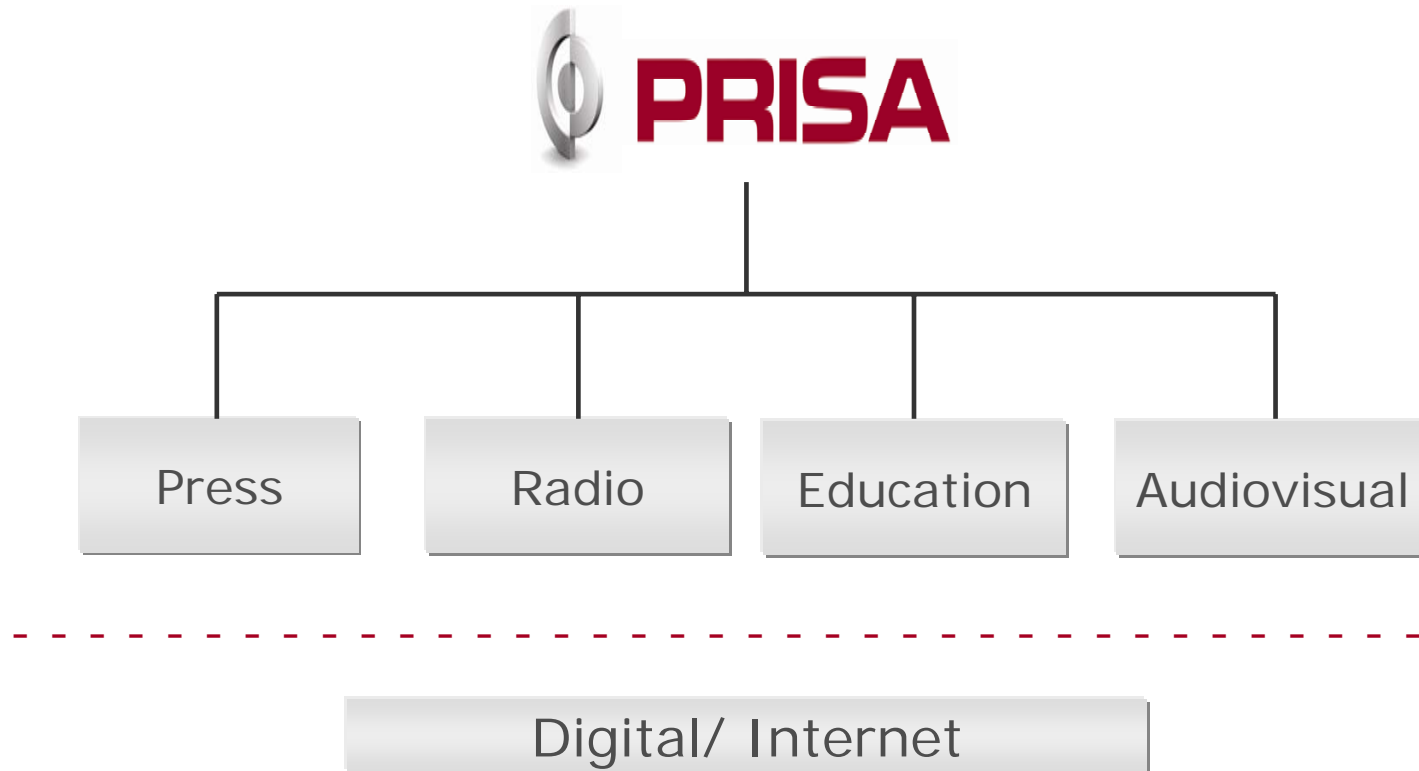


**PRISA**

**Santander Iberian Small&Mid Cap Conference**

Ignacio Santillana, COO

# PRISA : STRUCTURE



## CONSOLIDATE THE IBERIAN AUDIOVISUAL MARKET:

### ➡ **Sogecable** (42.9% stake):

- Changes significantly the operational profile of Prisa.
- **Leadership** position on **Digital +**.
- Growth opportunity on **Cuatro**: 6.4% all day audience share 2006.

### ➡ **Media Capital** (33% stake):

- **Leader TV** in Portugal: 34.8% all day audience share 2006.
- Voluntary take over bid for the 100% of Media Capital.

### ➡ **Localia**:

- Local TV network with **98 stations** in Spain.
- Focusing on the **local part** of the business, controlling costs.

### ➡ **Plural**:

- Profitable business, with strong **growth perspectives**.
- **Sinergies** Plural- Sogecable- Media Capital.

