

Reshaping the afternoon

Renewing a classic genre

→ A new date in Antena 3's programming



- ✓ Fresh
- ✓ Entertaining
- ✓ Modern
- ✓ Dynamic



An afternoon that still works

Strength built on loyalty

→ Leading talk-show since its premier in 2001



More than 1,000 programmes of

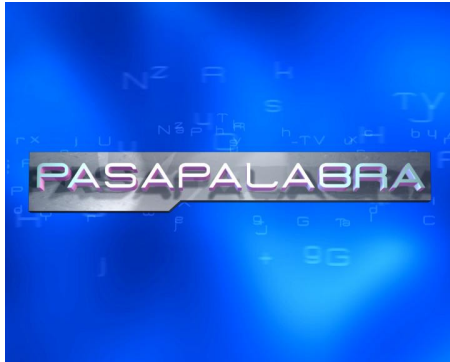
- ✓ Feelings
- ✓ Emotions
- ✓ Complicity

In a way that is direct, modern, attractive, real!

An afternoon that still works

The most successful game shows in television are on Antena 3

➔ Reinforces the stability in this time slot



- ✓ The largest prize awarded on television
- ✓ Entertainment / popular
- ✓ Whole family participates



- ✓ Known and awarded worldwide
- ✓ The most sold and produced format in the world
- ✓ Interacts with the viewer

