A WARM WELCOME TO THE 2007 MARKET ENVIRONMENT

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Agenda

- ✓ The advertising market in 2006
- ✓ ATRES Advertising
- ✓ What the future has in store

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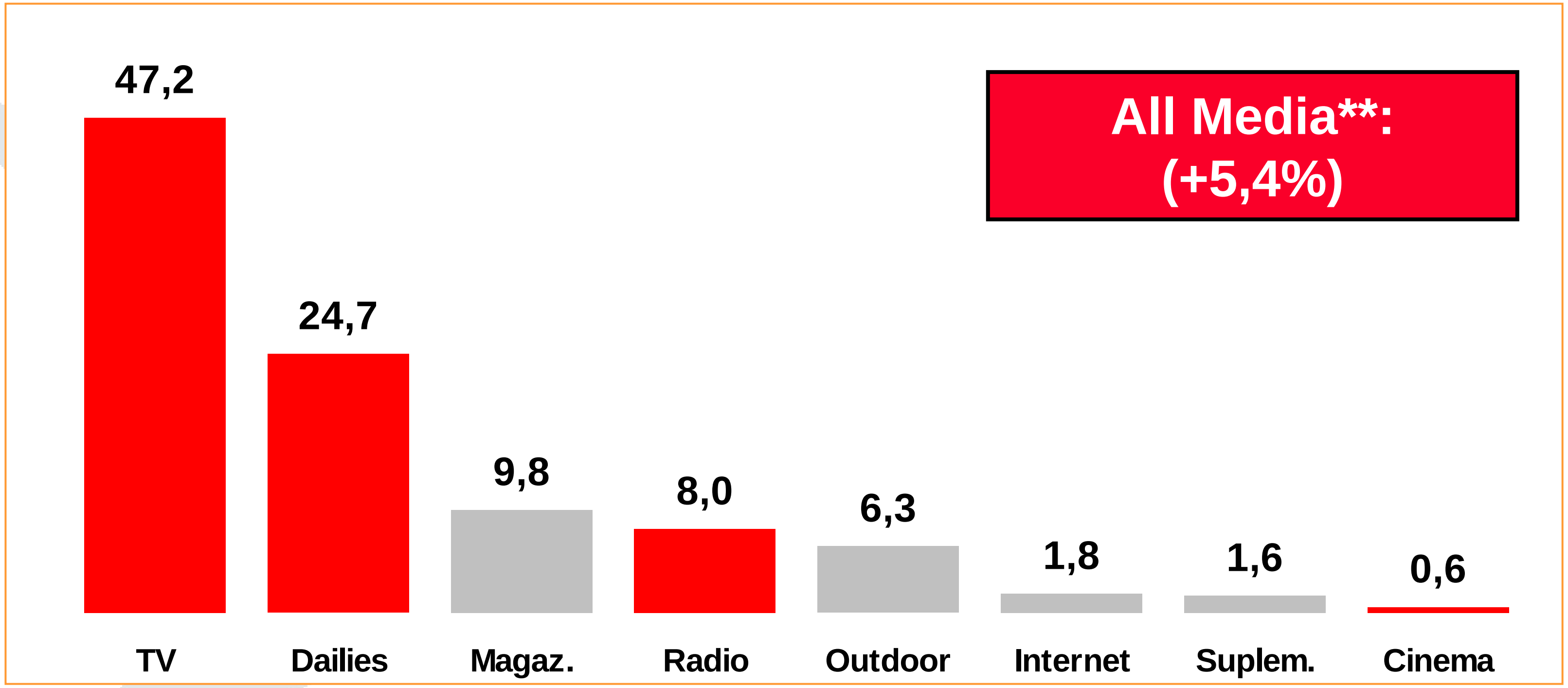
¿What is happening in the advertising market during 2006?

The advertising market in 2006

Ad Spend Share by Media (%)

➔ TV's growth outperforms all other media

% Ad Spend Share*



% Growth vs05	+7.6	+3.8	+0.5	+3.0	-1.3	+22.1	+1.4	+1.0

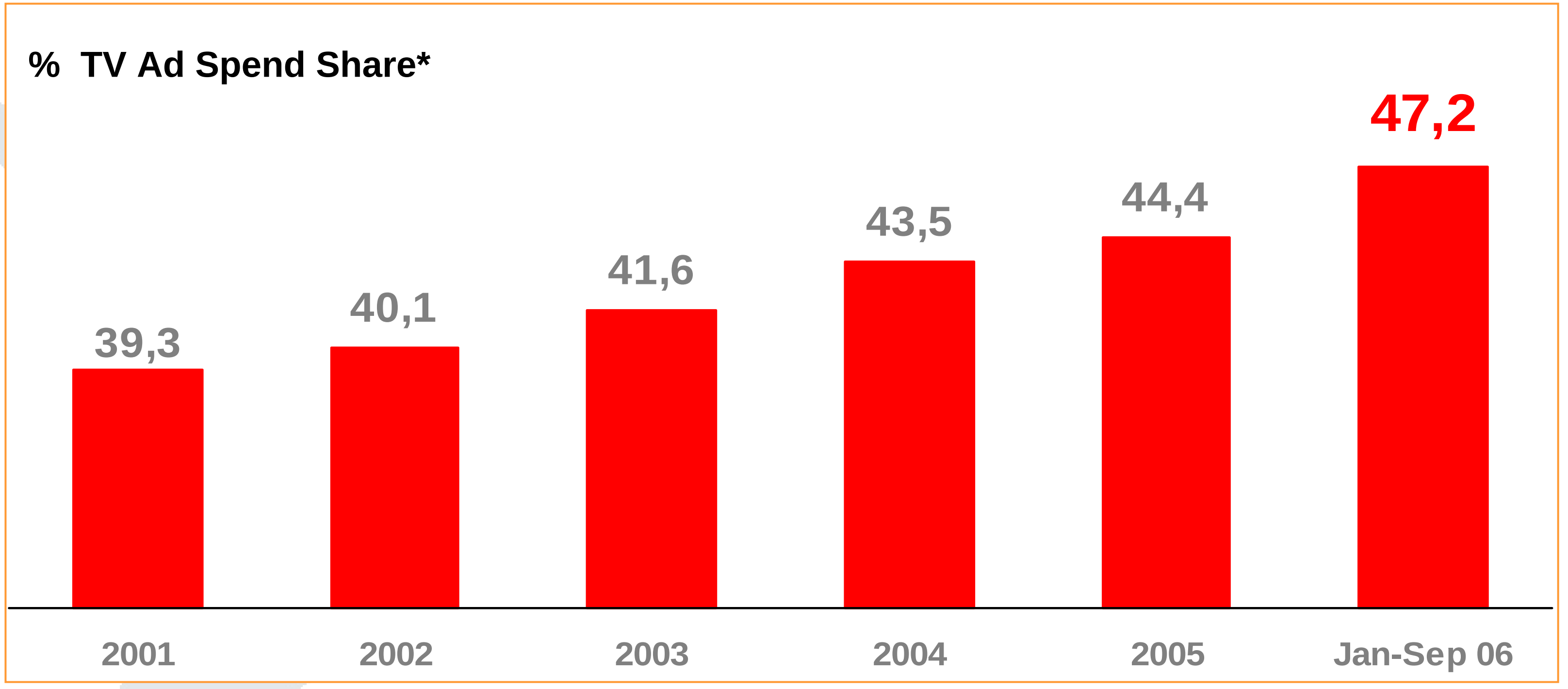
Source: ATRES ADVERTISING Marketing Department Estimates + Infoadex

** January – September 2006 vs 2005 / ** Conventional media*

Advertising market in 2006

TV Ad Spend Share Trend (%)

- TV's weight continues to grow year after year
- Trend is expected to continue in the future

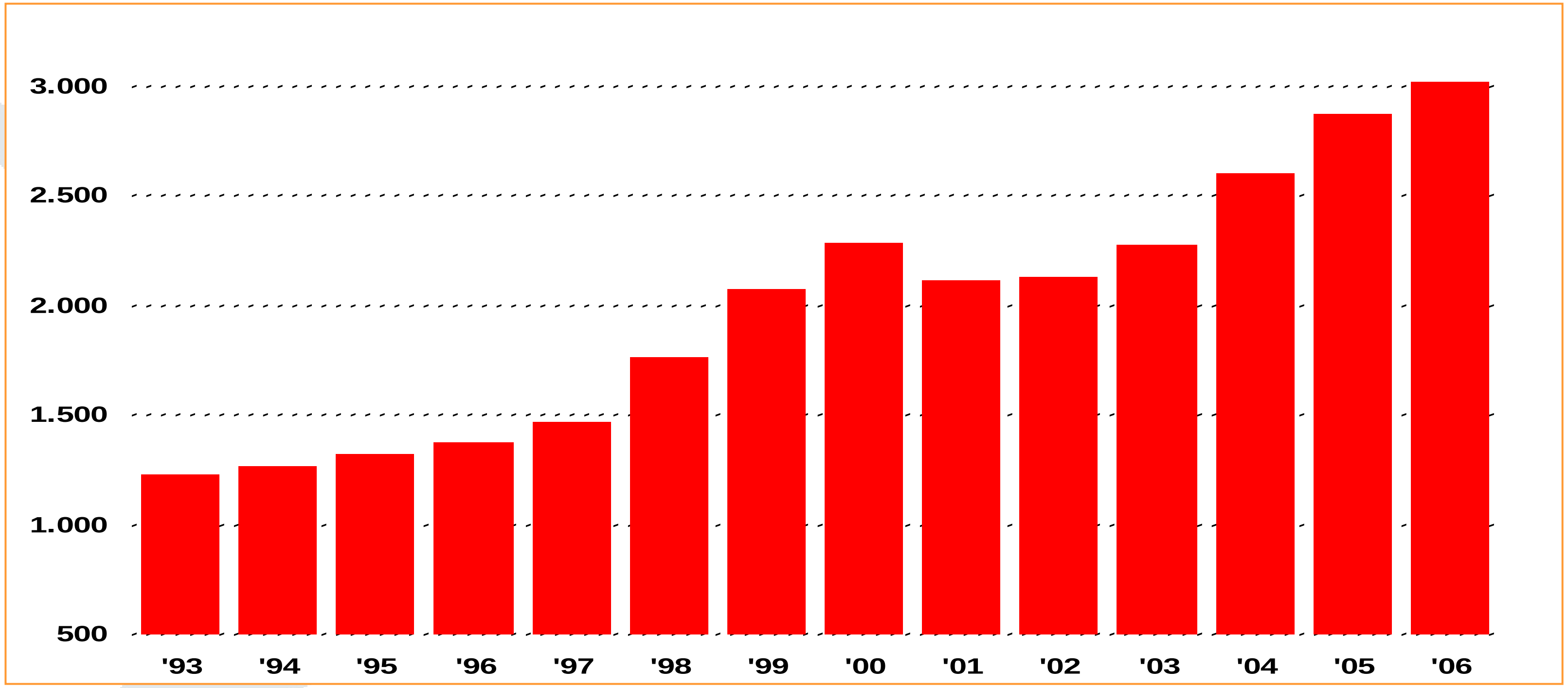


Source: ATRES ADVERTISING Marketing Department Estimates + Infoadex. Share of conventional media January – September 2006.

Advertising market 2006

TV Yearly Ad Spend Evolution (in million €)

➔ Sustained TV growth for 4 consecutive years

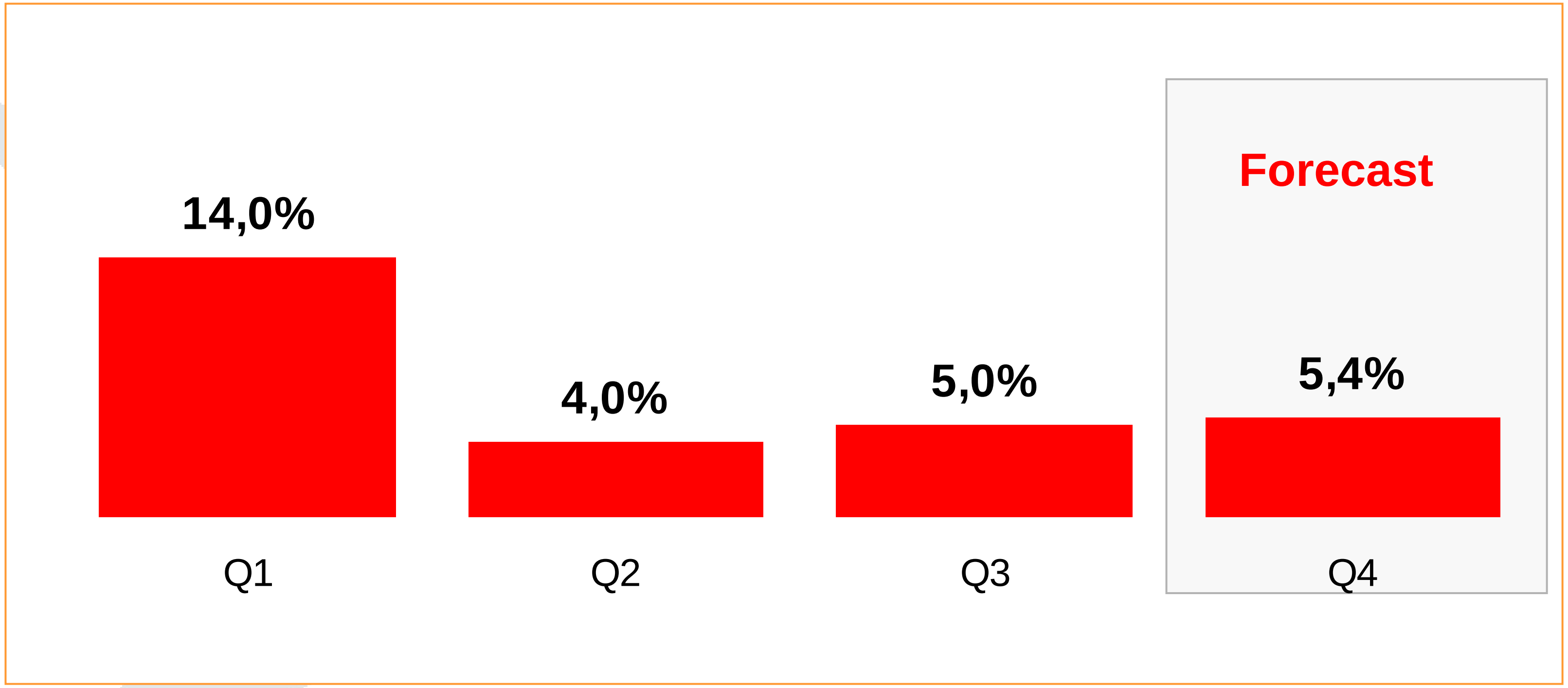


Source: ATRES ADVERTISING Marketing Department Estimates year 2006 + Infoadex up to 2005