# **PRISA : STRATEGY**

## DEVELOPING RADIO:

Becoming the largest radio group of the world, with presence **in 11 countries**, managing **over 1,200 radio stations** and with **more than 28 million listeners**.



**DEVELOPING RADIO:**

	Radio advertising market 2006E (Million €)	Audience share %
• Spain	631	53%
• USA * (Miami)	76	32%
• USA * (LA)	145	n.a.
• Mexico	320	11%
• Colombia	90	38%
• Chile	47	7%
• Argentina	30	22%
• Portugal	56	23%
<b>TOTAL</b>	<b>1,395</b>	

(\*) Hispanic Radio markets

Source: Zenith Optimedia , EGM and Prisa estimates

## EDUCATION:

- **Spain:**
  - **New education law:** opportunity to gain market share.
- **Growth potential in Latam:**
  - Increase of population.
  - Growth opportunity on the **institutional market:** increase of market share in Brazil.
- **Training**
- **Education on line**

# **PRISA : STRATEGY**

## **DIGITAL:**

- Prisacom integrates **all digital developments of the Group:**

General information  
Education  
Leisure and entertainment

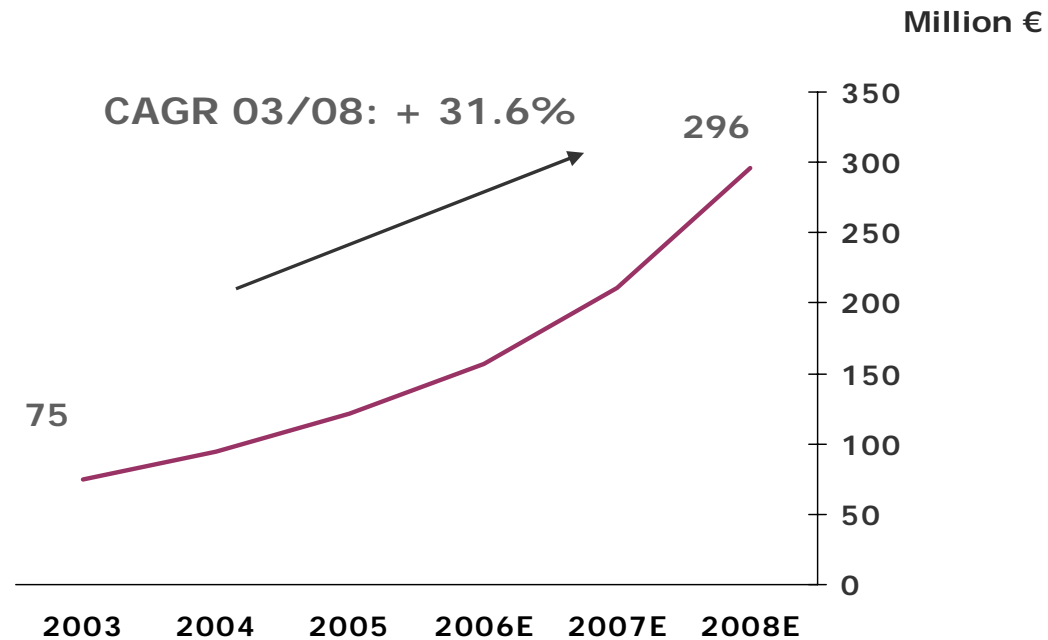


More than 13.5 million  
unic users

- Developing **new products.**
- **Breakeven** at the operating level in 2006.

**DIGITAL:**

- **Broadband penetration** increasing significantly in Spain: 6.5 million broadband lines November 2006, + 29.8%).
- **Internet advertising evolution** in Spain:



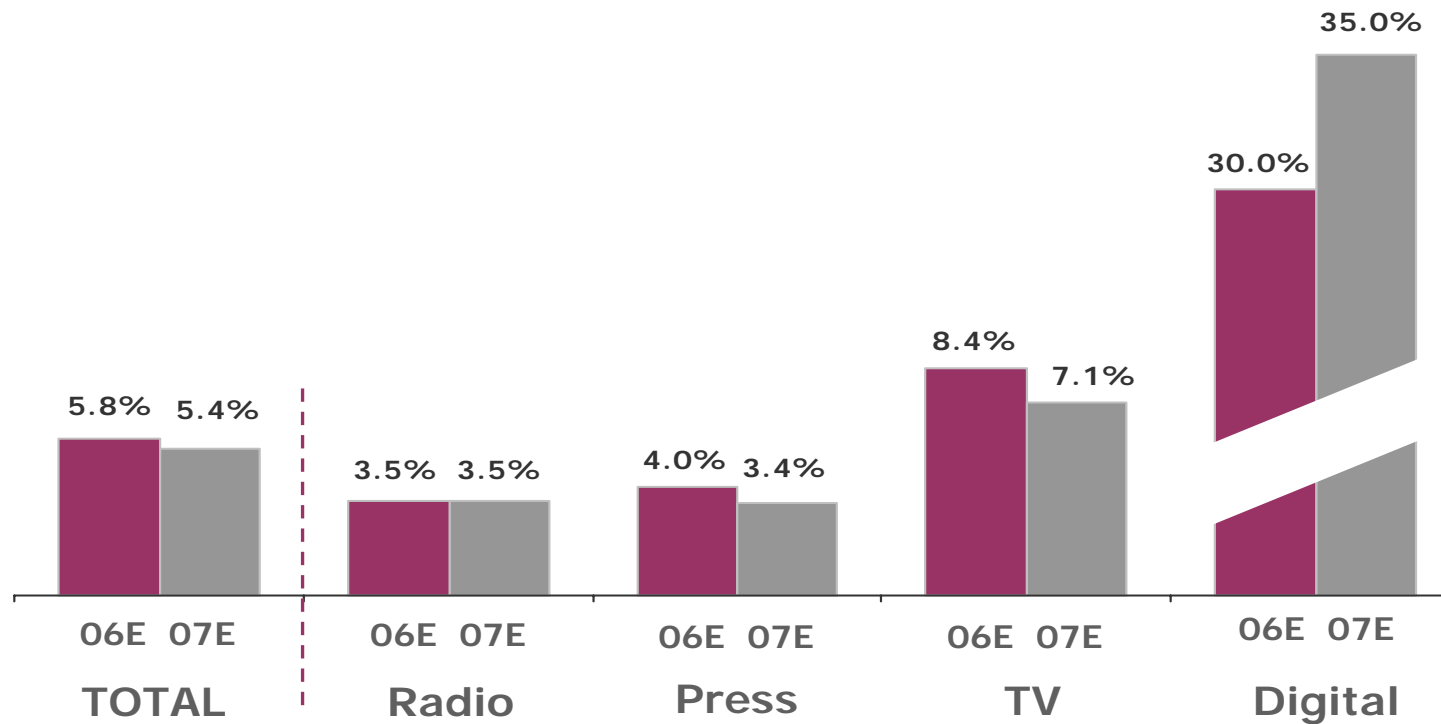
Source: Zenith OptiMedia



# **PRISA: MAIN SOURCE OF REVENUES UPDATE**

## ADVERTISING:

Advertising expenditure growth in Spain  
2006E and 2007E (%)



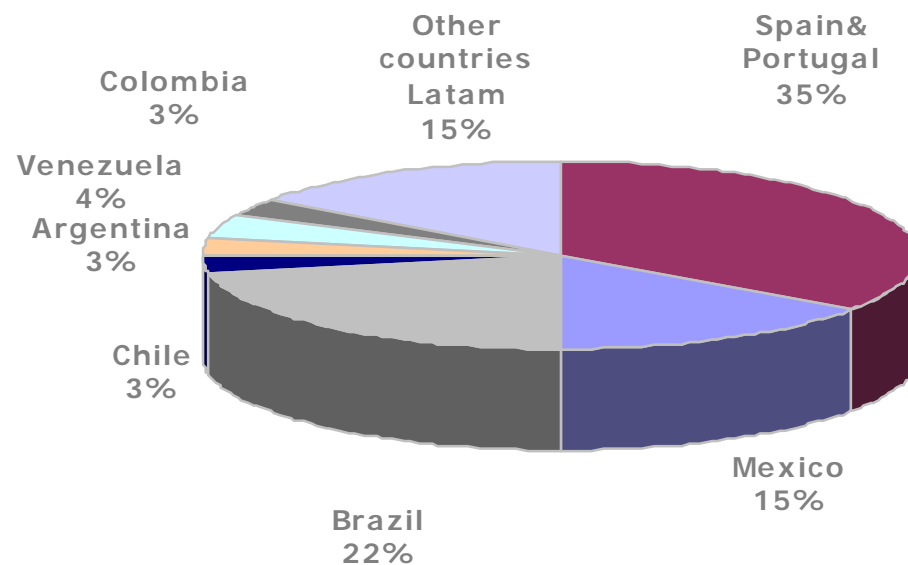
Source: Zenith OptiMedia

# **PRISA: MAIN SOURCE OF REVENUES UPDATE**

## PUBLISHING:

- 9M 2006: strong figures, **Brazil** (+42.2%), **Chile** (+48.9%), **Peru** (+22.1%) and **Argentina** (+17.2%).
- Positive evolution in **Spain**, increasing its market share by 1%.