The Pillars of Antena 3's Success



Leadership
in news

Stability in
Daytime

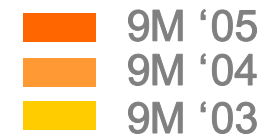
Strength in
Prime time

Strength in Prime time

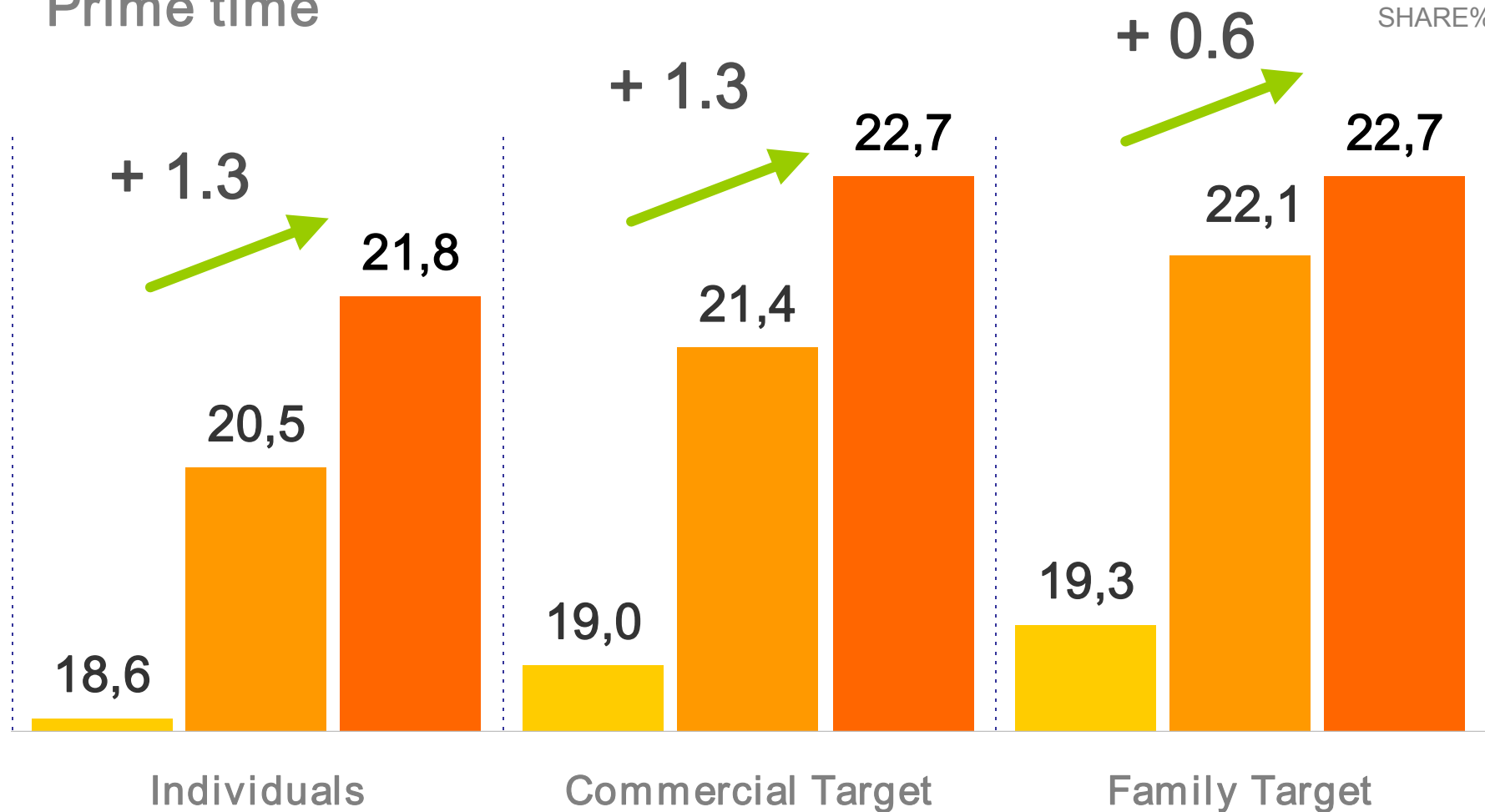
Increase the audience

→ Consolidation and new ideas

Prime time



SHARE%



Strength in Prime time

Variety of genres

→ Programming for all types of audiences

MON	TUE	WED	THU	FRI	SAT	SUN
MOVIES	SPANISH FICTION	SPANISH FICTION	FICTION USA	HUMOR	KIDS	HUMOR
CURRENT AFFAIRS	LATE SHOW (HUMOR)			GOSSIP	MOVIES	SPANISH FICTION
					MOVIES	INFOSHOW