Advertising market in 2006

TV Ad Spend by Quarters (%)

➔ TV Ad Spend achieved sustained growth throughout 2006



Source: ATRES ADVERTISING Marketing Department Estimates . 2006

Advertising market in 2006

Antena 3 TV vs Total TV Sector Breakdown (%)

➔ A3TV aims at an optimized portfolio of advertisers including the most profitable and closely associated sectors

	Weight	Antena 3 TV growth (%)	Total TV growth (%)
FOOD PRODUCTS	16%	-10%	+2%
AUTOMOTIVE	15%	+12%	+5%
BEAUTY PRODUCTS AND HEALTH	12%	+12%	+12%
CULTURE, TEACHING& MASS MEDIA	11%	+22%	+27%
FINANCES AND INSURANCE	8%	+14%	+17%
TELECOM. AND INTERNET	7%	-7%	-13%
BEVERAGES	6%	-16%	+2%
OTHER	25%		

Source: ATRES ADVERTISING Marketing Department Estimates. National Ad Spend. January-September 2006

Advertising market in 2006

Highlights

- Healthy market
- TV is the undisputed “Ad-King”
- Same trend expected for 2007

What has changed in TV market ?

… The audience
… TV consumption
… Ad Space
… Ad Rating
… GRP volume
… Price

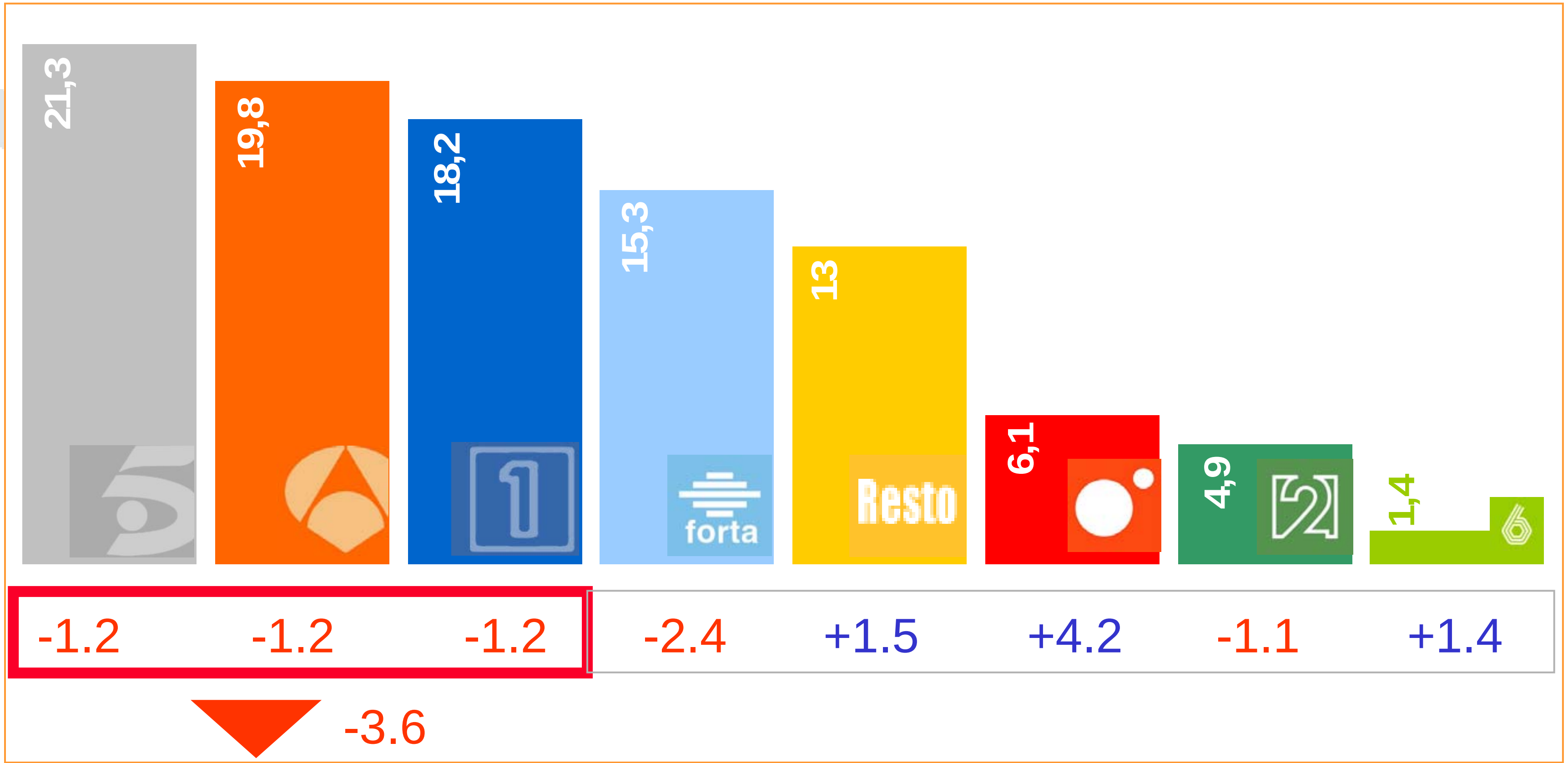
2006

Overall offer of TV-Channels increased 5-fold in less than a year

Advertising market in 2006

Audience share (%)

- Audience fragmentation due to new operators
- New players have eroded shares of all operators

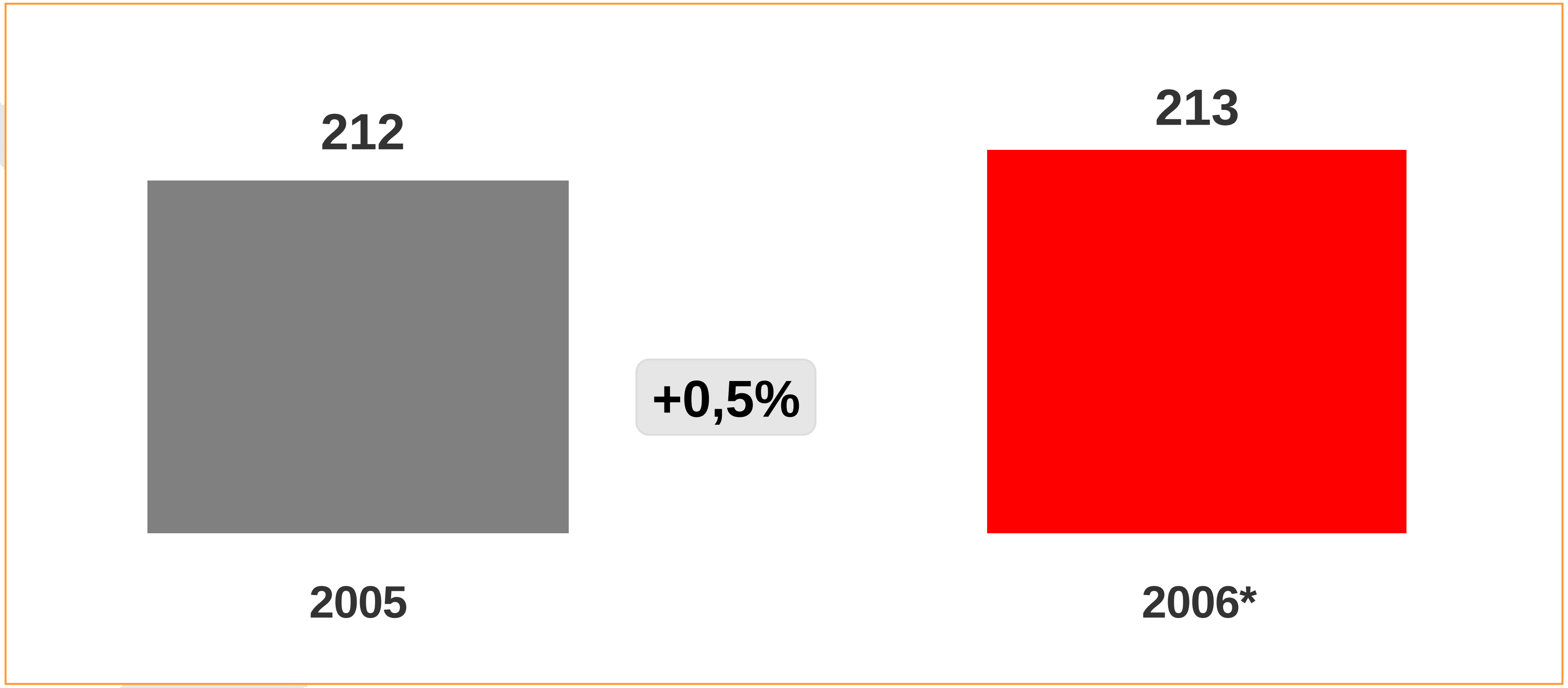


Source: TNS. Target. Ind +4, T.Esp. area. Dates: January-September'05; January-September'06; C+: '06 data enclosed in Other

Advertising market in 2006

TV consumption (average per person and day in minutes)

➔ New players do not mean higher TV consumption

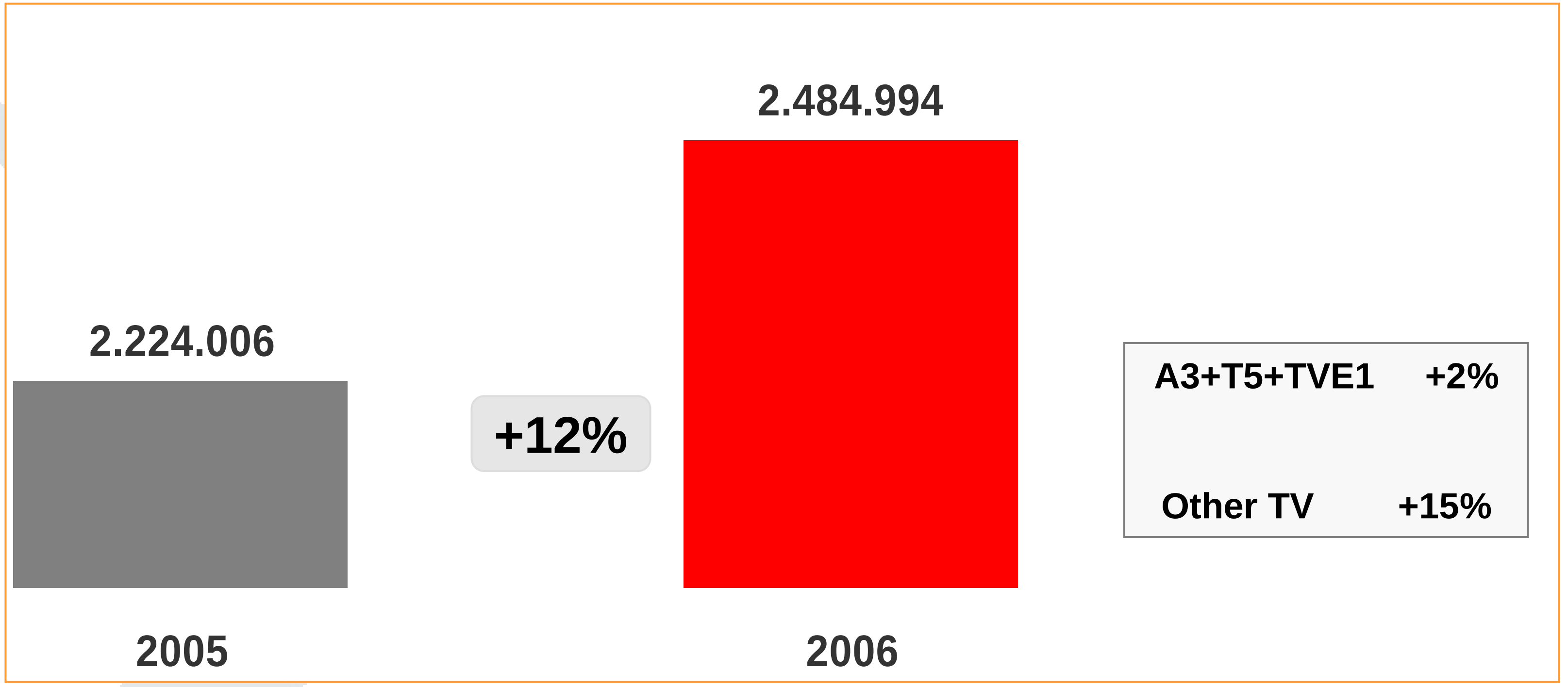


Source: TNS. January-September 2006. Individuals 4+

Advertising market in 2006

Ad Space (airtime breaks)

