



NEW TV LANDSCAPE

Miguel García General Manager

岁寒，然后知松柏之后凋也

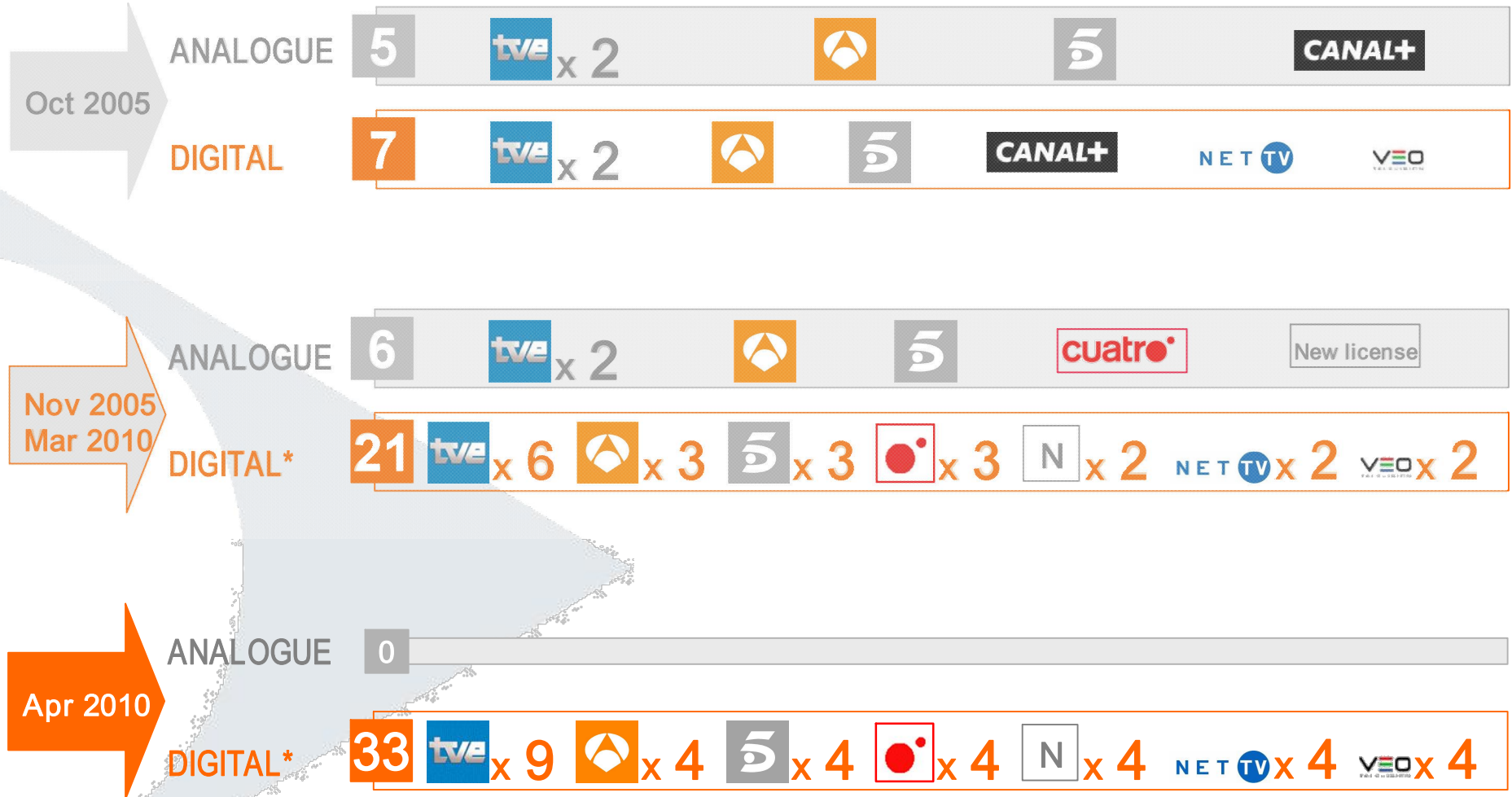
 *QUE VENGA EL INVIERNO Y SE VERÁ QUE PINOS Y CIPRESSES NO PIERDEN LAS HOJAS*



**I. NEW TV LANDSCAPE:
Impact on current model**

II. ATRES advertising Strategy

New Television Landscape



*2005-2010: Situación prevista, pendiente de resolución

New Television Landscape

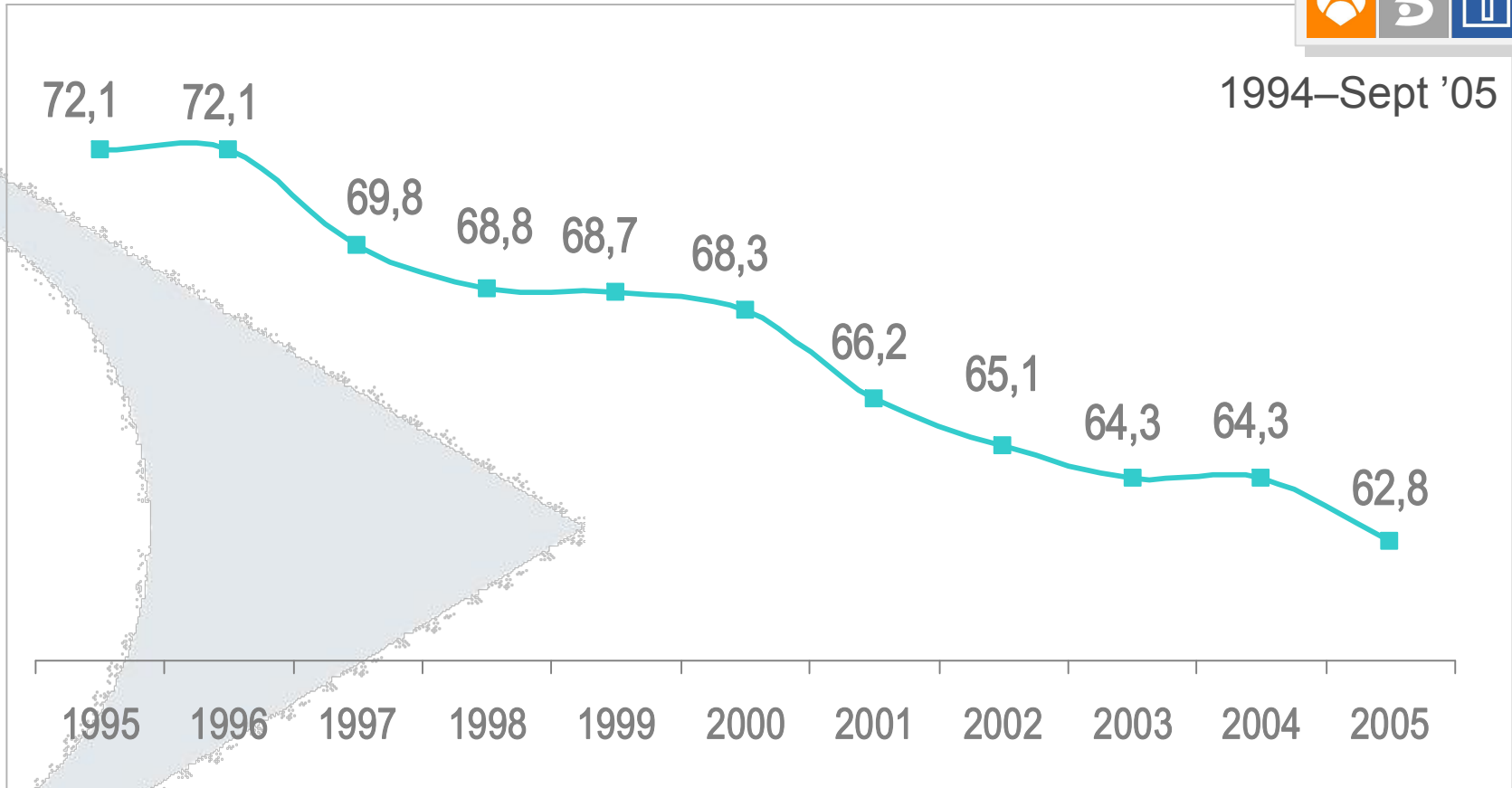


Audience of national TV stations. % Share. Ind. 4+