Strength in Prime time

For the whole family

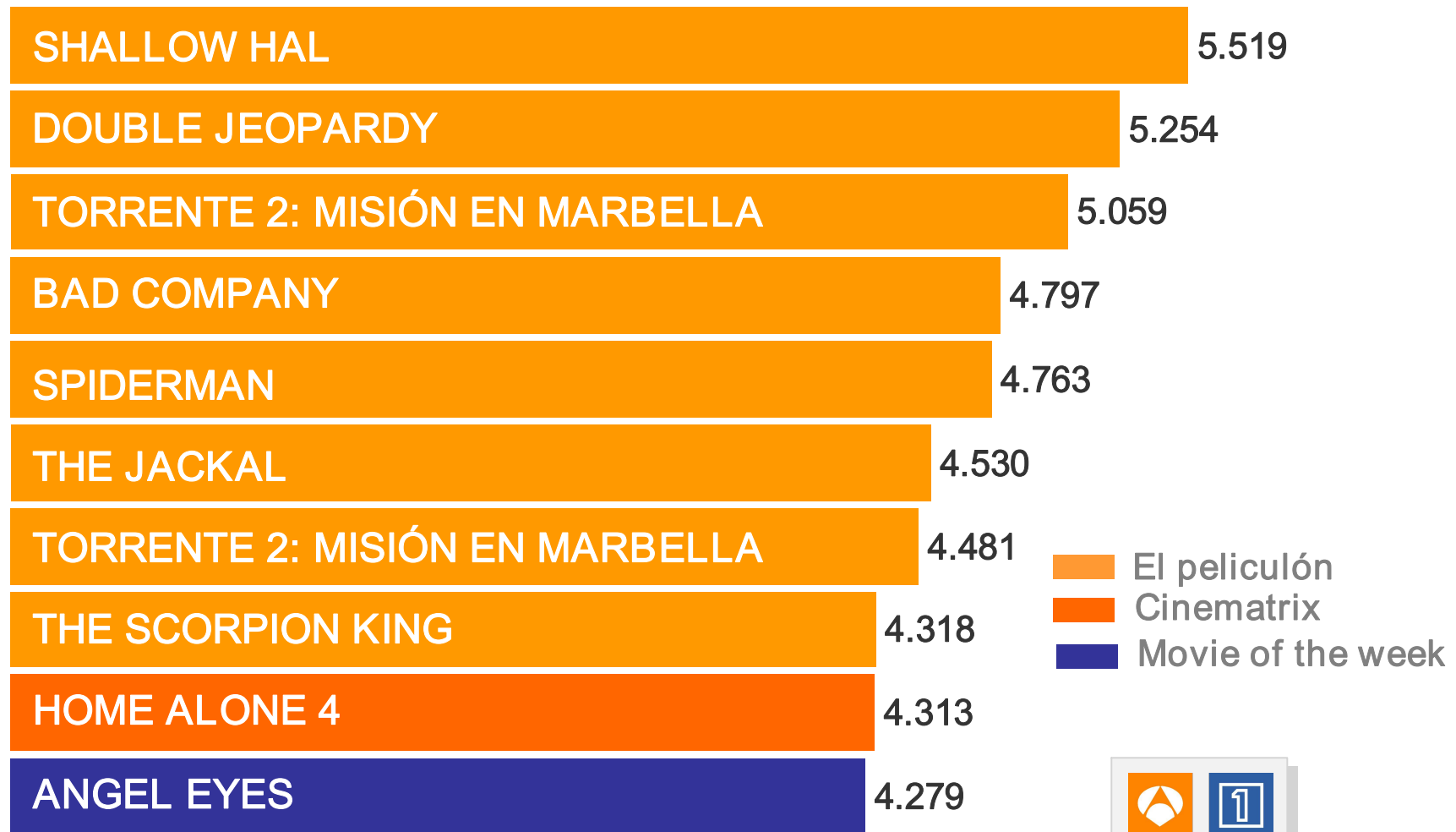
→ The best cinema is on Antena 3

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Competitive cinema slot

The 9 most watched films of the year are on

→ **Antena 3** El peliulón, most watched cinema slot on television



Source: Sofres A.M. * 2005: until 25 October



Competitive cinema slot

An example of consistency in purchasing and

→ programming
Product guaranteed for next 2 years

Xmen 2 League of extraordinary gentlemen
Master and commander Collateral Sahara Star
wars, episode 3: Revenge of the Sith King Arthur
Cold Mountain Finding Nemo Spiderman 2
Terminator 3 Swat Cheaper by the dozen
Alexander Million dollar baby The forgotten
Charlie's Angels 2 Hitch 28 days later Phone booth
Spy kids 3 Monsters Scary movie 3 Tears of the sun

Strength in Prime time

For the whole family

→ The most innovative series

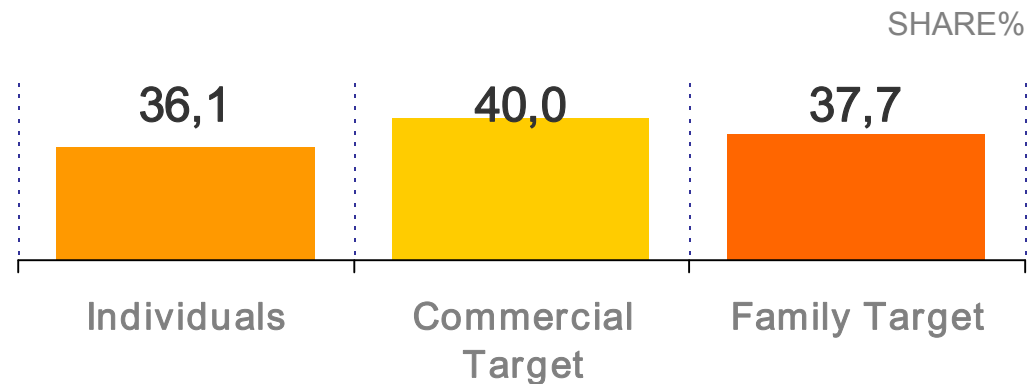
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A Series for the whole family