➔ Larger offer results in higher levels of inventory sold

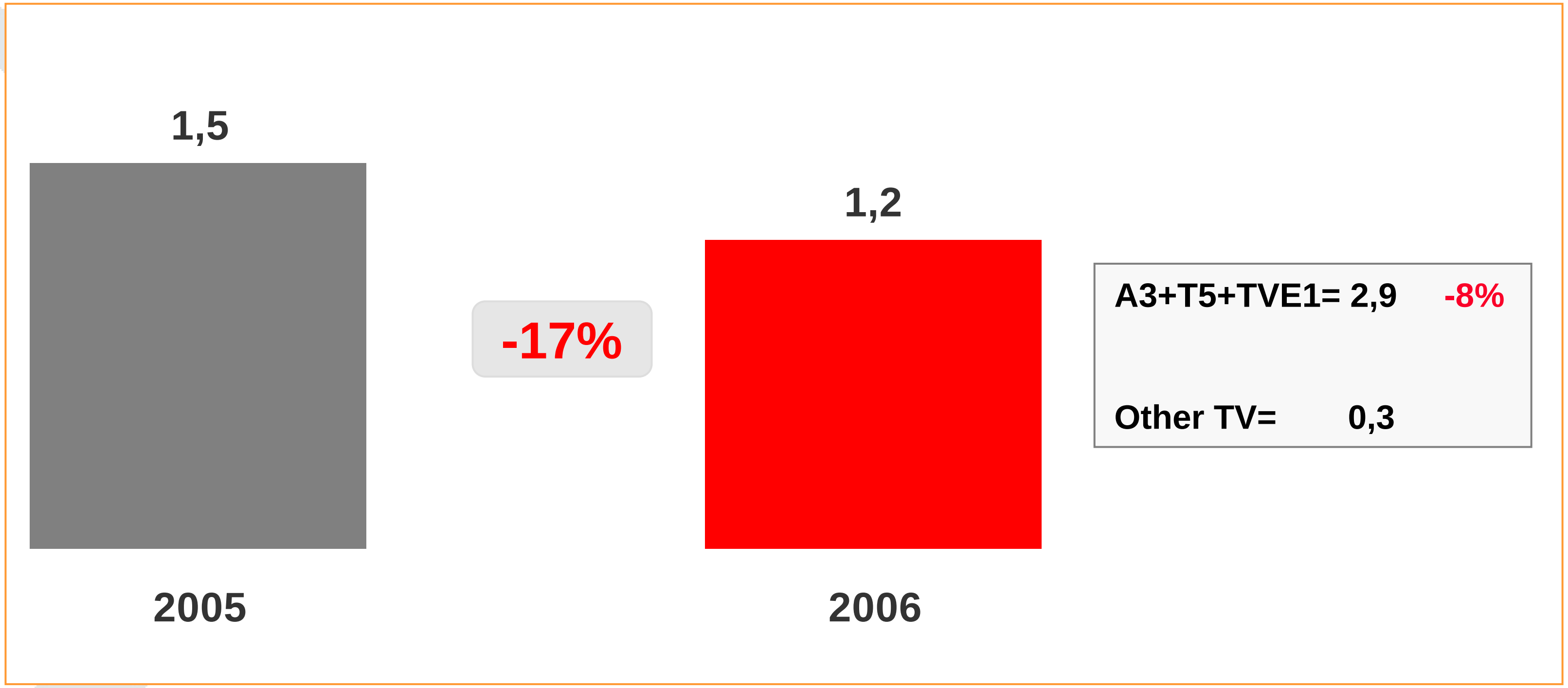


Source: TNS. January-September 2006. Indiv.4+. Total TV. National campaigns. Total Advertising

Advertising market in 2006

Advertising rating

- Lower ad ratings: poorer product sold to the market
- Only general TV's capable to deliver high (-quality) ratings

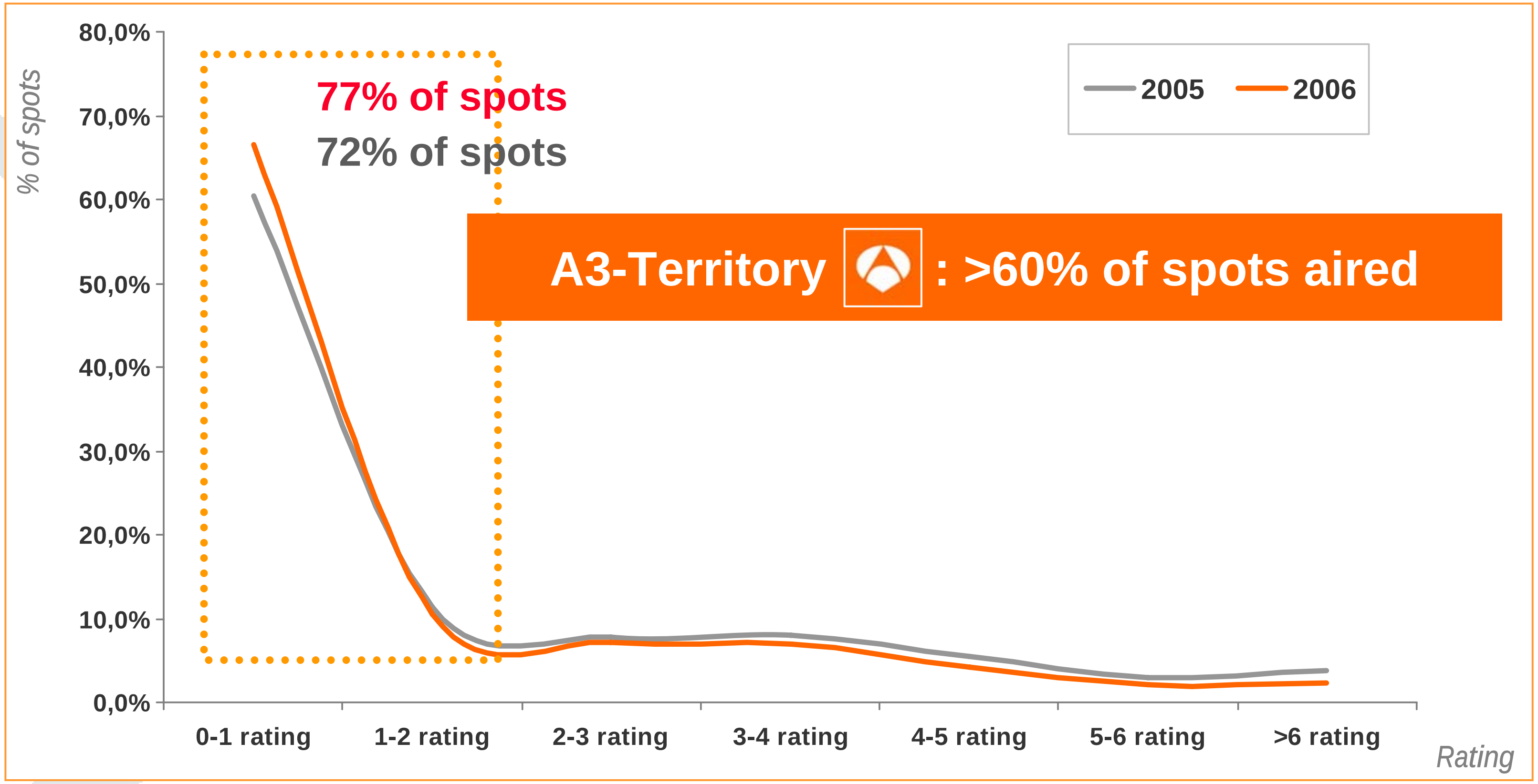


Source: TNS. January-September 2006. Indiv.4+. Total TV. National campaigns. Total Advertising

Advertising market in 2006

% of Spots among its rating size

- Increasing % of low rating spots
- Fewer high rating spots, higher valued than ever before

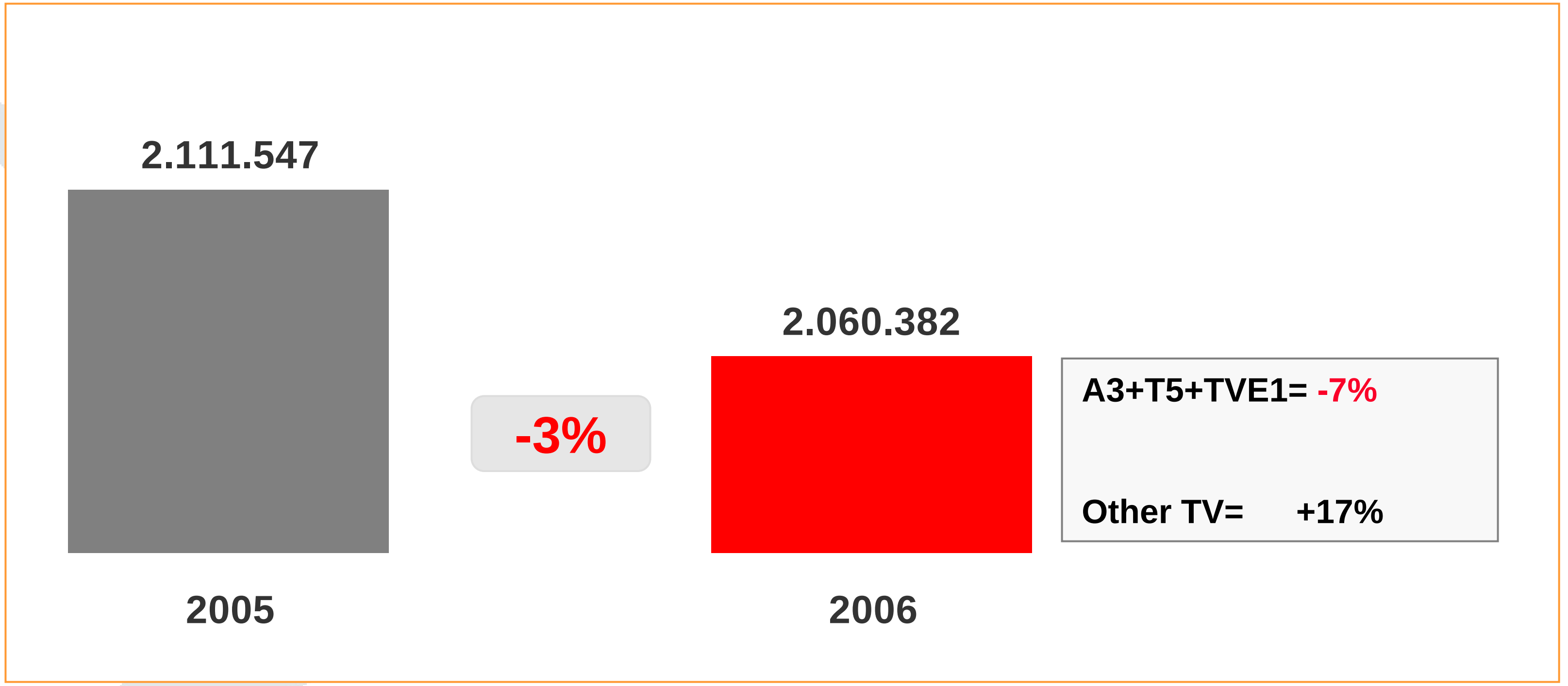


Source: TNS / Jan-Sep.'05 – Jan-Sep.'06 Target: Ind. +4. National compaigns. Total Advertising