→ Loss of Generalists' audience



1994–Sept '05



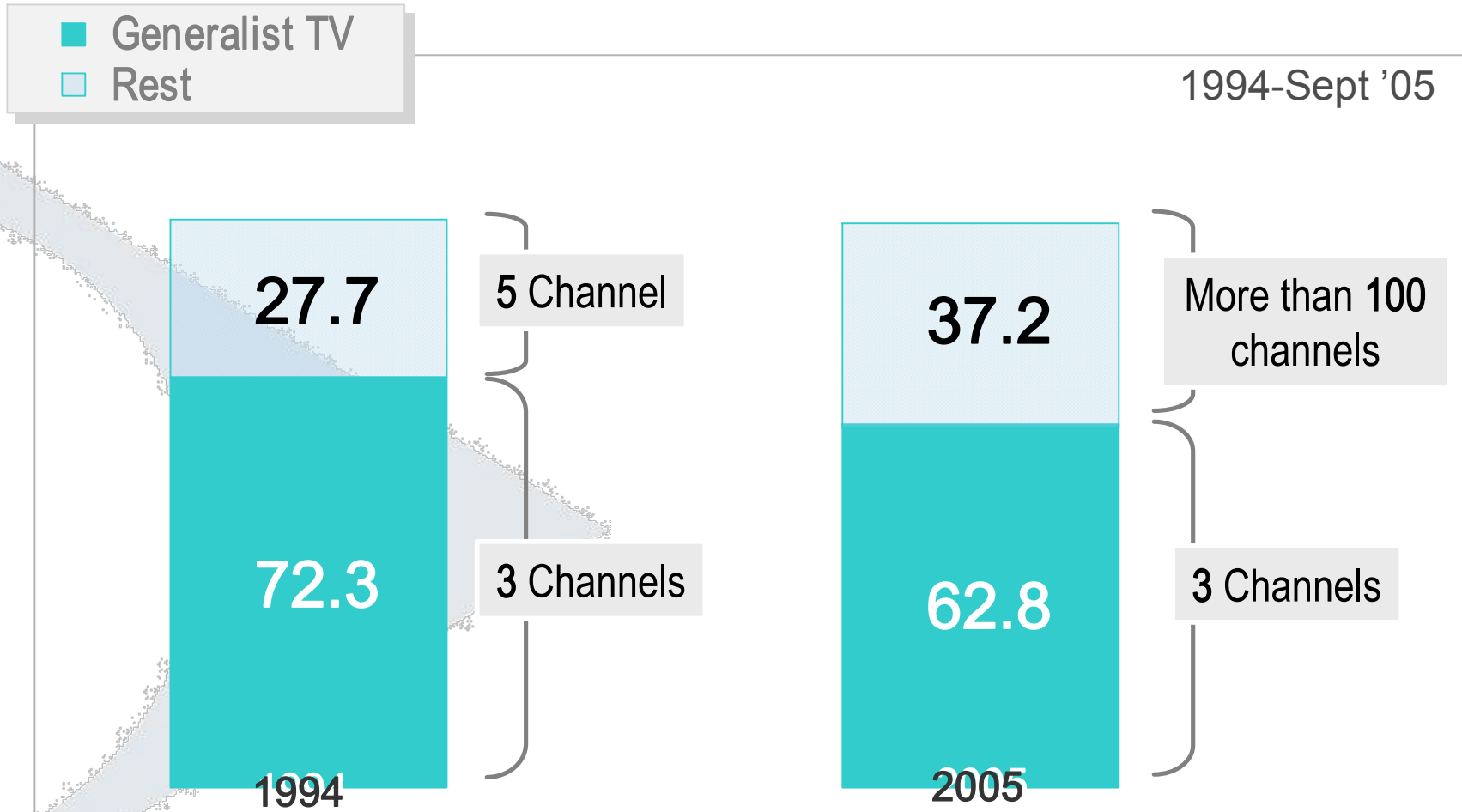
Source: TNS

New Television Landscape



Audience Distribution. %Share. Ind. 4+

➔ Significant fragmentation in audience of non-generalist TV



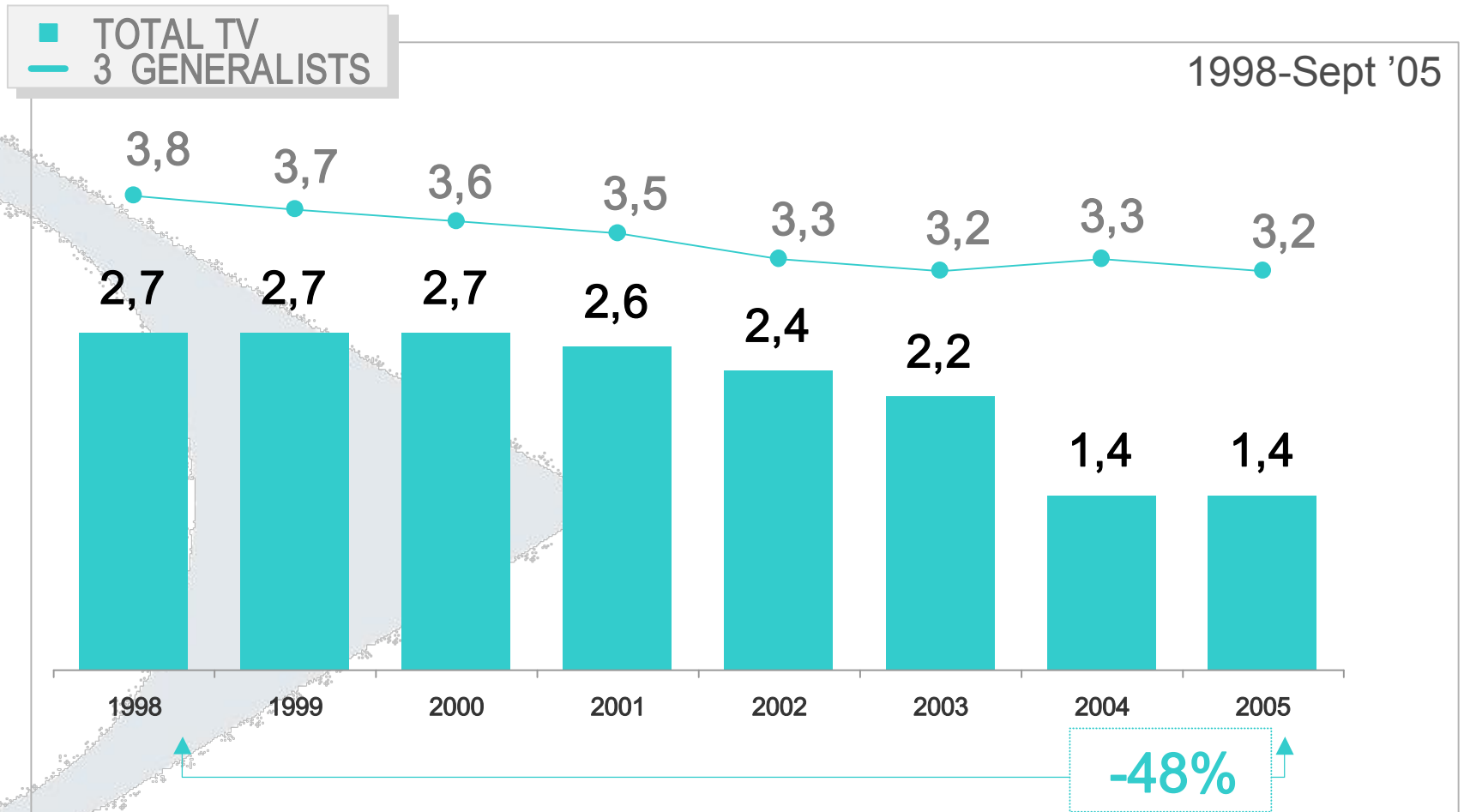
Source: TNS

New Television Landscape



Advertising Rating. Ind. 4+

- ➔ Progressive drop in advertising rating (% of population that sees a spot)
- ➔ To a much lesser degree in generalist TV



