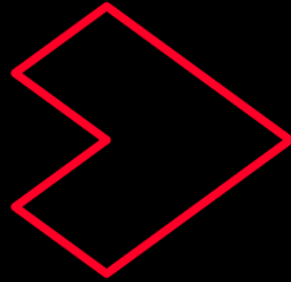


ATRESplayer



LOCAL HERO

ATRESplayer is the leading OTT platform in Spain, both for number of users and hours of content viewed.

Its success stems on representing the main RELEVANT and LOCAL offer within the platform ecosystem in our country.

5.2 Million

UNIQUE USERS EACH MONTH

8.6 Million

REGISTERED USERS

32 Million

MONTHLY VIDEOS

13 Million

APP DOWNLOADS

5.2 Million

UNIQUE USERS EACH MONTH

8.6 Million

REGISTERED USERS

32 Million

MONTHLY VIDEOS

13 Million

APP DOWNLOADS



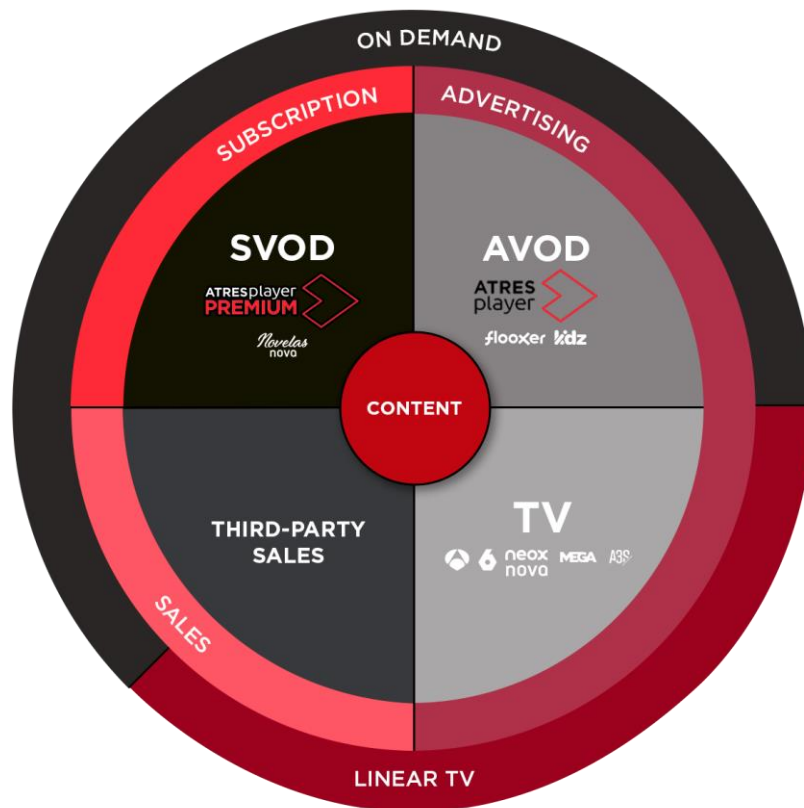
289,456

PAID SUBSCRIBERS

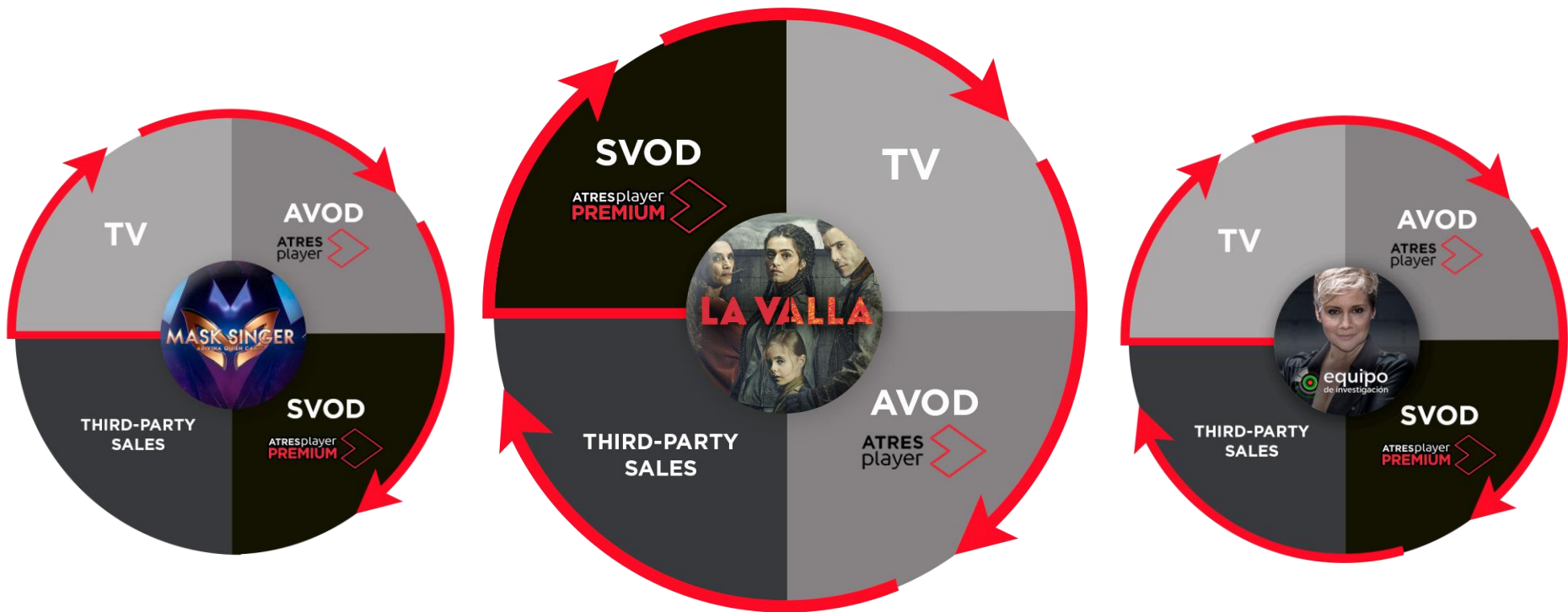
**In September 2020, and growing...*

360 MODEL

ATRESplayer is the platform and the digital distribution brand of ATRESMEDIA that complements ATRESMEDIA windowing offer in order to create a 360 model that positions content in the centre.



360 MODEL: CONTENT IS IN THE CENTRE





MODO SALÓN

2008 - 2013



AVOD

ADVERTISING REVENUE

Catch-up content

Only available on PC



2013 - 2019



AVOD

ADVERTISING REVENUE

Catch-up content
Live TV

Multiplatform and Apps

ATRESplayer 

From Sept 2019



AVOD + SVOD

ADS AND SUBSCRIPTION

Catch-up content
Live TV
Advanced features
Hyperdistribution

+

ATRESplayer
PREMIUM 

The entire audiovisual content from ATRESMEDIA

Live and VOD from Linear TV channels

Exclusive AVOD Channels

Flooxer and KIDZ

Leading Subscription OTT Proposal