Advertising market in 2006

GRP volume

- GRP loss in the TV market, as expected
- TV viewers watch less ads than before



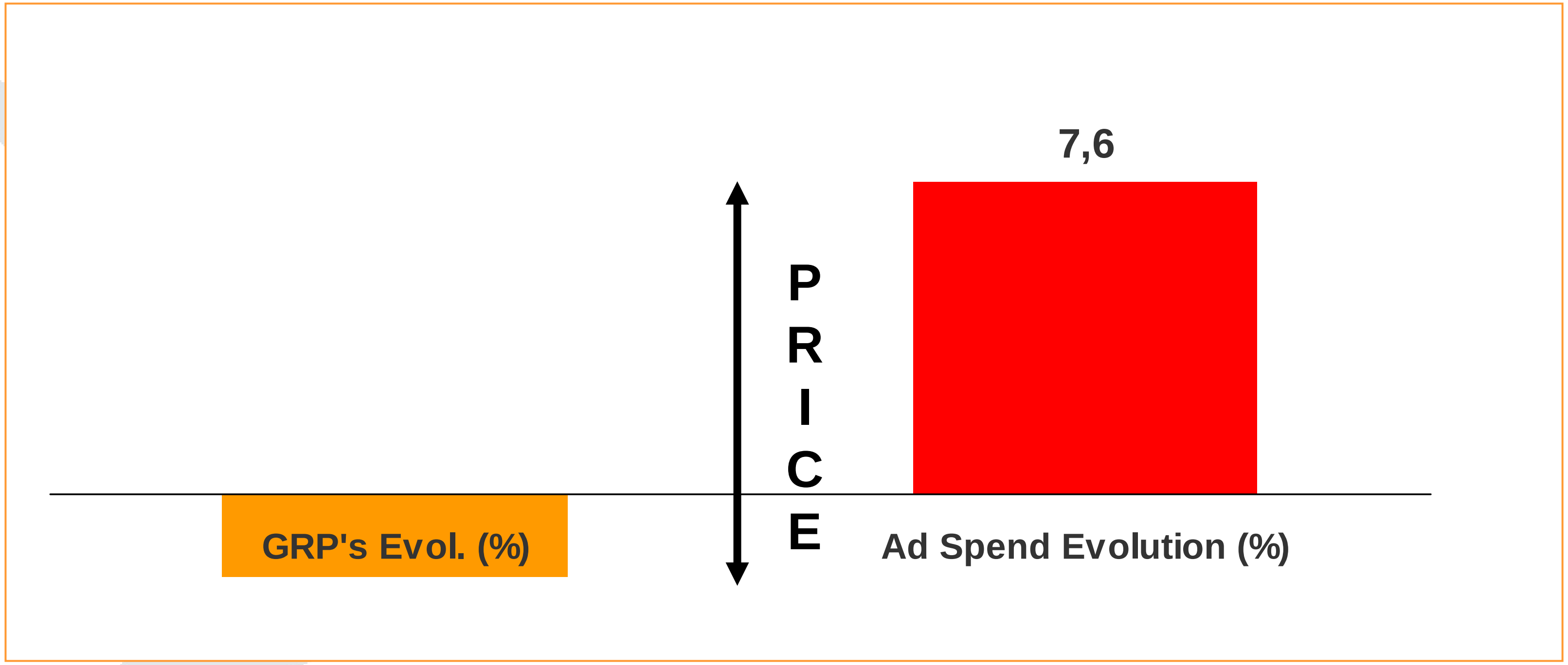
Source: TNS. Jan-Sept 2006. Indiv.4+. Total Television. National campaigns. Total Advertising

2006: 1% of greater consumption and "Wisemen Experts Committee" effect deleted

Advertising market in 2006

Price trend in Spanish TV market

➔ Price increase due to a demand market with supply shortage



Source: ATRES ADVERTISING Marketing Department estimate

National Conventional GRP Cost A3-TVE-Cuatro-T5. All GRP´s evaluated for Adults 16+. January-September'06

How are TV Channels finally positioning ?

Advertising market in 2006

TV Channels Ranking

→ Ranking determined by Coverage and Profile

Coverage and Profile
Heavyweight

Coverage *Welterweight* **Profile**

Niche *Flyweight*

Advertising market in 2006

Coverage and Profile ensures a competitive edge

- Revenue growth achieved by coverage and profile channels
- Power ratio further enhanced
- Price increases accomplished
- Premium price established vs. competition

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Advertising market in 2006

Coverage and Profile ensures a competitive edge

Has it been the case for Antena 3 TV ?

- Power ratio further enhanced
- Price increased accomplished
- Premium price established vs. competition

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Antena 3 TV Growth Vectors

➔ When the advertising product drops, revenue growth relies on pricing power

Revenues	+3%	
Product / GRP's	-6%	Product loss
Price	9%	Growth driver

Source: ATRES ADVERTISING Marketing Department Estimates. Jan-Sept'06

Total invoicing. GRP´S National + Local product. National Conventional Costs

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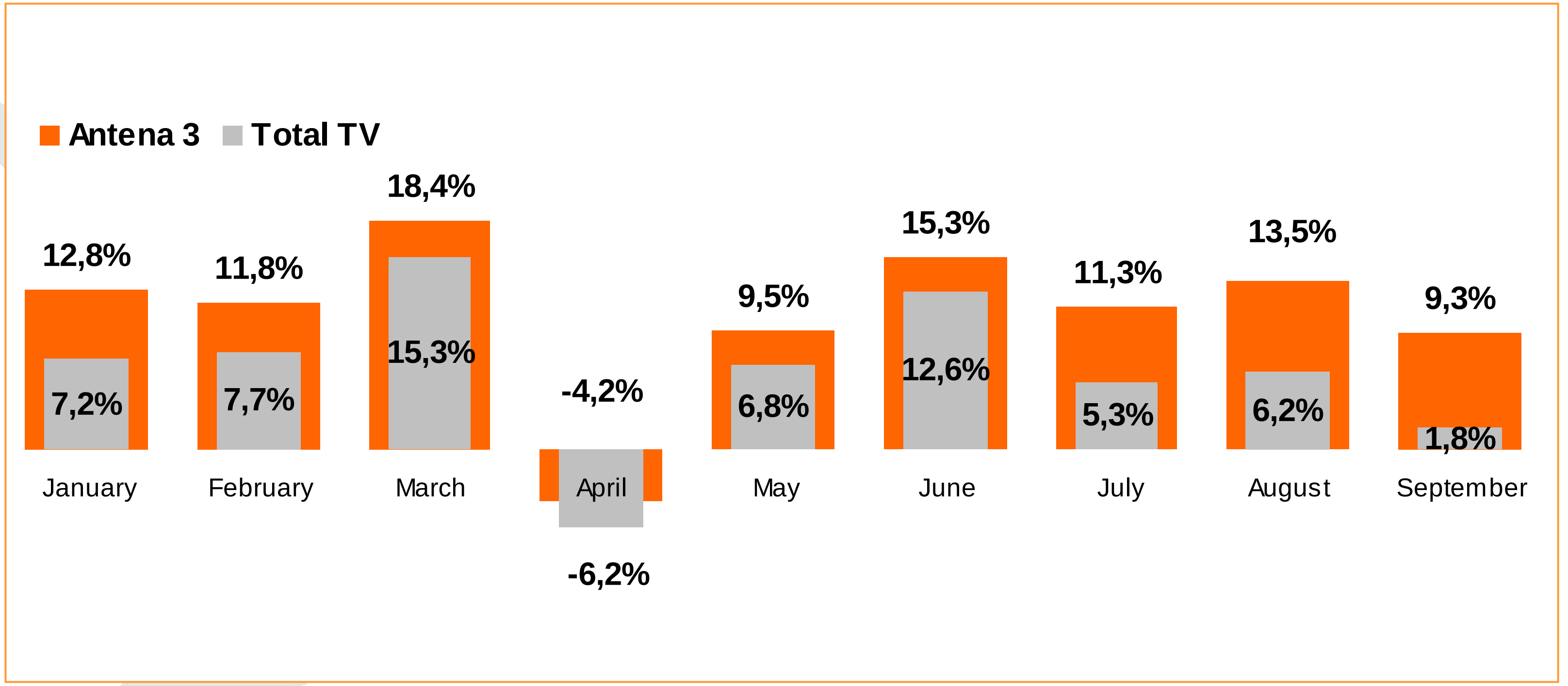
Antena 3 TV price trend vs Total TV

➔ Antena 3 TV accomplishes price increases far ahead of the overall TV market …



Source: ATRES ADVERTISING Marketing Department Estimates.

National Conventional Prices. All GRP´s evaluated for Adults 16+. January-September 2006

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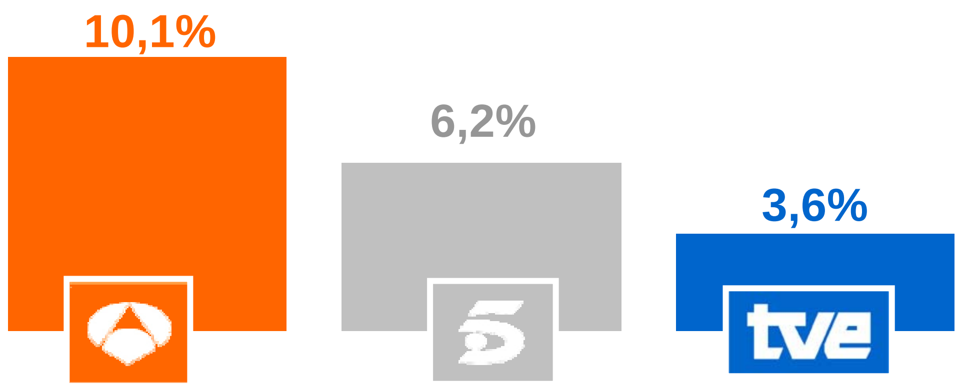
Antena 3 TV Price Trend vs Competitors

➔ ... and ahead of its main competitors



Source: ATRES ADVERTISING Marketing Department Estimates.

National Conventional Prices. All GRP´s evaluated for Adults 16+. January-September 2006

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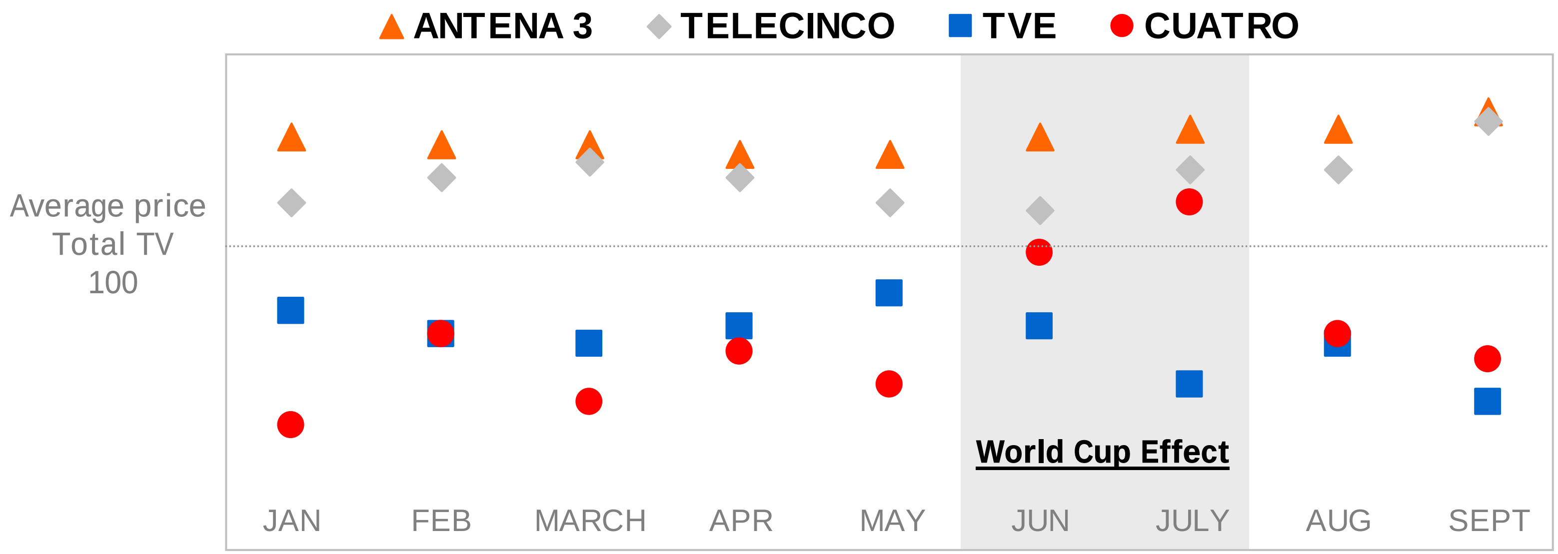
TV Average Price by Operator

➔ A3 TV's average prices have been month after month the highest achieved in the market