Source: TNS

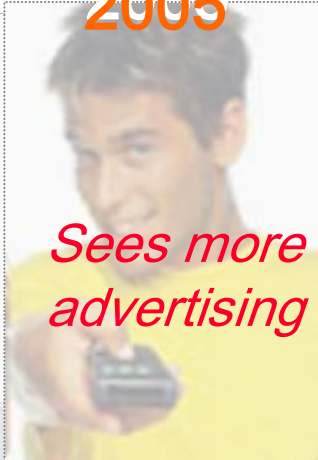
All Channels: A3 / T5 / TVE1 / LA2 / C+ / THEMATIC

New Television Landscape

TV consumption per viewer



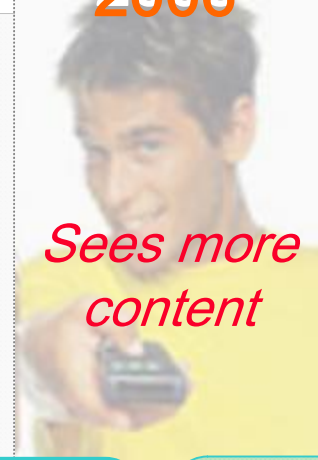
2005



Sees more advertising

Same TV consumption

2006



Sees more content

63%



37%

A3 TV

TVE1 & TELE 5

(100% Airtime sold)

Others

(Less occupied)

60%



40%

A3 TV

TVE1 & TELE 5

(100% Airtime sold)

Others

(Less occupied)