The value of a series, even in its re-runs

→ The most watched series in the last 6 years

DOUF NO HAY
OUEN VIVA



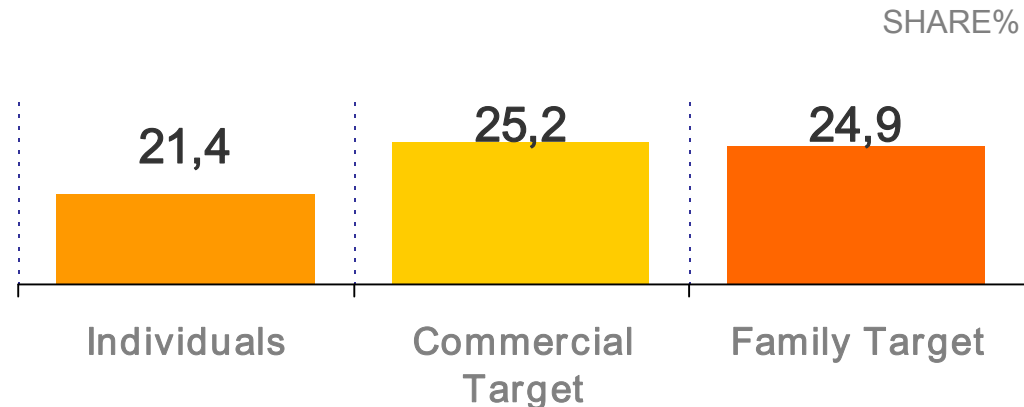
A series that is already legendary

- ✓ A product that transcends the screen
- ✓ New episodes before the year ends
- ✓ To continue throughout 2006

A Series for the whole family

A new twist in Spanish fiction

→ Antena 3 sense of humour



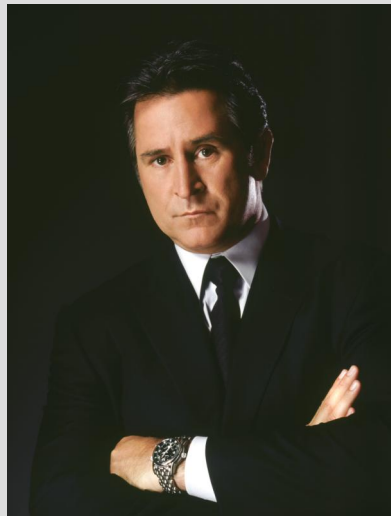
A trend-setting series

- ✓ A daring concept
- ✓ Creatively produced
- ✓ For all types of audiences

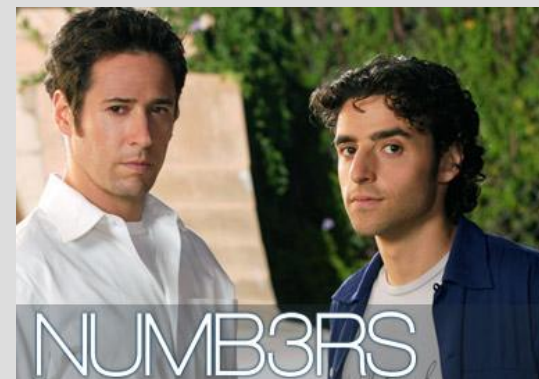
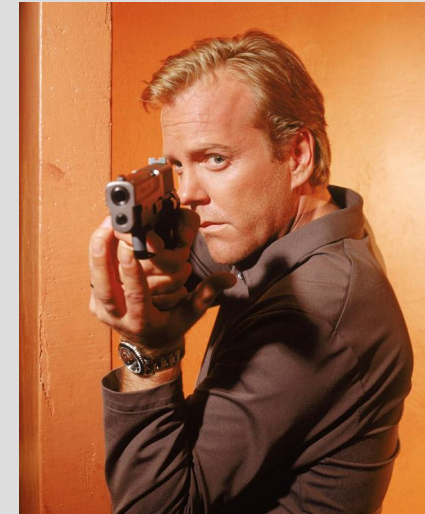
The Best Series from the USA

Jack Malone and Jack Bauer are on Antena 3

➔ The quality of the hippest new series



without a trace



Strength in Prime Time

Intelligent humour that sets trends

→ The most interesting and newest programmes

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The Late-night that has revolutionised TV