Source: ATRES ADVERTISING Marketing Department Estimates

National Conventional Prices. All GRP´s evaluated for Adults 16+

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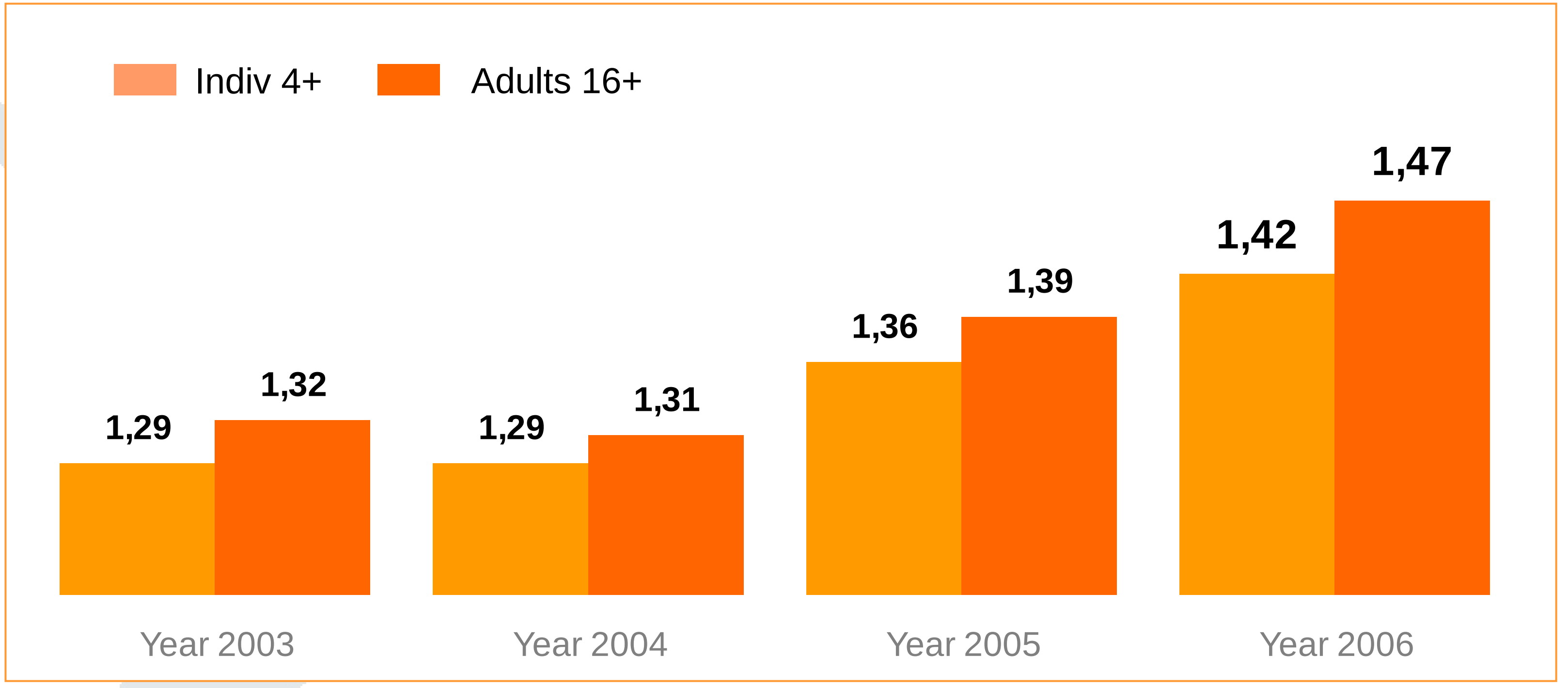
Antena 3 TV Yearly Power Ratio Evolution

- The profitability of A3TV's audience is continuously increasing
- In particular on 'Adults' (16+), the main target for advertisers



Source: ATRES ADVERTISING Marketing Department Estimates. January-September 2006. Other years total figures.

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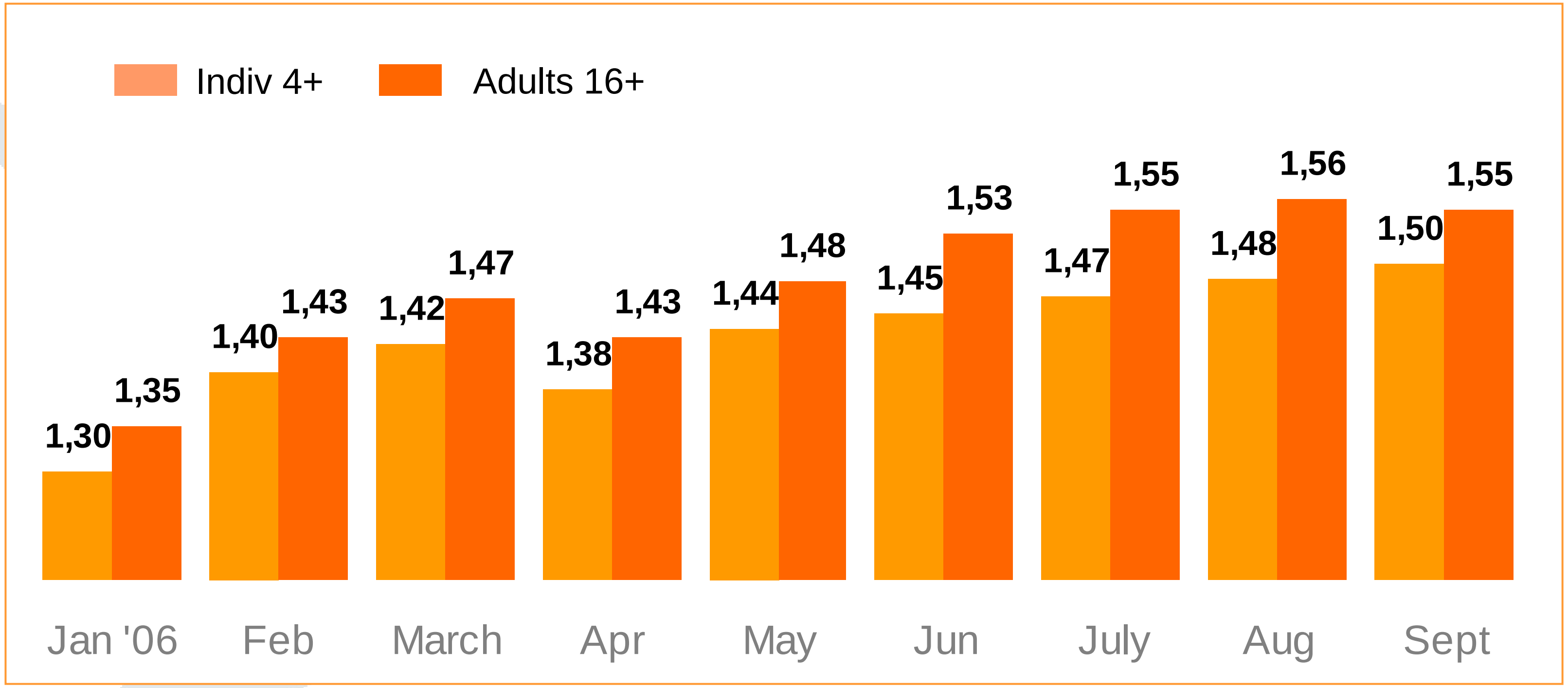
Antena 3 TV Monthly Power Ratio Evolution

- A3 TV's profitable audience keeps growing year by year
- Specially on Adults 16+, main buying target group



Source: ATRES ADVERTISING Marketing Department Estimates. January-September 2006

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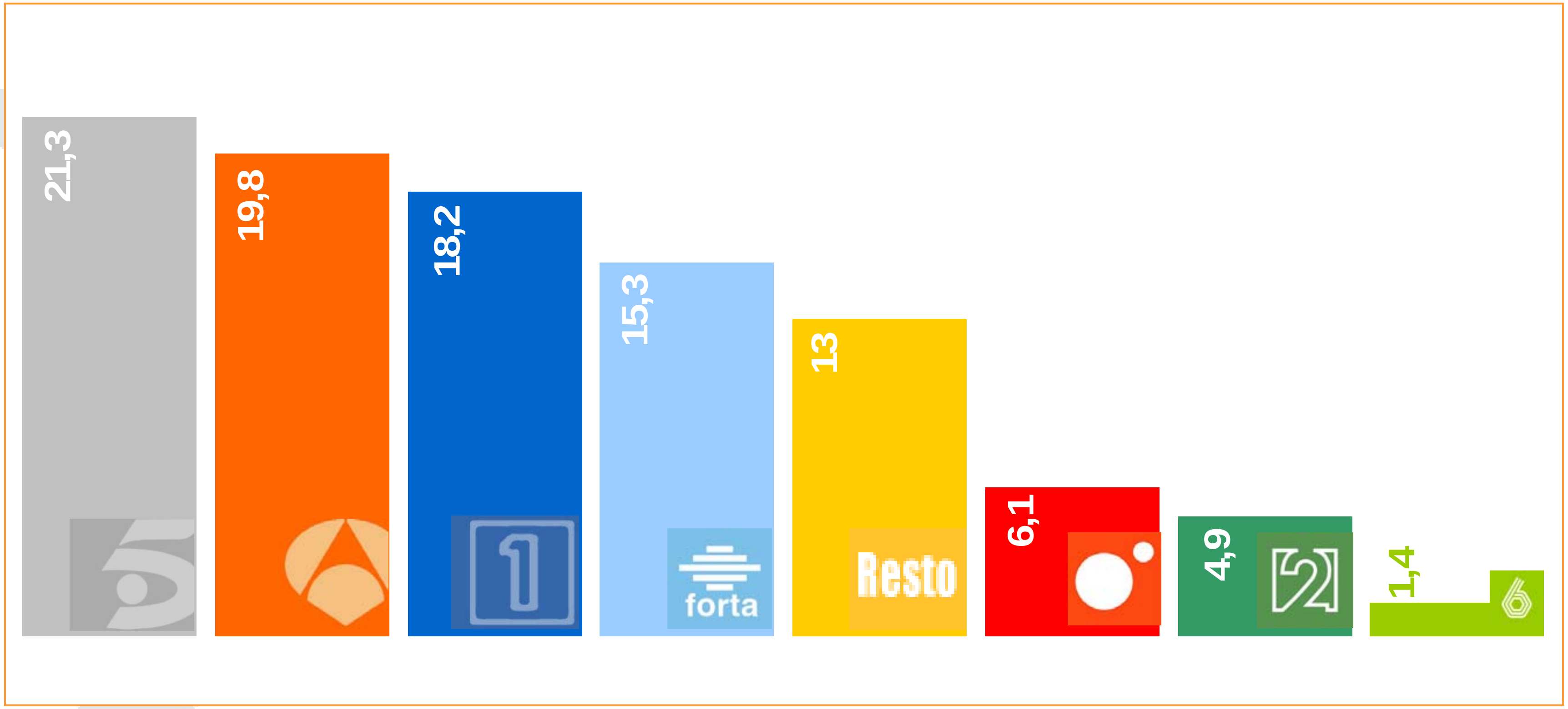
Audience share breakdown (%)

➔ Antena 3 TV achieves a 19.8% audience share during first nine months of year 2006



Source: TNS. Target. Ind 4+, January-September'06

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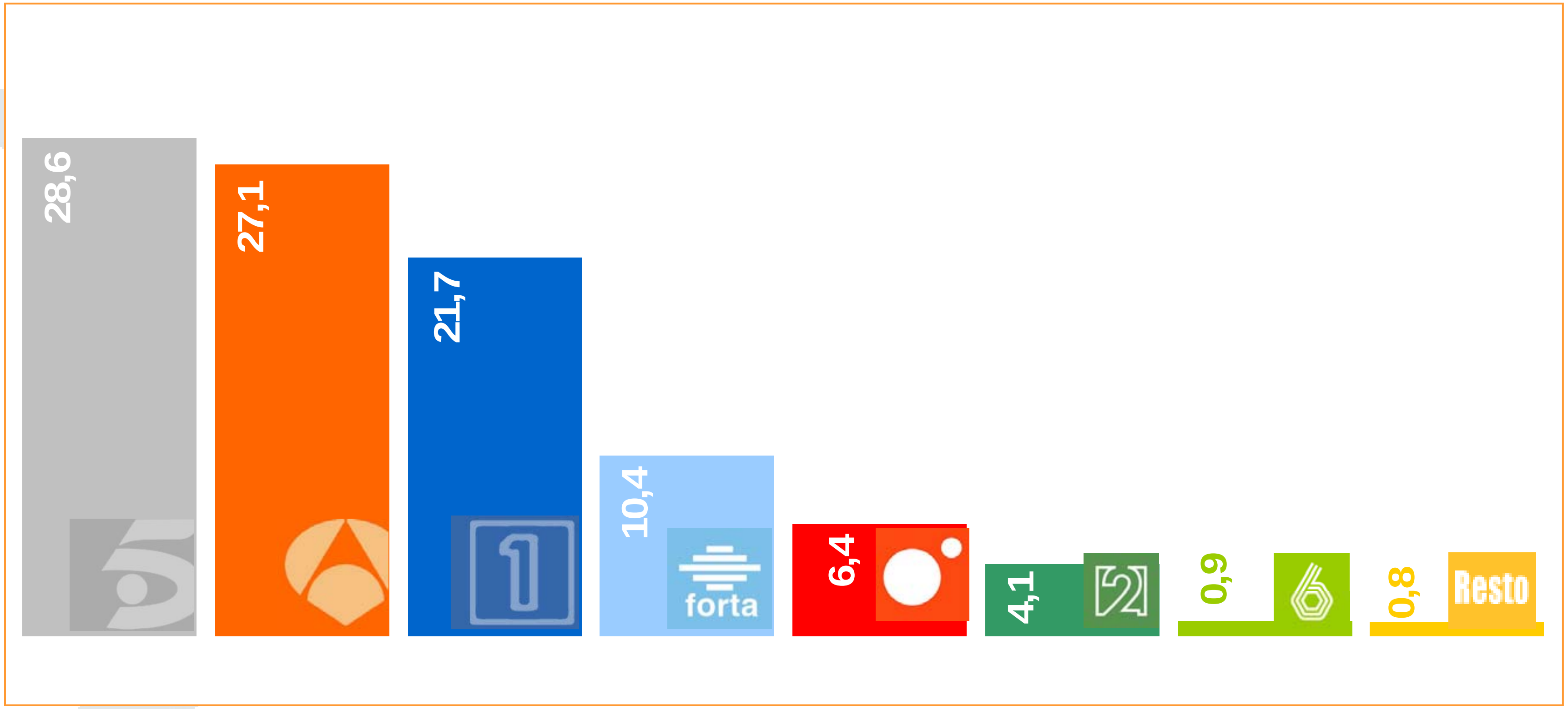
Antena 3 TV's share of the GRPs generated by the market

➔ Antena 3 TV share of GRPs accounts for 27.1% ...