ATRESplayer PREMIUM

HYPER-DISTRIBUTION

All Devices, All platforms

State of the Art TECHNOLOGY

Optimal user experience

Based on the use of BIG DATA

Knowledge of our users

ATRESplayer 

MEGA

NOVA



neox

A3S

LIVE TV and CATCH-UP content from Linear TV Channels

flooxer

Exclusive content for YOUNG audiences

kidz

KIDS CONTENT available in AVOD



ATRESplayer
PREMIUM 

PRE-TV EPISODES | EXCLUSIVE PREMIERES | ORIGINAL CONTENT

+ 25,000

HOURS OF CONTENT AVAILABLE ANYTIME

+ 4,500

HOURS OF NEW FRESH CONTENT PER MONTH

+ 1,000

HOURS OF LIVE CONTENT PER WEEK

ALREADY AVAILABLE

COMING SOON

SMART TVs



androidtv

netrange



GRUNDIG

LOEWE.



SONY

Hisense 海信

PHILIPS



Panasonic

HYUNDAI
SMARTTV

DONGLES & DEVICES

androidtv



chromecast

fire tv



amazon
echo



Nest

TELCOS



R

telecable

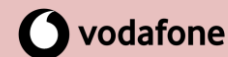


orange™

Grupo Euskaltel

M movistar+

agiletv



Also Present in :



iOS



Maximize Advertising Revenue


Knowledge about the user and its behavior allows targeted advertising (more effective) and strengthens our conversion funnel to subscription

Increase Customer Value

By increasing volume of content consumption and number of visits to the platform we can generate more advertising impacts and create/extend subscription periods

Base and Accelerate Decision Making

Prioritize and validate strategic decisions on a content, technology and business levels