Drop in
GRP'S

Source : TNS + MKTG Forecast. ATRES ADVERTISING

New Television Landscape

Advertising sales unit in TV



➤ **GRP** =

REACH

x

FREQUENCY



Example 1 300 GRP's
75% of the population
4 times on average



Example 2 300 GRP's
30% of the population
10 times on average

New Television Landscape

Contribution of reach per media platform



→ FREQUENCY



→ REACH



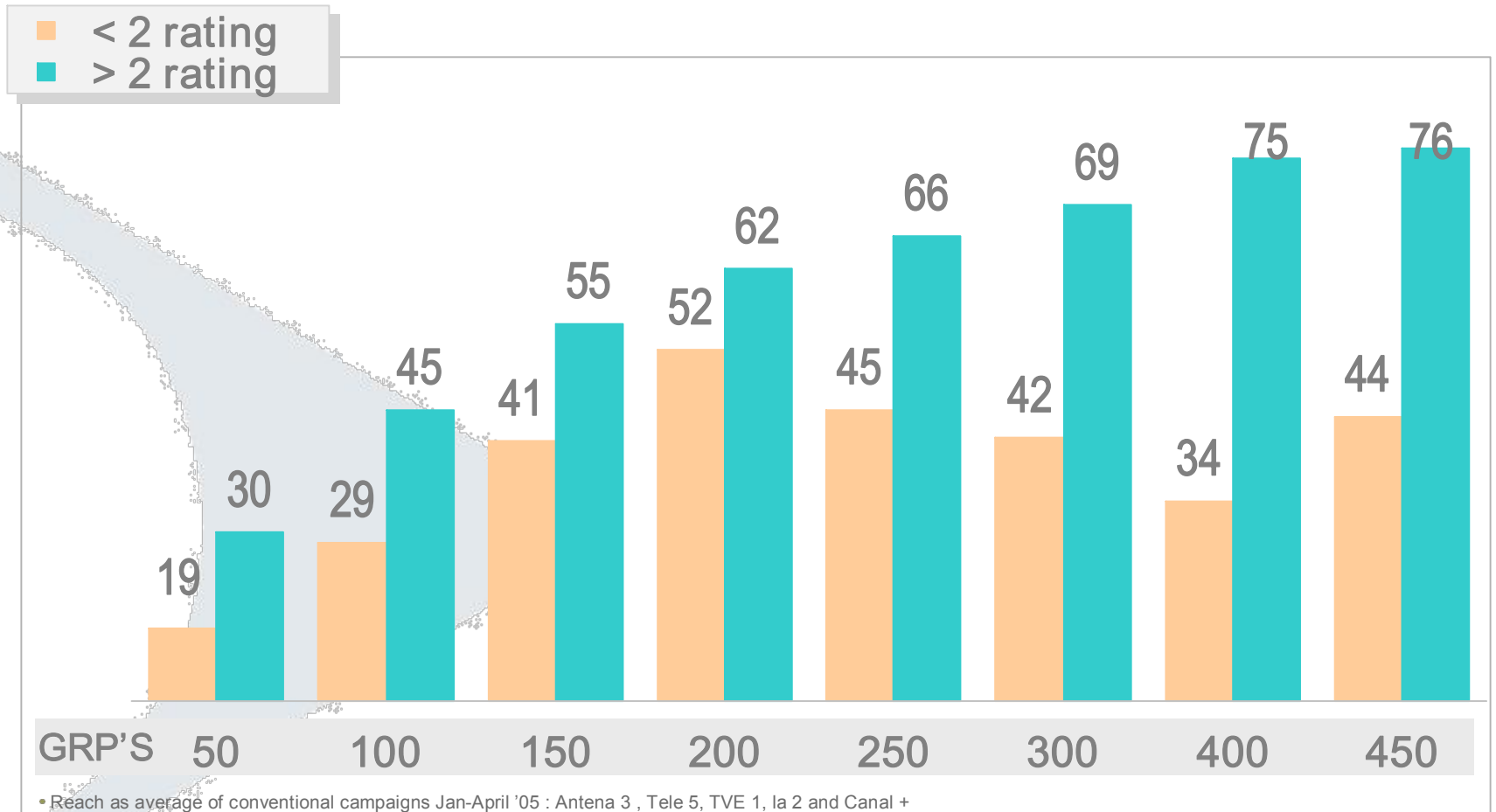
- Due to their high and differentiated audience
- Unique-differential value