Source: TNS. Target. Ind 4+, Dates: January-September'06. Total Advertising

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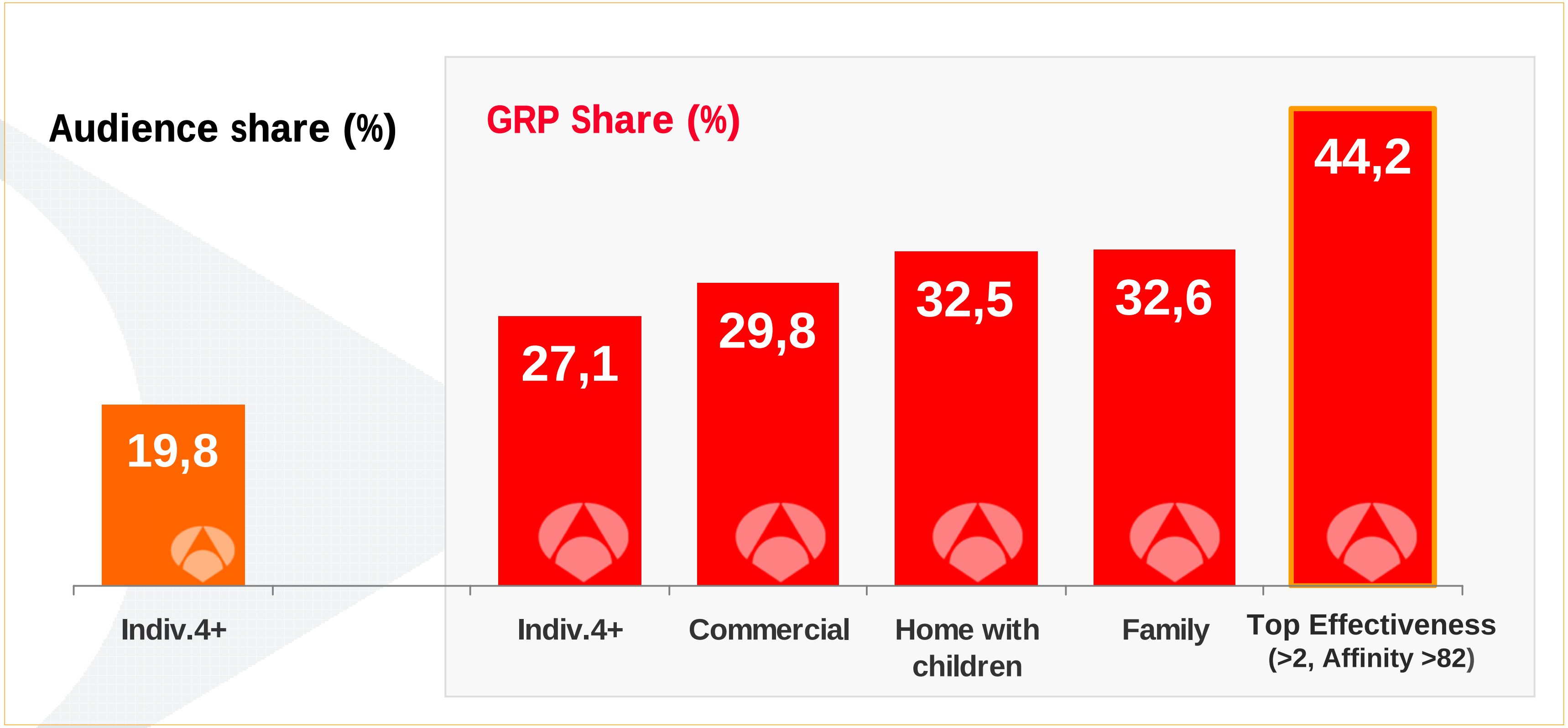
Antena 3 TV audience share and GRP share

➔ ...rising up to 44% in the most effective targets, which provide advertisers with best levels of reach, profile and affinity



Source: TNS. January-September 2006. Total Advertising

>82 TTV media conversion. Commercial T: 16-54 A-MA-MM-MB+10M. Home T,: Indiv. – 55 homes with children

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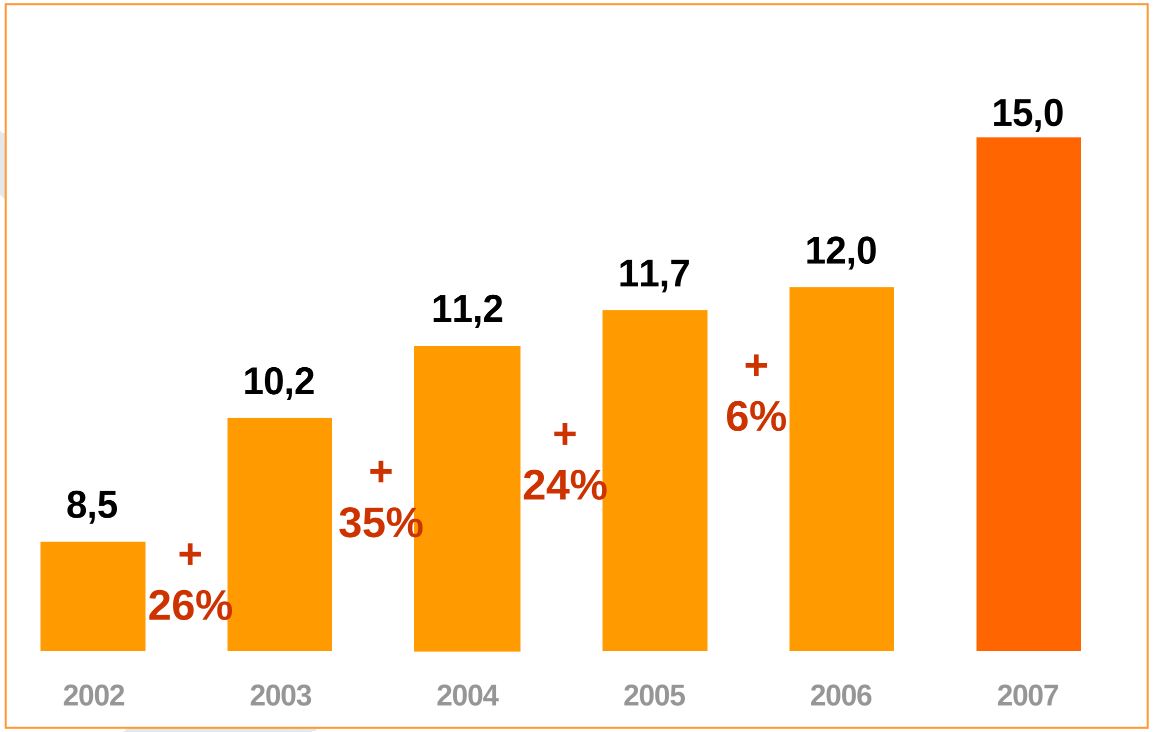
Special Ads Yearly Revenue Share (%)

➔ Significant upside potential for A3 in Special Ad Solutions
➔ ATRES Advertising targets 13% revenue share for 2007



2007 ACTION PLAN

- In-house production
- Credibility transfer
- Programs = Brands
- New formats
- Multimedia brands

Source: ATRES ADVERTISING Marketing Departament - 2006 Estimate

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All media contribute to a successful formula

- Maximize value to advertisers
- Specific added-value corresponding to each of the media platform
- Selective target groups aimed by each media
- Integration obtains multiplying effect
- High profitability achieved for each of our media products

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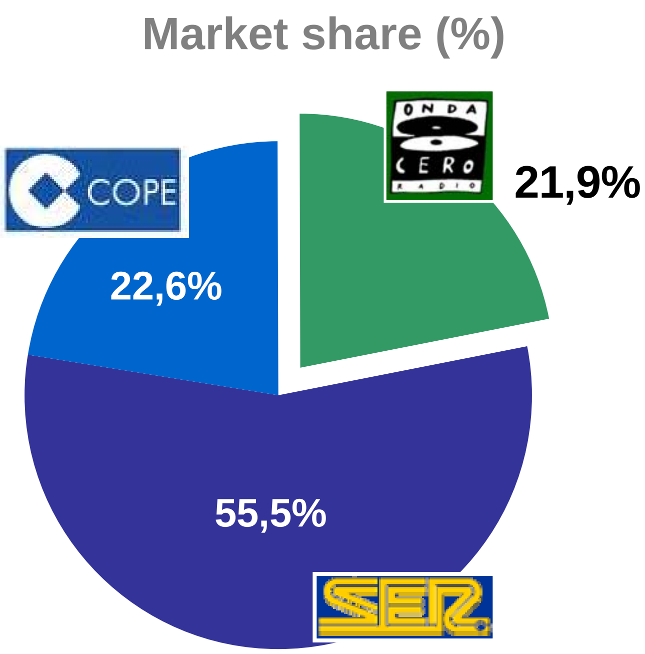
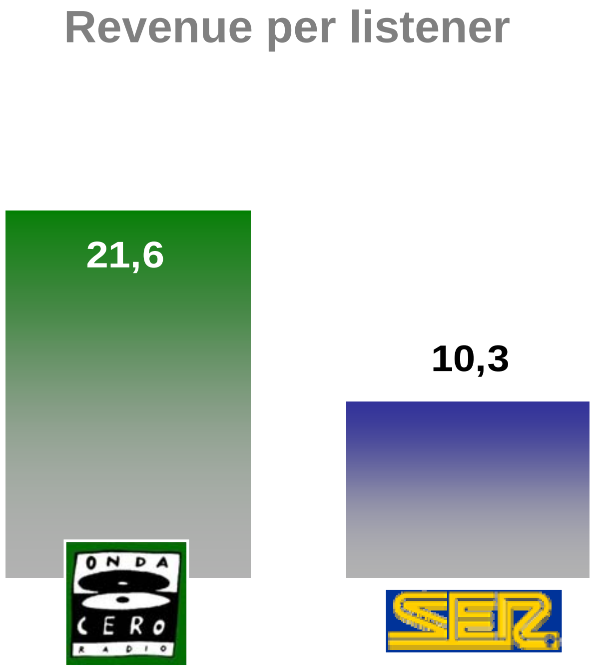
Radio: Onda Cero Key Facts

➔ Onda Cero's commercial performance is twice as efficient as its main competitor





Source: ATRES ADVERTISING Marketing Department + Competitors 1st quarter '06 published materials + 2nd EGM wave 2006

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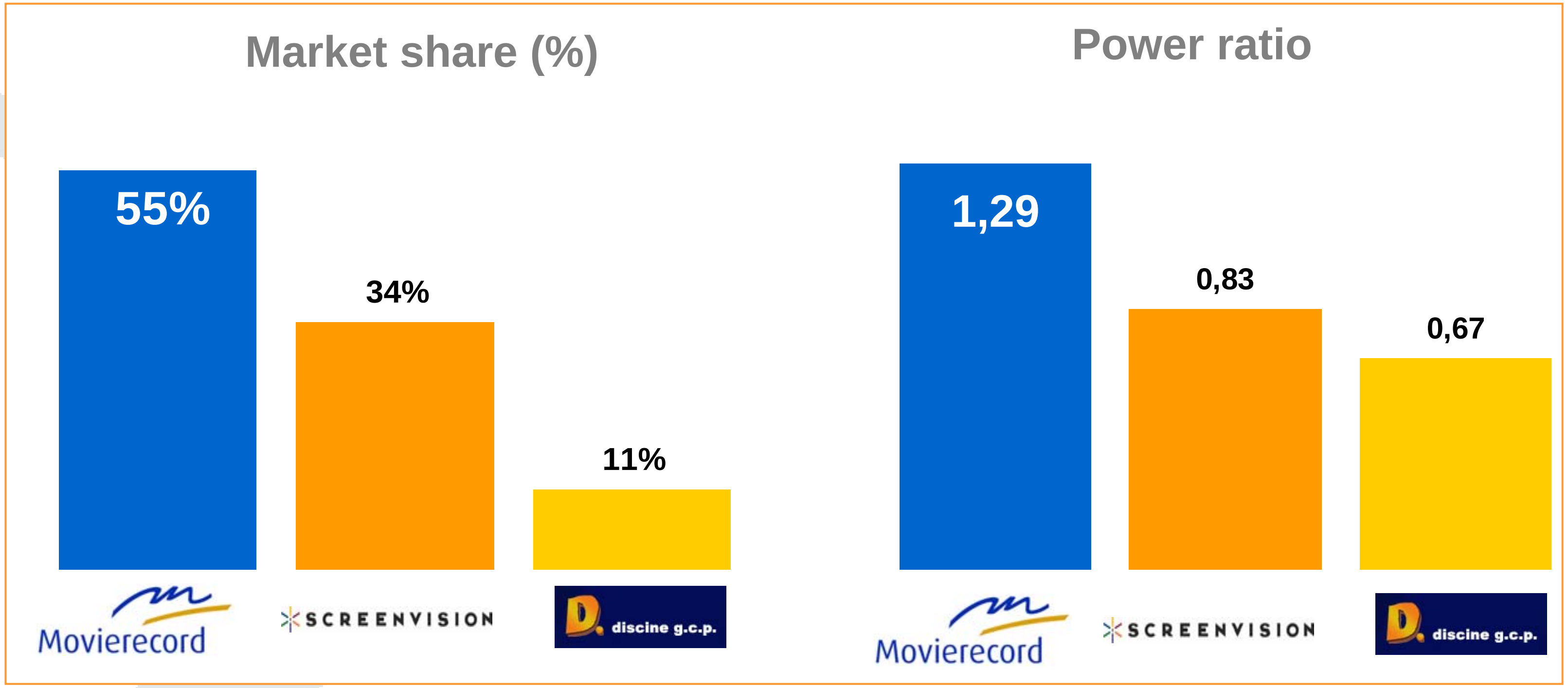
Cinema: Movierecord Key Facts