ATRESplayer 

AVOD

ADVERTISING MODEL

Ads

Catch-up content
Live TV

Basic features

Hyperdistribution
State of the Art Tech
Big Data Usage



ATRESplayer **PREMIUM** 

SVOD

SUBSCRIPTION MODEL

No Ads

Original content
Pre-TV / Exclusive
Box Sets and Catalogue

ATRESplayer  +

Advanced features

Marketing and Brand
Awareness boost

ATRESplayer
PREMIUM 

NATIONAL - SPAIN

2.99 €

Monthly Subscription
7 days free trial

29.99 €

Yearly Subscription

Novelas
NOVA 

NATIONAL - SPAIN

1.99 €

Monthly Subscription
7 days free trial

ATRESplayer
PREMIUM 

INTERNATIONAL

4.99 €

4.99 \$

99 MXN

Monthly Subscription
7 days free trial

49.99 €

49.99 \$

999 MXN

Yearly Subscription



ATRESplayer
PREMIUM | PRE-TV EPISODES

Available days before it is broadcasted on TV, only for subscribers.



ATRESplayer
PREMIUM | EXCLUSIVE

Content released exclusively for subscribers months before its broadcast on TV.



ATRESplayer
PREMIUM | ORIGINALS

Exclusive productions available for subscribers that can only be watched on the platform.

PRE-TV EPISODES

Previewing 4 to 7 days before Linear TV broadcasting

More than 40 programs available per week

Daily drama and entertainment series, Prime Time Shows and full thematic channels and FLOOXER content

Play a main role in SUBSCRIBER RETENTION



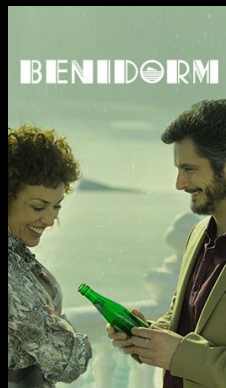
EXCLUSIVE PREMIERES

Available only for subscribers months before they are broadcasted on TV

More than 100 exclusive episodes in the last year

Play an important role both in subscriber RETENTION and ACQUISITION

The distribution windowing allow us to make the most profit of each content



ORIGINAL CONTENT

Twelve exclusive productions (Scripted and Unscripted) for Premium users
Main role in ACQUISITION of new subscribers





Física o Química

El Reencuentro





SUCCESS AMONG CRITICS AND VIEWERS



TALENT detection



Digital sponsorship



Premium ORIGINAL

VENENO
360 CONTENT



EVENTO! Veneno



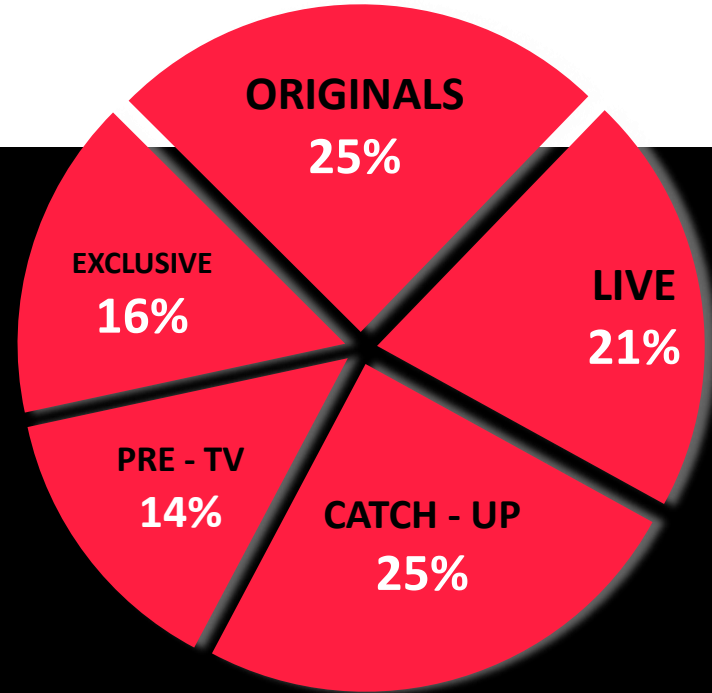
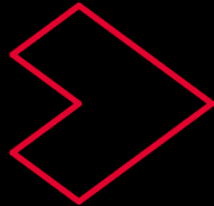
TV Premiere