The TV you were waiting for is already on Antena 3

→ Critics choice



EL PAIS
DIARIO INDEPENDIENTE DE LA MAÑANA

12/01/2005

'Buena Fuente', el mejor estreno de madrugada desde el año 1997

- ✓ Unique
- ✓ Personality
- ✓ Prestigious
- ✓ Must-see TV



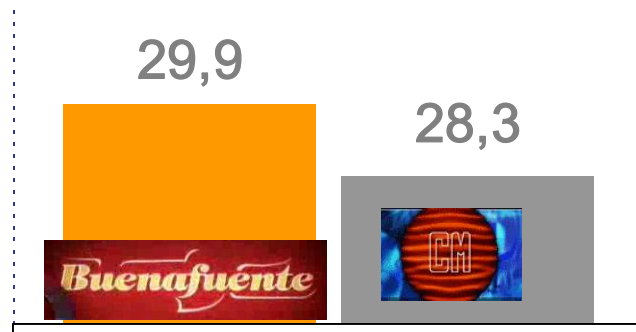
The Late-night that has revolutionised TV

The TV you were waiting for is already on Antena 3

→ Public's choice



SHARE%



JANUARY-JUNE 2005



- ✓ Leadership
- ✓ Most watched late-night on television
- ✓ Competition took their late-night off the air

Intelligent Humour on Antena 3

The TV you were waiting for is already on Antena 3

→ A satirical look at current events



HOMMO ZAPPING

✓ A parody of the world of television



MIRE USTÉ

✓ A parody of national politics

Agenda

I. Current Situation

i. Audience Growth

ii. Solid Grid

iii. Valuable Channel

II. Antena 3 Strategy (2006)

Antena 3, a channel with values

→ Backed by the most prestigious research

Antena 3 is the channel....



→ most appreciated

→ that has the best professionals

→ most innovative

→ with the best news

→ with the best fiction

→ with the best quiz shows

→ with the best feature films

Sources

MPG: Research on image of TV channels October '05

TNS: Quantitative news survey July '05 / Image of TV channels October '05

GECA: Índice de imagen GECA 2005

...from television to your life

Help for the Tsunami victims in Asia

→ The most significant act of solidarity in television



‘Un puente solidario’: An unprecedented act

- ✓ 7.692.491 SMS showing solidarity
- ✓ More than 11 million euros collected
- ✓ All our professionals supported the effort

...from television to your life

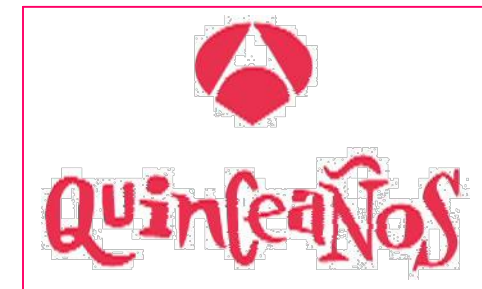
Antena 3 television's 15th anniversary

➔ The most innovative and profitable event



Three special days at Antena 3

- ✓ 15 cars a day/ 1 car an hour
- ✓ SMS: Record numbers in participation
- ✓ Creativity: Mariscal
- ✓ All our stars were involved