### Geographic breakdown of revenues FY06E

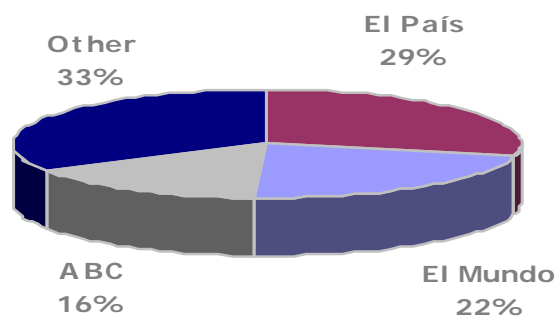


# PRISA: MAIN SOURCE OF REVENUES UPDATE

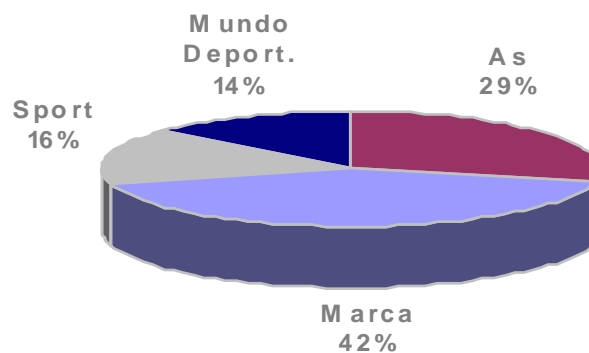
## NEWSPAPERS:

	January-December 2006	06/05 Change %	January-September 2006	06/05 Change %
El País	432,204	-4.7%	437,109	-6.9%
As	214,654	2.4%	213,912	---
Cinco Días	33,997	11.7%	33,337	10.4%

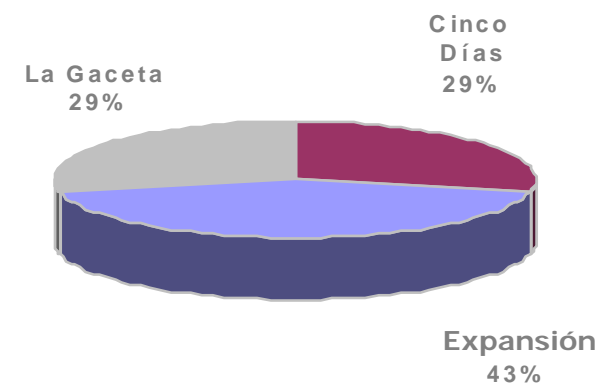
### General Press



### Sport Press



### Financial Press



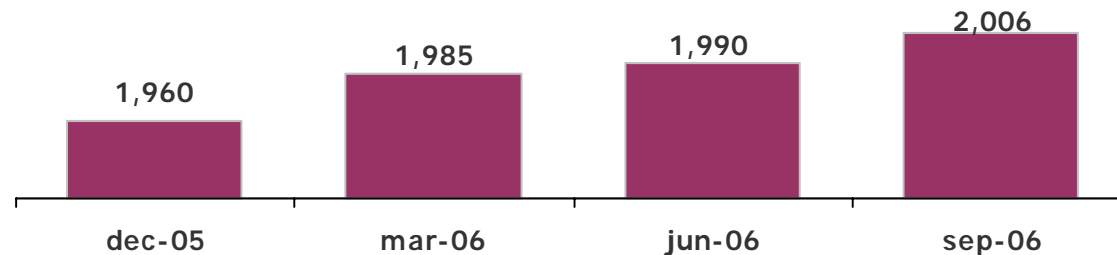
Source: OJD, December 2006 ( Pending verification)

## **PRISA: MAIN SOURCE OF REVENUES UPDATE**

### SUBSCRIBERS:

- Sogecable is fully consolidated from the 1st of April, 2006.
- Digital + : **2,006,000 subscribers** 9M06.

#### Digital+ subscribers evolution (thousand of subscribers)



- Cuatro: January 2007 all day audience share: **7.5%**



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