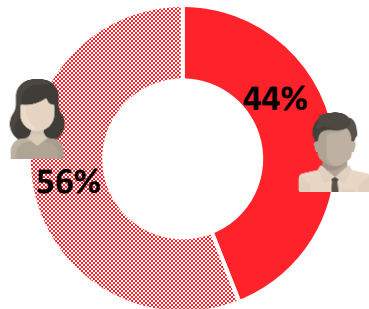
Theatrical release



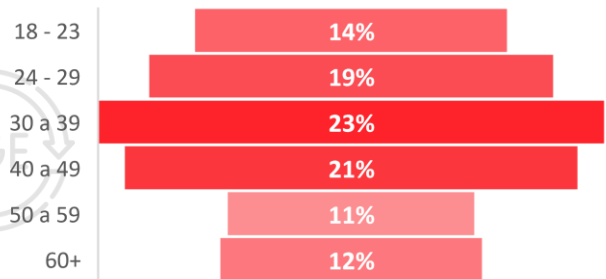
ATRESplayer
PREMIUM



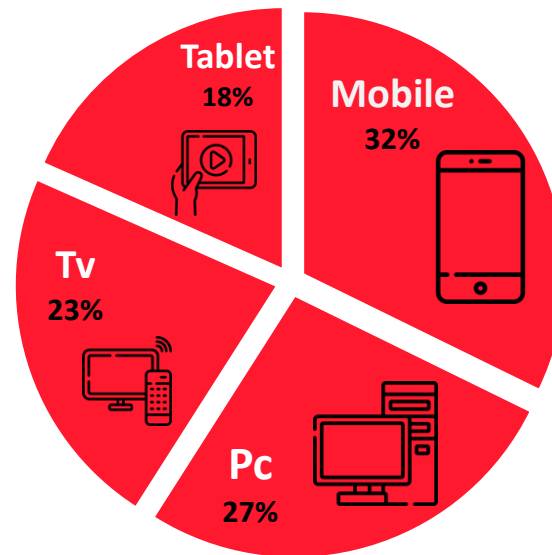
GENDER



AGE



DEVICES





NO ADS

As PREMIUM subscribers no Ads are displayed at all.



OFFLINE VIEWING

Premium users can download content on their devices to watch it offline whenever they want



7 DAYS CATCHUP

All content from TV Channels available in a Reverse EPG functionality for the previous 7 days