- Movierecord market share leader
- Outstanding performance in terms of power ratio



Source: January-September 06 Infoadex Rate Scale

Source: Infoadex 06 Jan. – Sept. Rate Scale

Nielsen EDI Audience Share January-September 06

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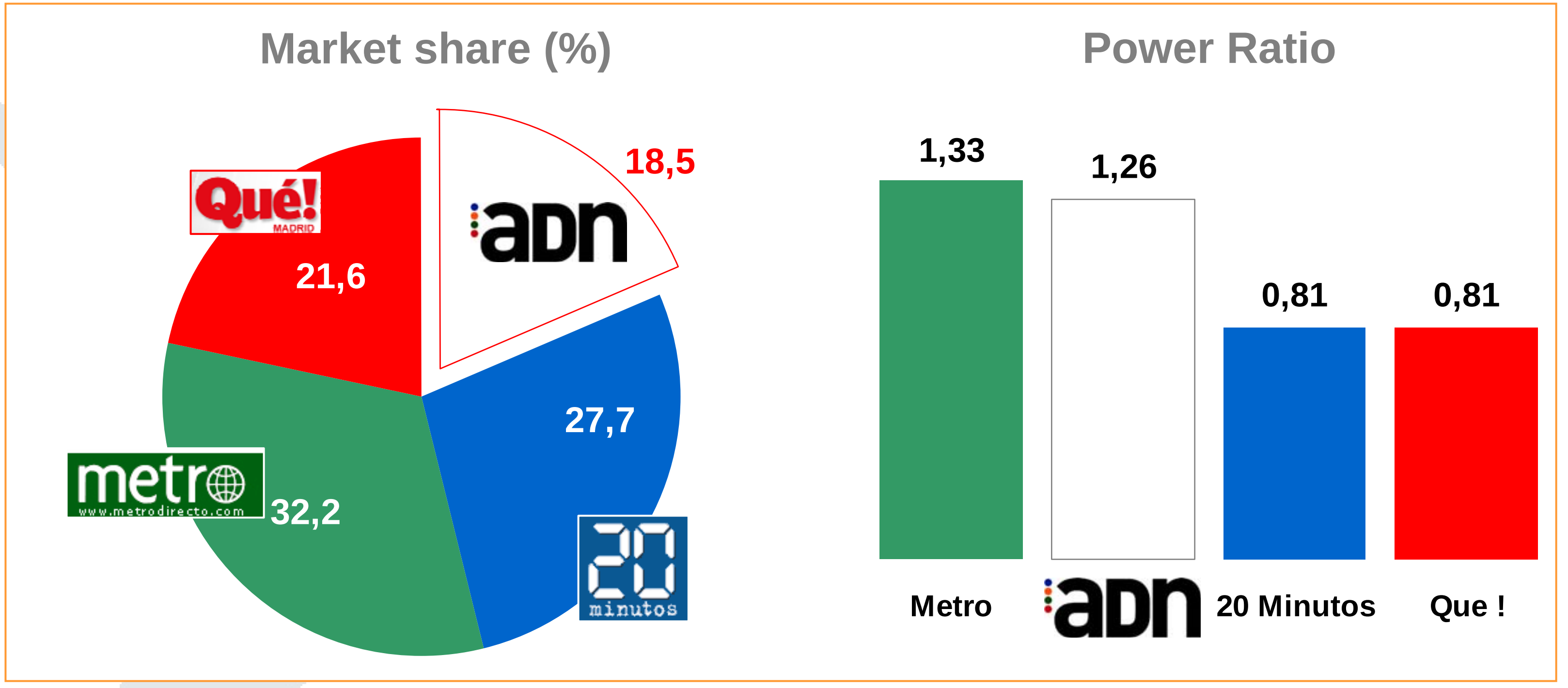
Free Press: ADN Key Facts

➔ In 6 months after being launched, ADN reaches a 18.5% market share combined with a highly competitive power ratio



Source: March-August '06 Infoadex Placement share. Madrid Ed. + Bcn. September'06 Madrid Ed.

2nd EGM '06 Cummulative EGM Audience share, but for AND 2^{nd} 06 wave.

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Integrated campaigns on ATRES advertising media

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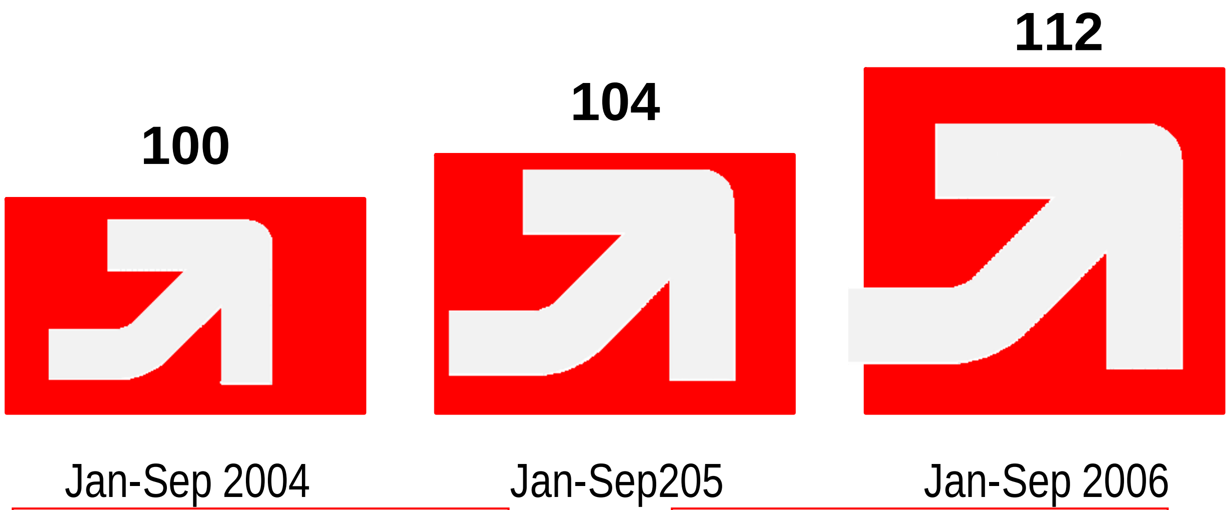
ATRES advertising revenue performance (Year 2004 = base 100)

→ Since its launch, ATRES Advertising's revenues have grown year after year



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Source: January-September 2004-2005-2006 in-house information

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What has the future in store for us?

Future

Keep up the price upstream

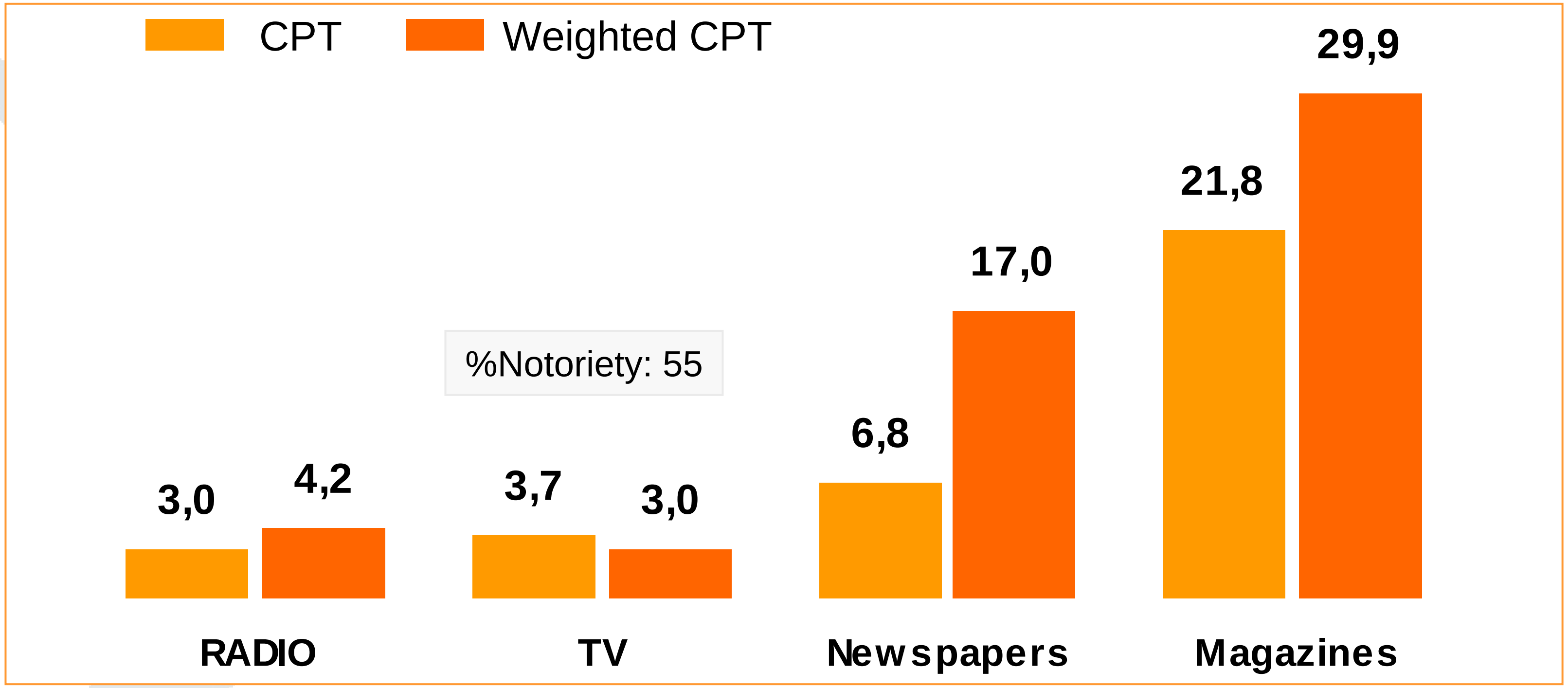
How to justify further price rises?

- Favorable comparison vs other media in Spain
- Upside potential in pricing vs other European TV markets
- Due to supply and demand: market growth but less GRP's
- TV Channel providing coverage and profile !
  Excellent relative position in GRP's 'loaded' with effectiveness
- Strong brands (A3TV News, Champions League, Simpsons…)
- Creation of new product inducing a qualitative differentiation

Future price increases

Media CPT’s weighted by its effectiveness

- Favorable ‘Cost per Thousand’ comparisons within the domestic media market
- And even more so, taking into account effectiveness parameters

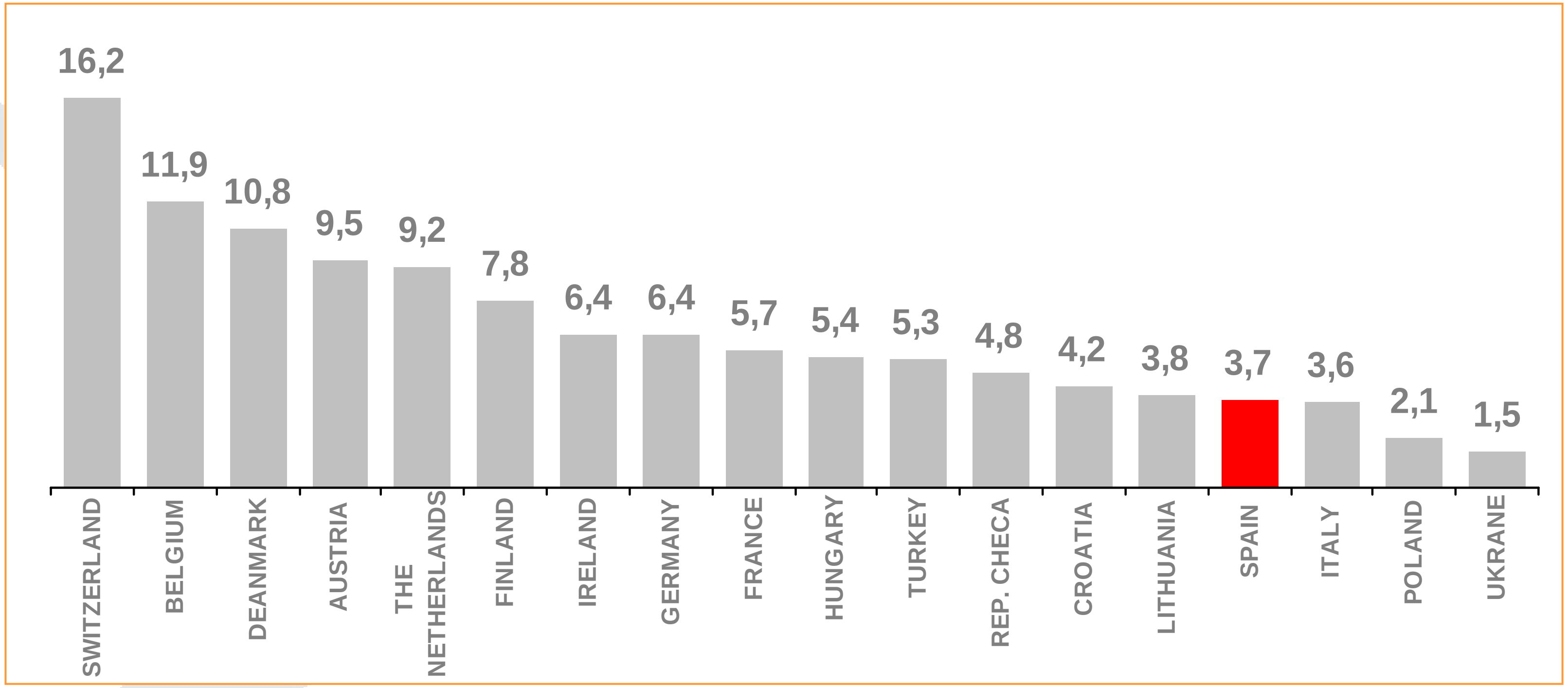


Source: EGM 3 ACUM 2005 – Infoafex Media Discounts, save for TV= GRP Base costs 1.400
Radio: OCR-SER-Cope, 1 spot per hour, from 8 to 25 hours, Monday through Friday. Magazines: All natl. magazines.
Daily newspapers: Free + General Domestic TV Information.
Effectiveness ratio: Fame % / Investment % x Transmission media. Year 2005

Future price increases

Spain TV CPT vs Europe

➔ Compared to other European countries, Spanish TV is still exceptionally low-priced !