Agenda

I. Current Situation

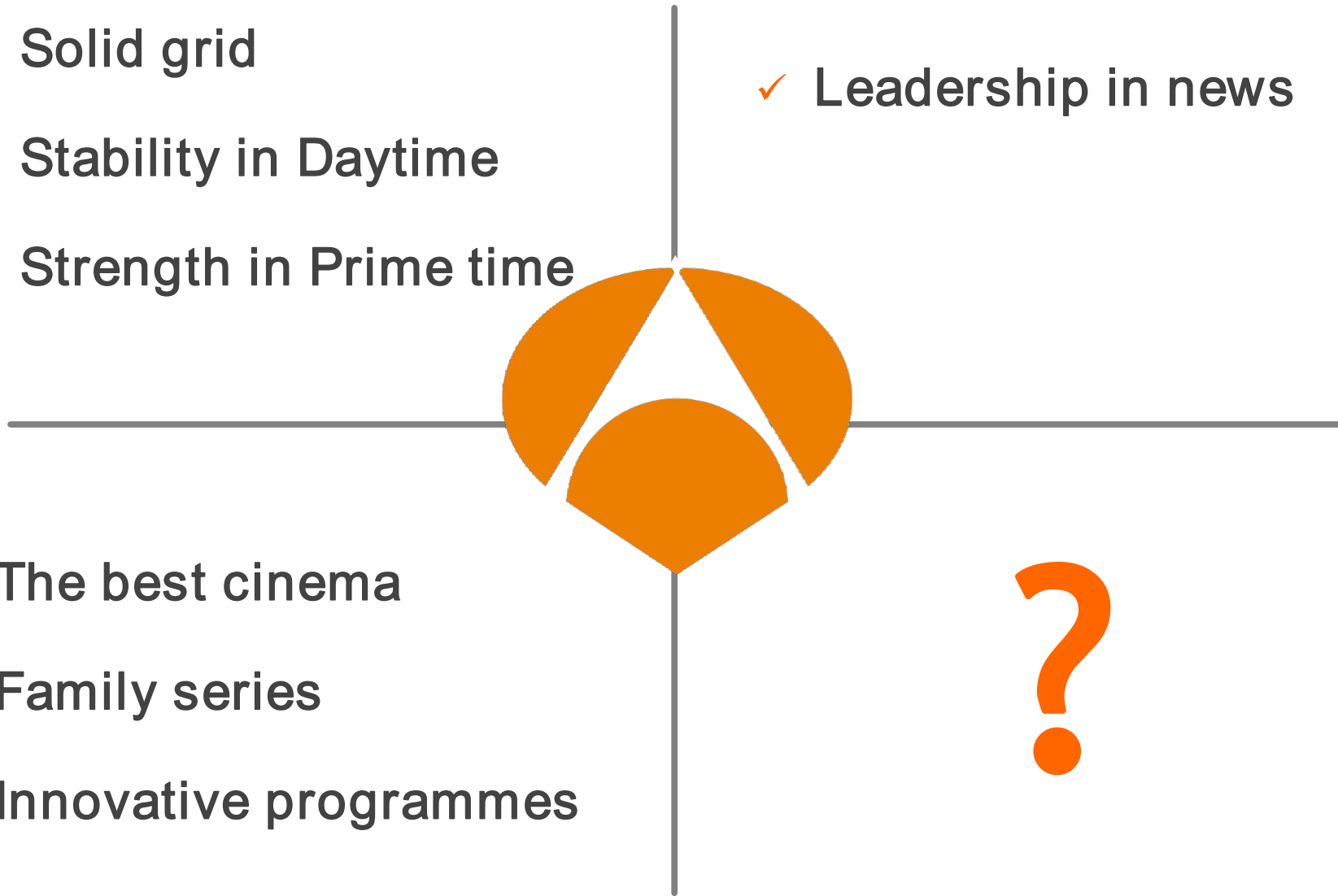
II. Antena 3 Television Strategy (2006)

The Pillars of Antena 3's Success

- ✓ Solid grid
- ✓ Stability in Daytime
- ✓ Strength in Prime time

✓ Leadership in news

- ✓ The best cinema
- ✓ Family series
- ✓ Innovative programmes



The Champions is playing on Antena 3

→ The most important sports competition



2006-2009:

Champions league



2004-2005:

National Team Matches



2002: World Cup



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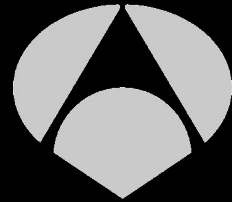


Antena 3 is playing in The
Champions League
2006



**CHAMPIONS
LEAGUE**

Let's go
play !!!!



TELEVISION

Angeles Yagüe Content Director

岁寒，然后知松柏之后凋也

 *QUE VENGA EL INVIERNO Y SE VERÁ QUE PINOS Y CIPRESES NO PIERDEN LAS HOJAS*