New Television Landscape



% Reach performance according to average rating

→ Campaigns lower than <2 ratings show significantly lower reaches



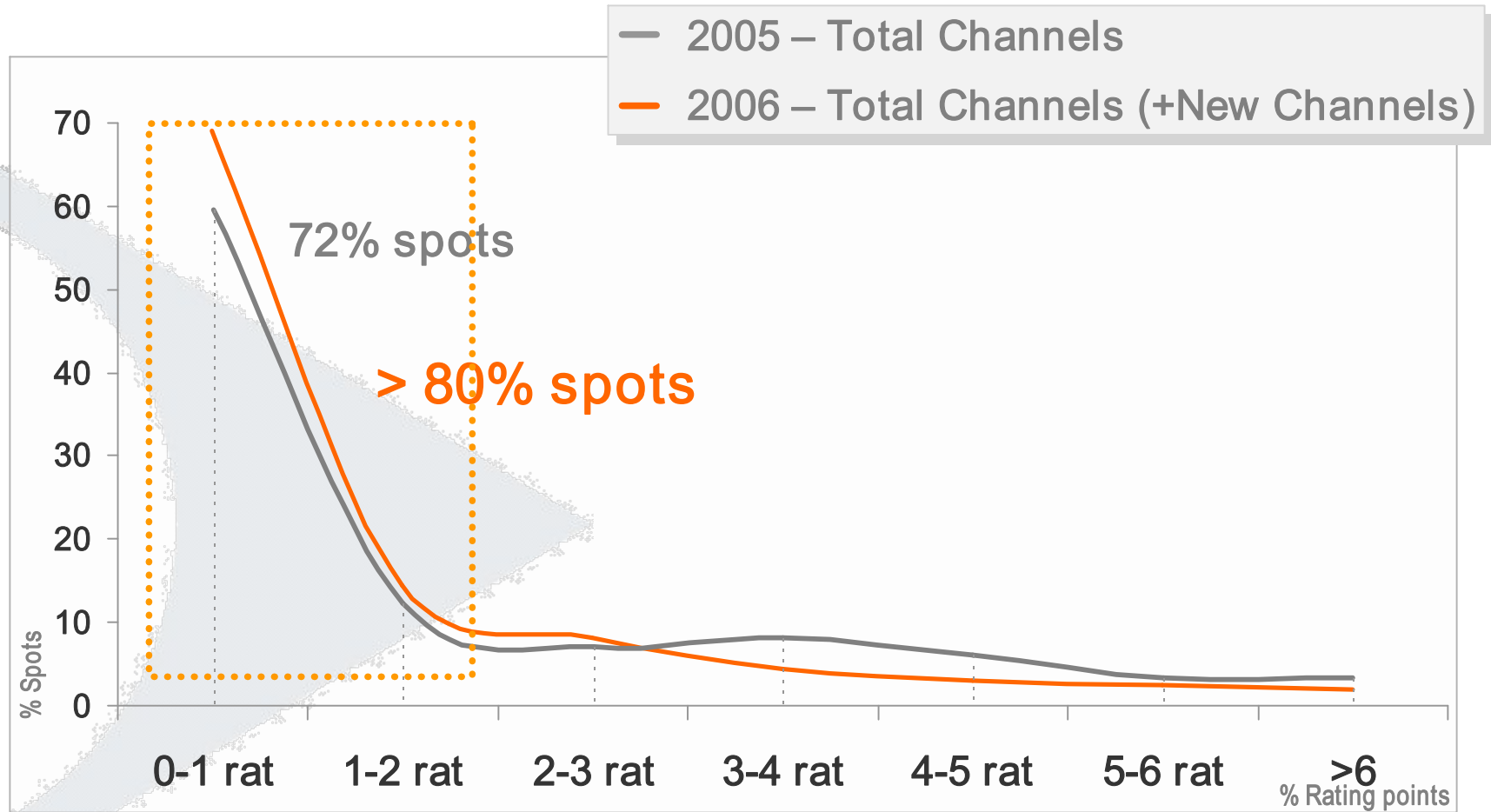
Source: TNS

New Television Landscape



% spots according to advertising rating. Ind.4+

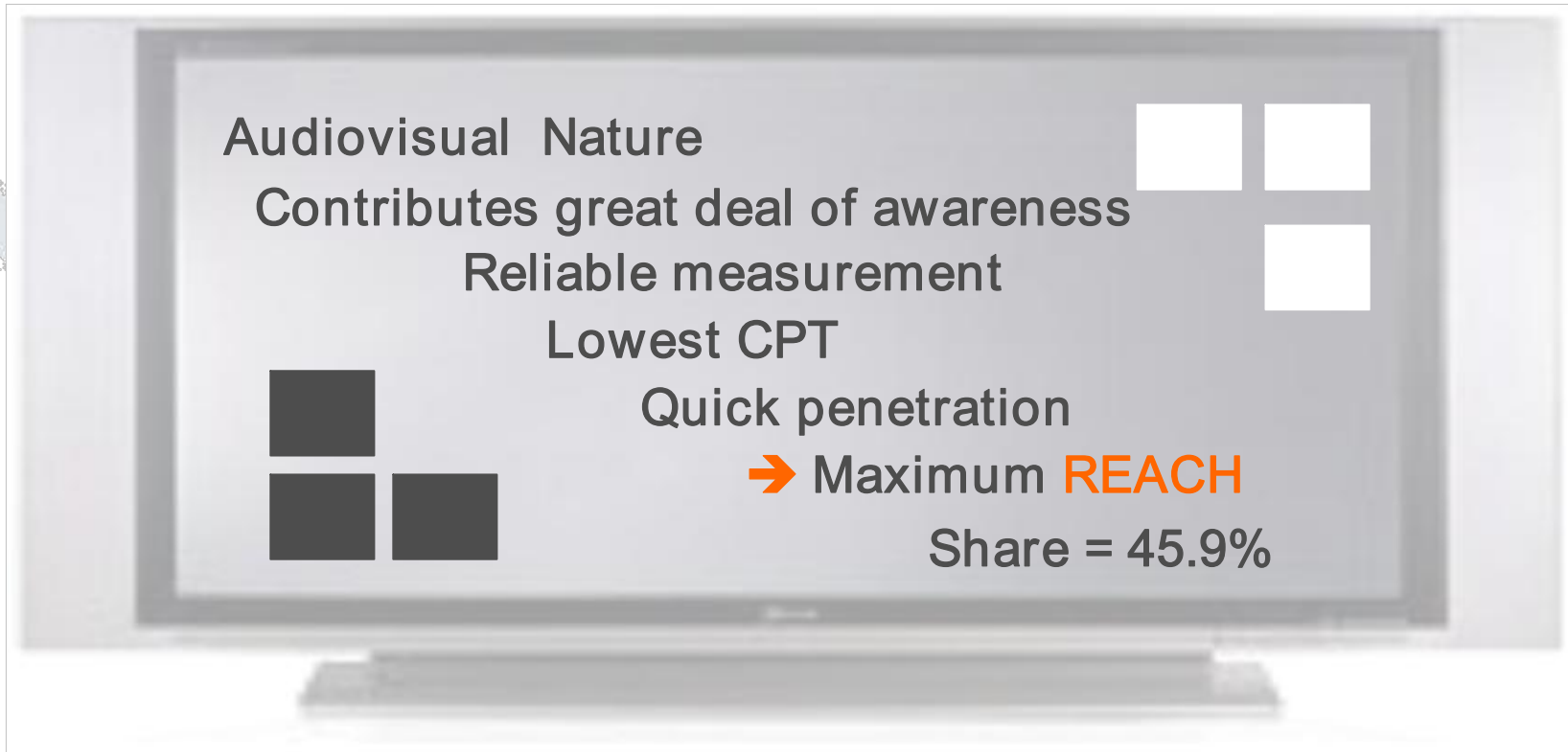
➔ There shall be an increasing % of spots with a low advertising rating



SOURCE: TNS / MAY 2005. 2006 ESTIMATED
All channels: A3 / T5 / TVE1 / LA2 / C+ / THEME

New Television Landscape

How does this scenario affect reach?



New Television Landscape

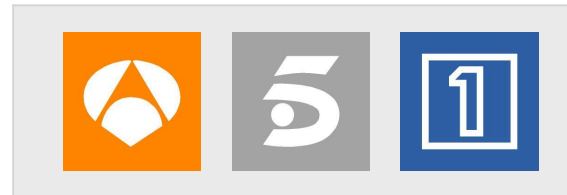


How does this scenario affect reach?