Source: EGTA 2005 / Spain: ATRES / 20" Adults spot . Base: GRP cost 1.400

Future price increases

Our forecasts for 2007

2007 Audience

drop

vs. 2005

Reasons

- FTA: Cuatro, La Sexta
- New DTT's
- IP TV: Imagenio
- Cable: Ono, etc

2007 Inventory/ Consumption

- TV Consumption remains stable
- Number of spots is multiplied
- Drop spot rating (less effective)
- Scarcity of >2 rating (provided only by big networks)
- Higher consumption of channels running lower spots

LARGER DEMAND

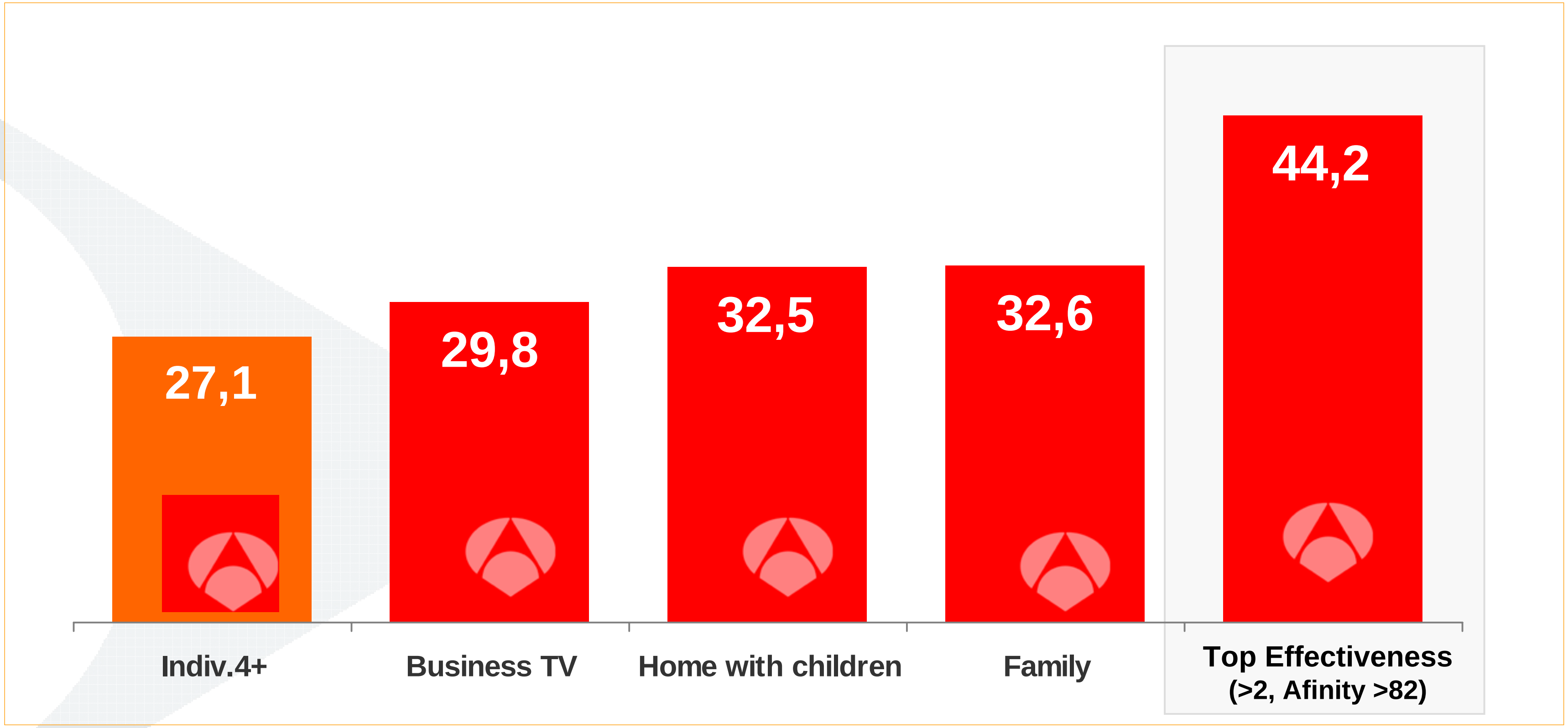
Drop in GRPs

PRICE INCREASE

Future price increases

Antena 3 TV's Share of GRPS per target (%)

- Strengthening its dominant position when it comes to deliver the most efficient spots of the TV market



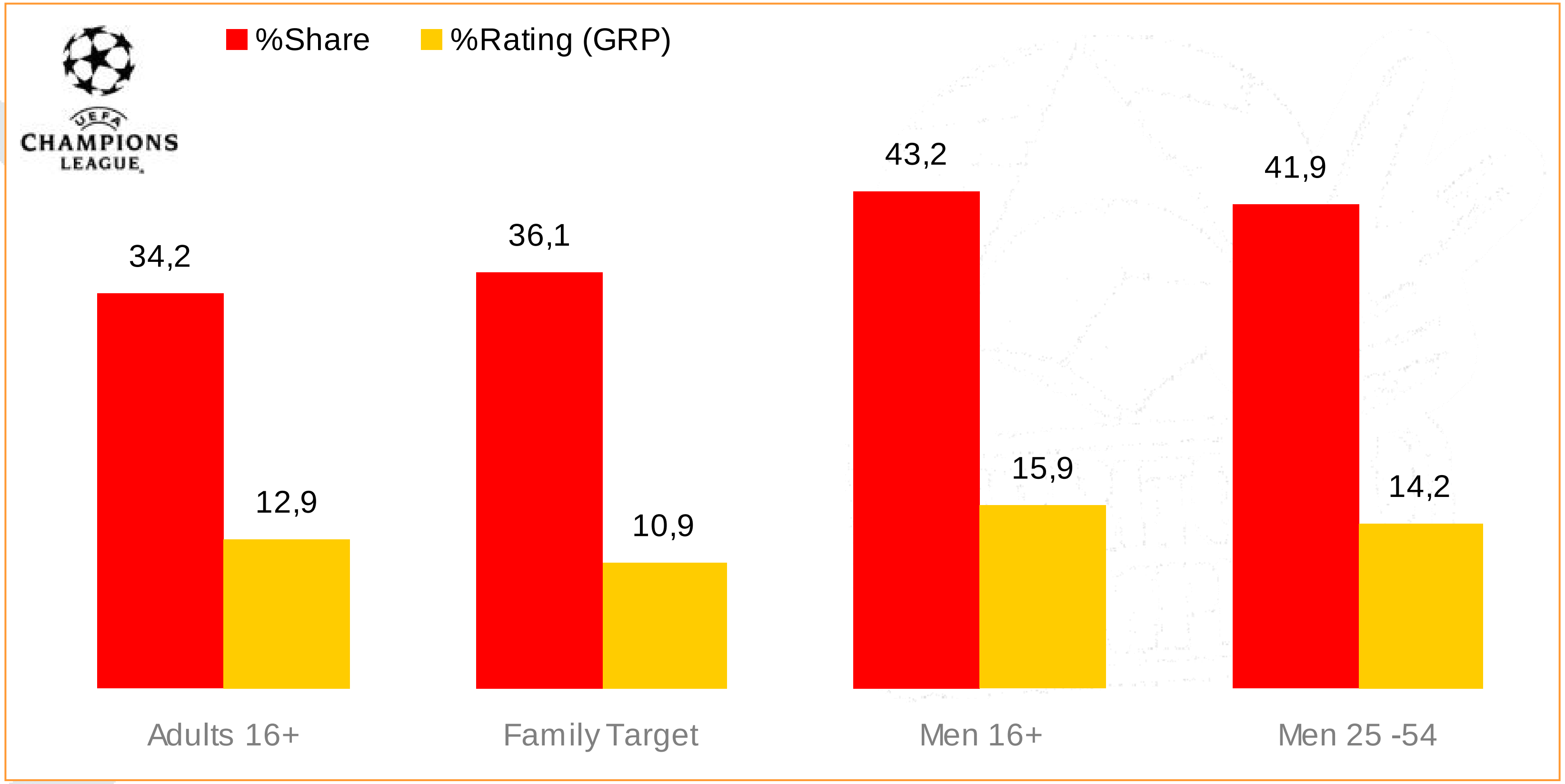
Source: TNS. January-September 2006. Total Advertising

TTV media conversion >82. Commercial Tv: 16-54 A-MA-MM-MB+10M. Family TV: Individual.-55 homes with children

Future price increases

UEFA Champions League TV Rights

- New products reinforcing the price differential vs the TV market
- Top ratings deliver high coverage



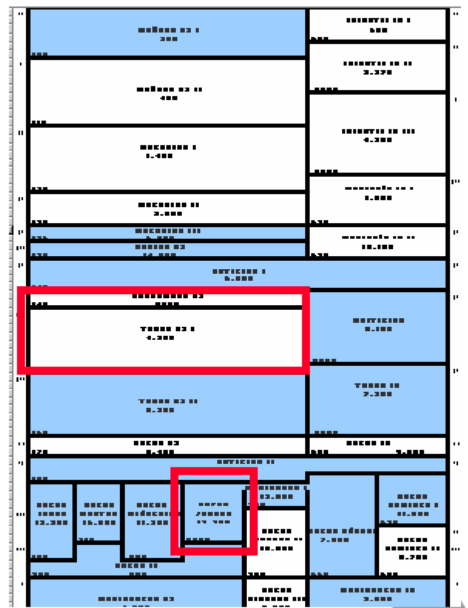
Source: TNS. 3 first Champions 2006-2007 matches

Future price increases

Innovation through new products

Pursuing maximum effectiveness for advertisers

- More breaks of shorter length
- Selecting programs and breaks
- Offering sector exclusivity
- New formats of Special Ads
- Top Quality Modules



Outlook

- TV will continue to increase its share on conventional media ad spend, driven by its unique proposition: high coverage and reach

- Other media represent an essential complement for an integrated communication, reinforcing the impact of advertising messages in a more and more fragmented audience environment

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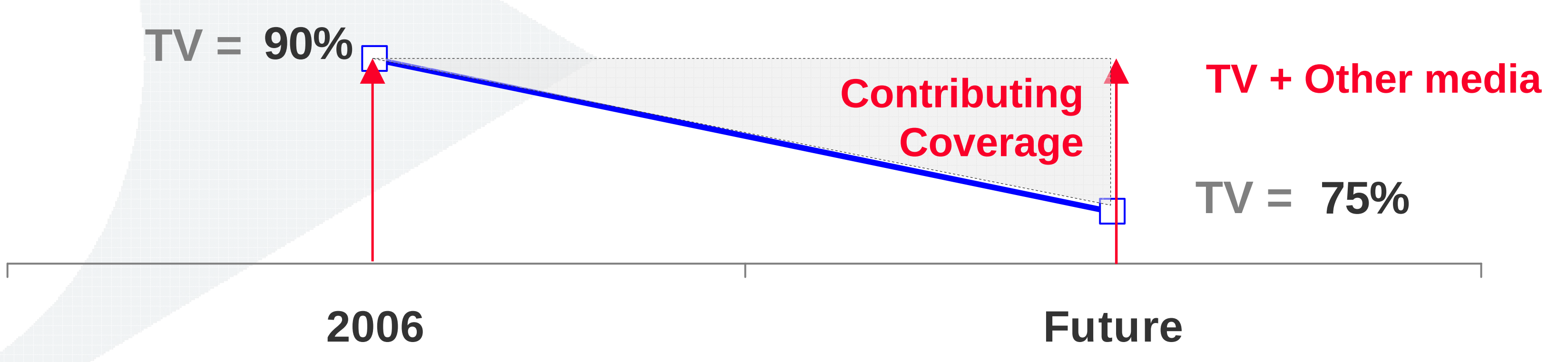

Outlook

- Brand value will be the most important driver, ‘fueling’ the advertising environment
- The search for new media platforms will improve considerably the position of ATRES advertising as a ‘must-have’ multi-media partner amongst advertisers
- ATRES advertising generates and builds brands !