→ REACH



- More difficult to obtain
- Only in the 3 main channels

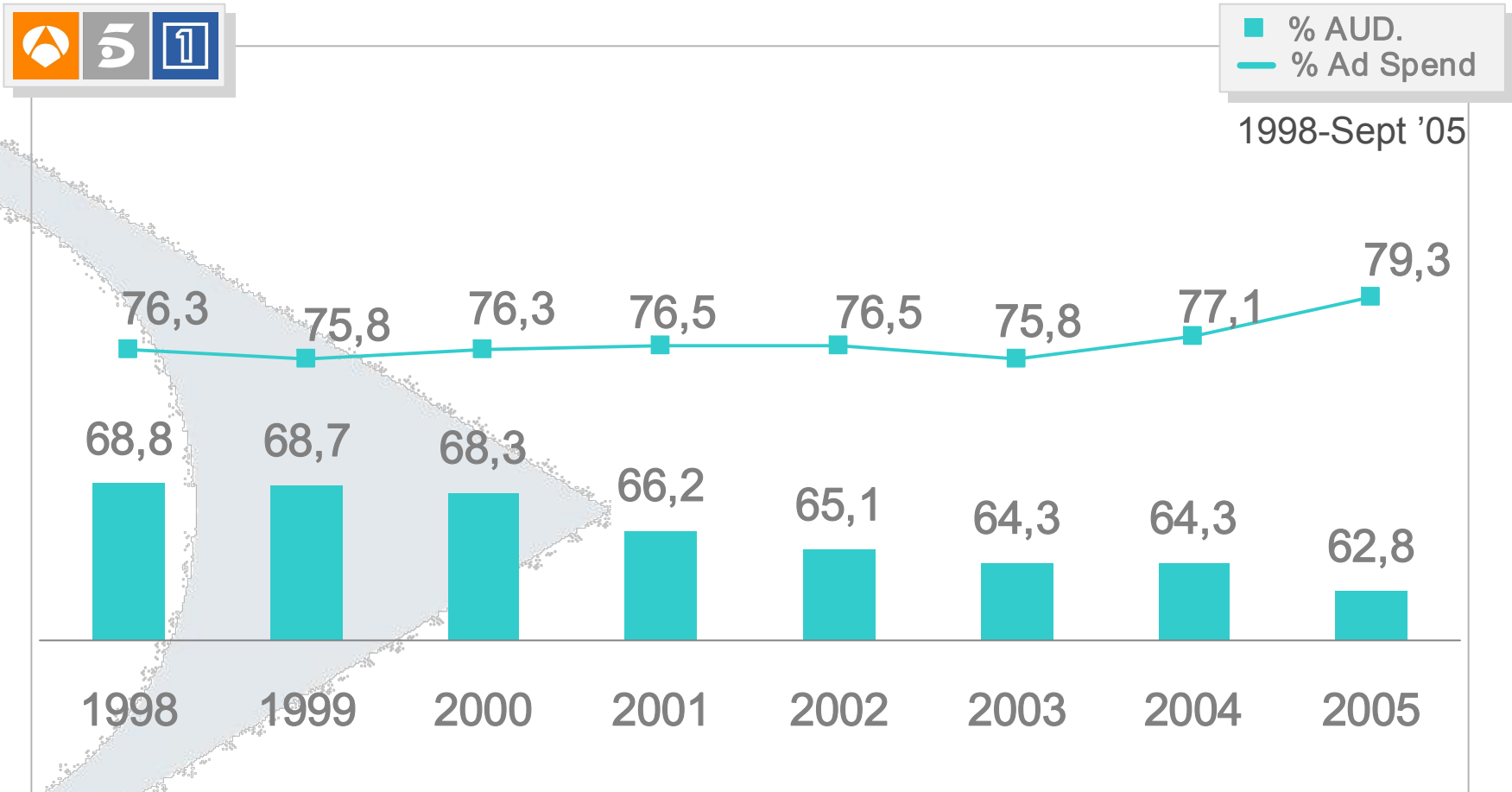


New Television Landscape



Generalists TV audience share and ad spend in Spain

- Audience loss of the generalists channels
- The ad spend share remains constant and is higher than the audience share



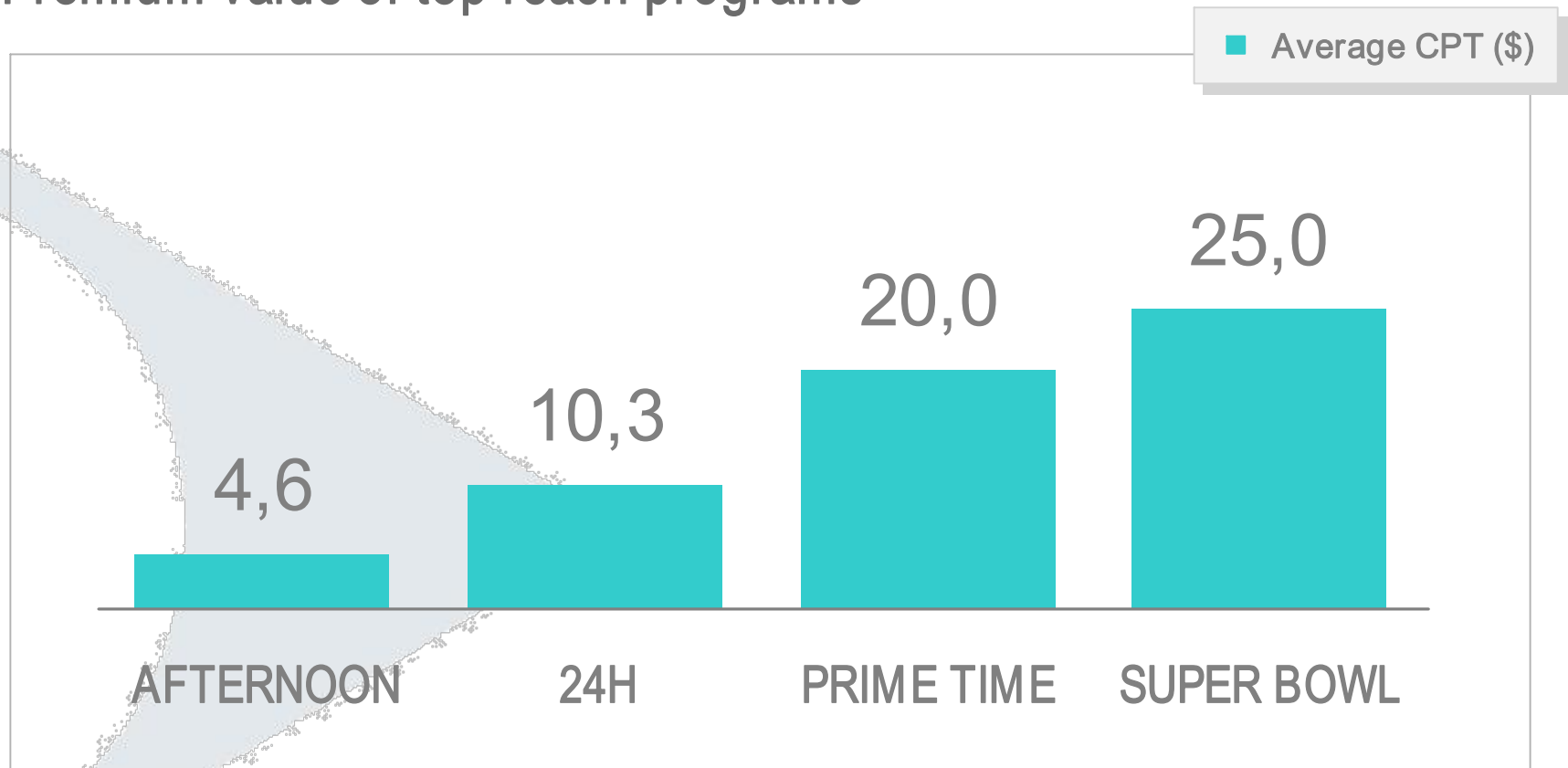
SOURCE: TNS + Infoadex + MKTG Forecast. ATRES advertising

New Television Landscape



Average CPT for Slots/Programs of US Channels in 2004

- Prime time strength
- Premium value of top reach programs



SOURCE: TNS Nielsen Media Research – Average Network TV slots and Super Bowl. Year 2004 data



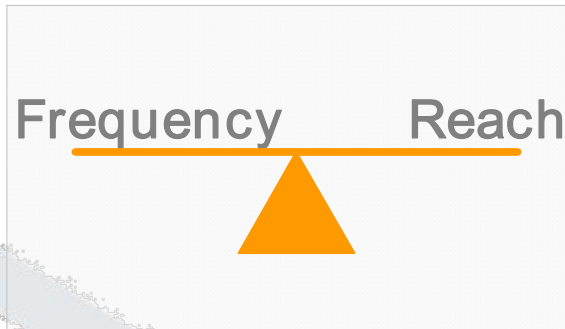
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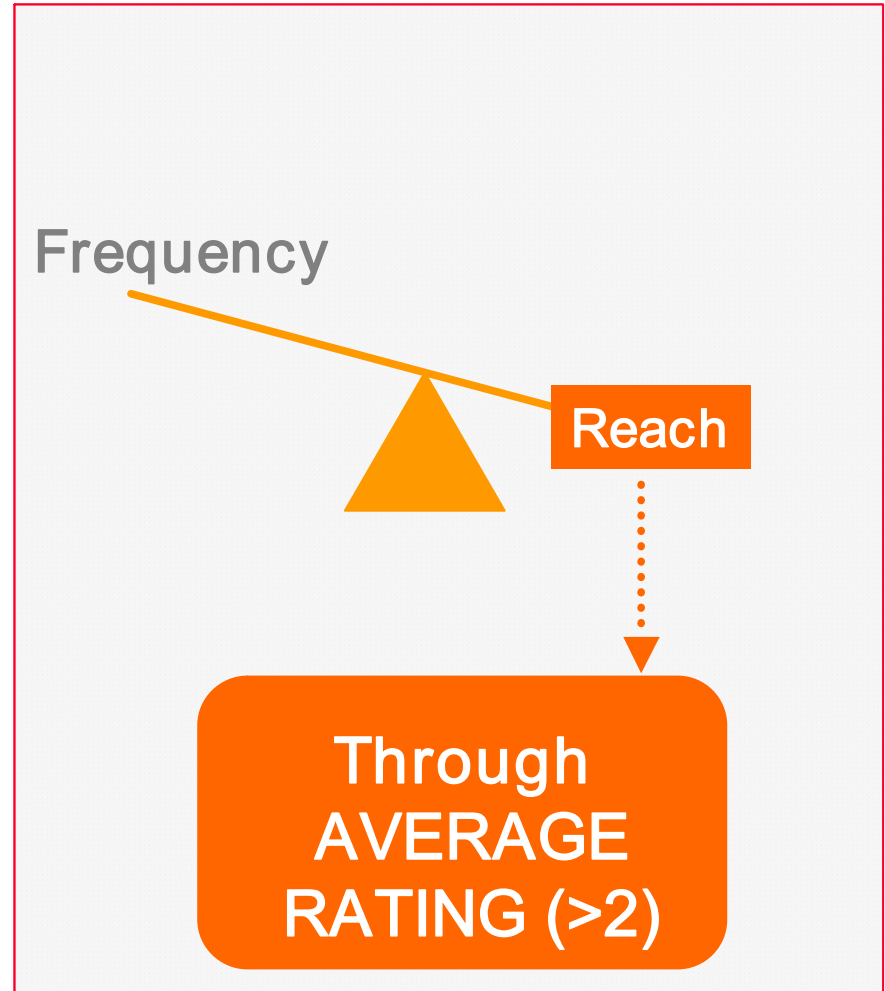
ATRES advertising Strategy



→ TODAY



→ ATRES advertising STRATEGY



ATRES advertising Strategy

Impact on Antena 3 Sales Policy



BEFORE

Slots according
HOUR OF DAY

	Lun	Mar	Mié	Jue	Vie	Sáb	Dom
6:00-7:00	0.0	0.0	0.0	0.0	0.0	0.0	0.0
7:00-8:00	0.3	0.3	0.3	0.3	0.2	0.1	0.1
8:00-9:00	0.3	0.3	0.3	0.3	0.3	0.2	0.2
9:00-10:00	0.4	0.5	0.5	0.4	0.5	0.5	0.4
10:00-11:00	0.7	0.7	0.7	0.6	0.8	0.8	0.9
11:00-12:00	1.1	0.9	0.9	0.9	0.8	1.2	1.4
12:00-13:00	1.4	1.4	1.4	1.3	1.1	1.3	1.6
13:00-14:00	2.4	2.4	2.4	2.4	2.3	1.9	2.3
14:00-15:00	4.5	4.5	4.4	4.4	4.4	5.5	5.3
15:00-16:00	3.6	3.5	3.4	3.3	3.4	6.4	6.5
16:00-17:00	2.2	2.2	2.2	2.2	2.7	5.7	5.8
17:00-18:00	2.2	2.2	2.2	2.2	2.8	5.7	5.8
18:00-19:00	2.7	2.7	2.8	2.8	2.8	5.3	5.5
19:00-20:00	4.9	4.8	5.1	4.7	4.8	4.8	6.6
20:00-21:00	6.6	6.4	6.9	6.2	6.2	4.5	6.6
21:00-22:00	6.9	6.9	6.9	6.9	6.9	6.9	6.9
22:00-23:00	7.4	7.4	7.4	7.4	7.4	7.4	7.4
23:00-24:00	6.7	6.4	6.3	6.6	5.9	6.2	4.7
24:00-25:00	4.0	4.0	4.0	3.7	4.0	4.0	3.7
25:00-26:00	0.9	1.2	1.3	1.0	2.7	1.4	1.4
2:00-3:00	0.6	0.7	0.8	0.8	0.4	0.9	0.8
3:00-4:00	0.4	0.2	0.3	0.4	0.3	0.5	0.6
4:00-5:00	0.2	0.0	0.0	0.0	0.0	0.0	0.5

DAY TIME
SECOND TIME
PRIME TIME

NOW

Groups according to

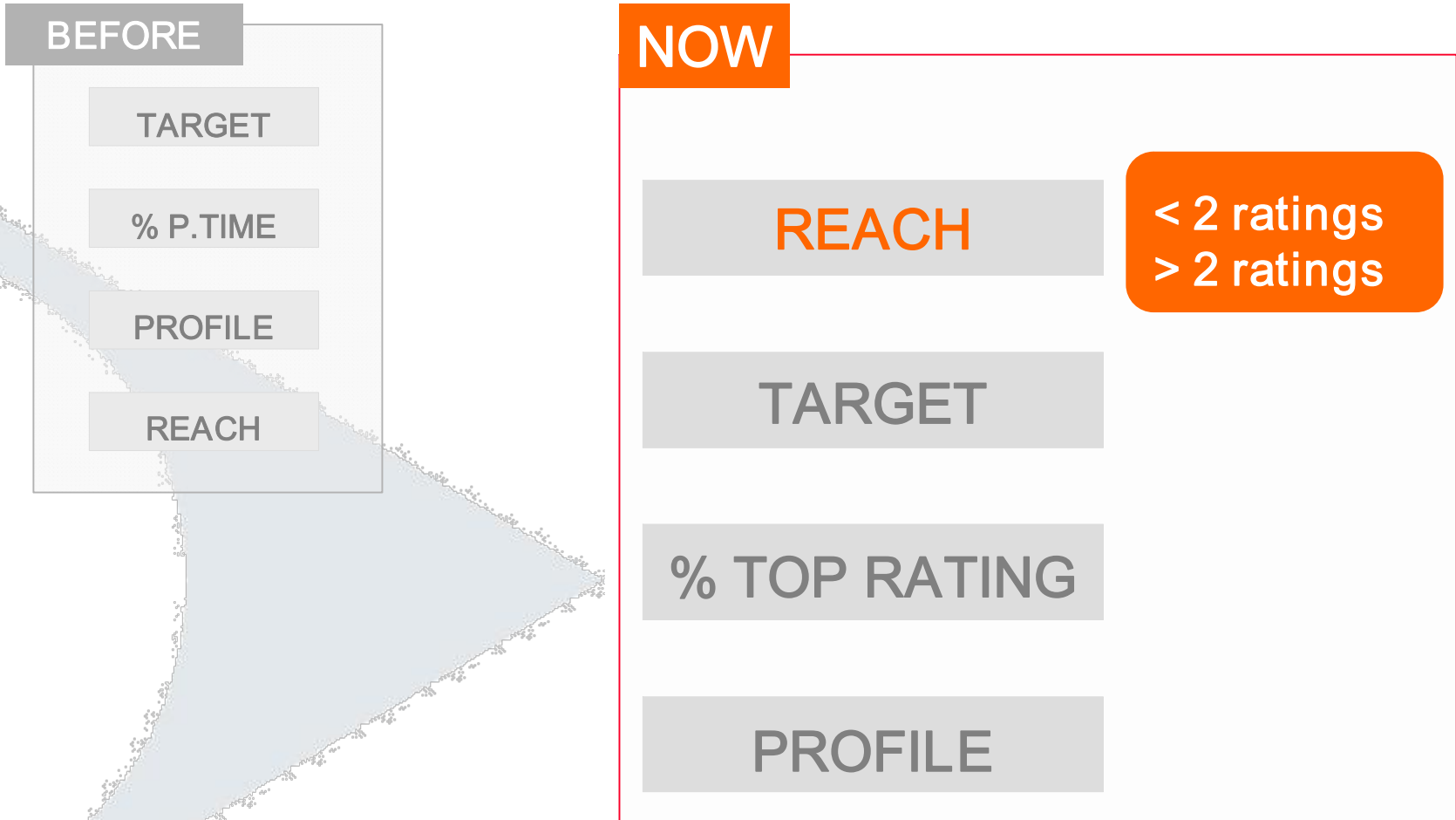
AVERAGE RATING
DEMAND

	LUN	MAR	MÉ	JUE	VE	SÁB	DOM
8:00	MORNING I					INFANTILES I	
8:30	MORNING I						
9:00	MORNING I					INFANTILES II	
9:30	MORNING I						
10:00	MORNING I						
10:30	MORNING II						
11:00	MORNING II						
11:30	MORNING II					INFANTILES III	
12:00	MORNING II						
12:30	MAGAZINE I						
13:00	MAGAZINE I						
13:30	MAGAZINE II					MEDIAS I	
14:00	MAGAZINE II						
14:30	SERIES I					MEDIAS II	
15:00	SERIES I						
15:30	NOTICIAS I						
16:00	NOTICIAS I						
16:30	SEREMESAS						
17:00	SEREMESAS						
17:30	SEREMESAS					MULTI ONE	
18:00	SEREMESAS						
18:30	TARDE I						
19:00	TARDE I						
19:30	TARDE I						
20:00	TARDE II					TARDES	
20:30	NOCHES					NOCHES	
21:00	NOTICIAS I						
21:46	TOP GROUP						
22:00	TOP GROUP						
22:30	TOP GROUP						
23:00	TOP GROUP						DOMINGO I
23:30	TOP GROUP						DOMINGO II
0:00	NOCHES II					VIERNES I	SÁBADO
0:30	MEDIANOCHE I						MEDIANOCHE I
1:00	MEDIANOCHE I						
1:30	MEDIANOCHE II					VIERNES II	MEDIANOCHE II
2:00	NOTICIAS II						MORNING I
2:30	NOTICIAS II						

ATRES advertising Strategy



Impact on Sales policy of Antena 3



ATRES advertising Strategy



Strategy Goals

- Raise **reach** concept through **price**
- Make it our own
- Put up **entry barrier** for new operators





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