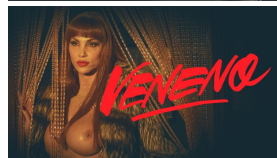
BEST 4K QUALITY

Best Image Quality up to 4K and Dolby Sound





Q4 2019



Q1 2020



Q2 2020

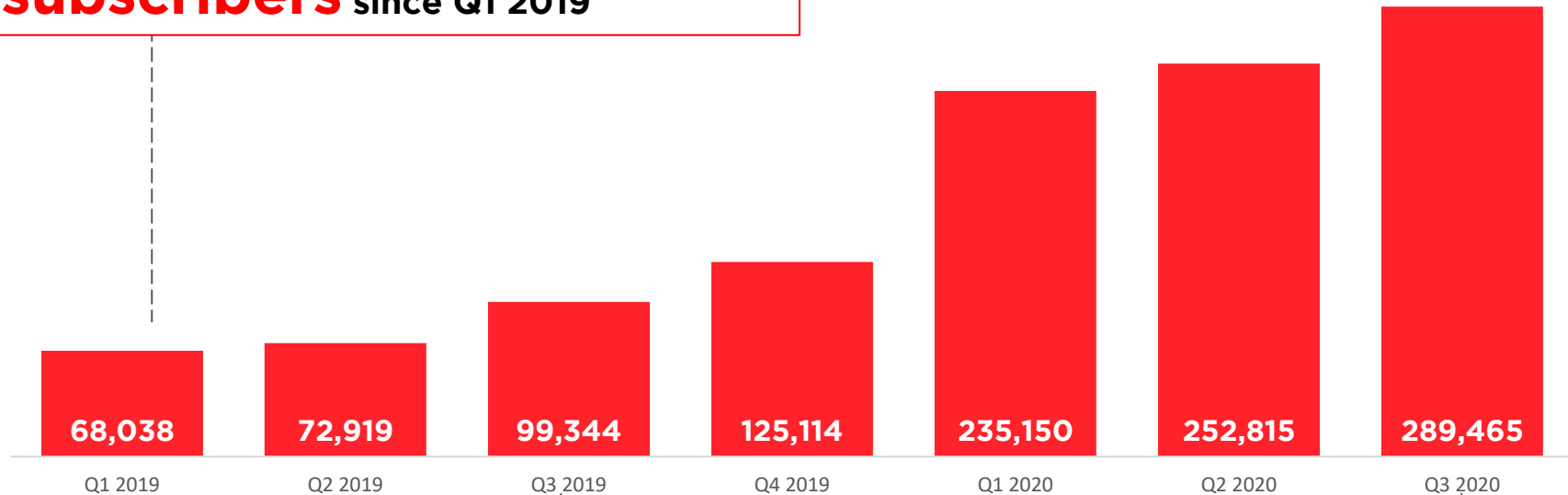


Q3 2020



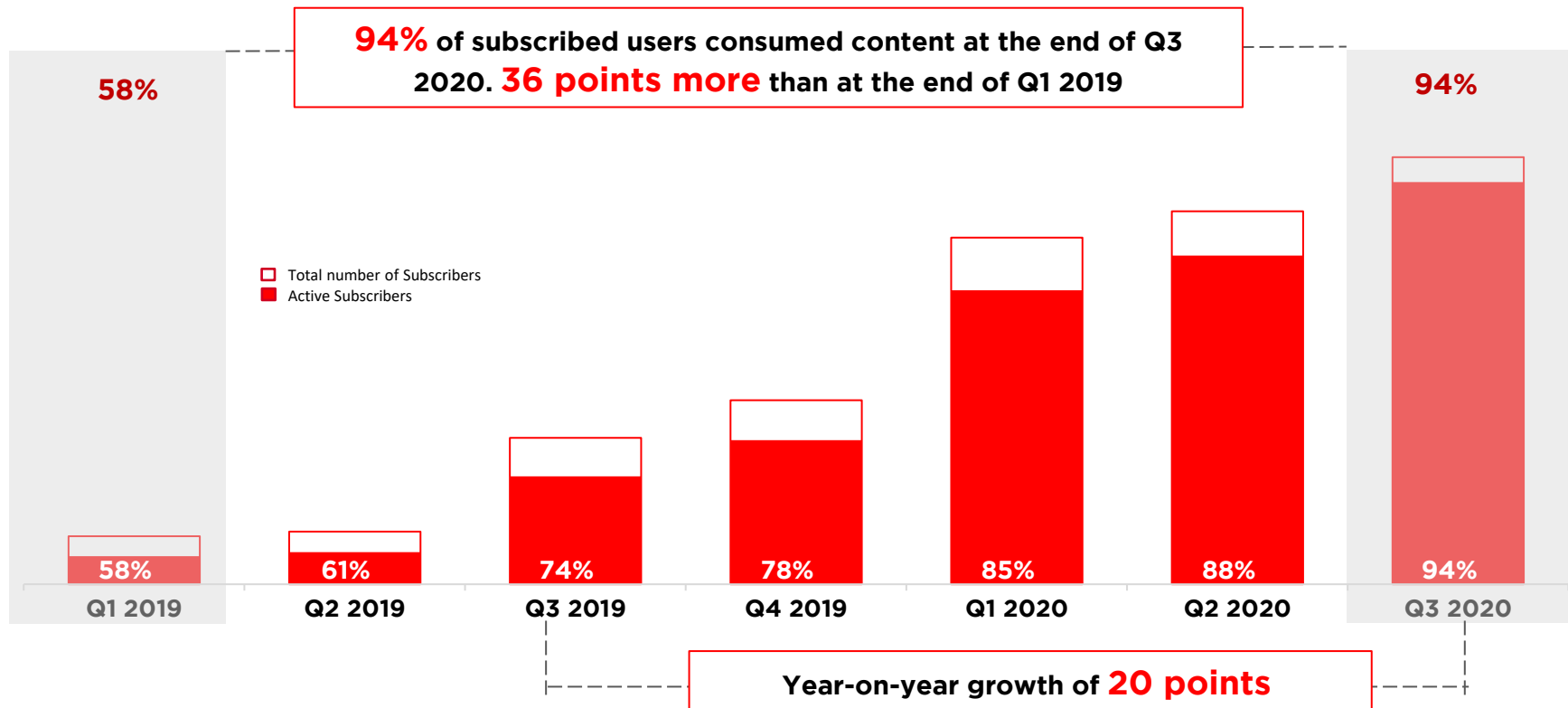
Q4 2020

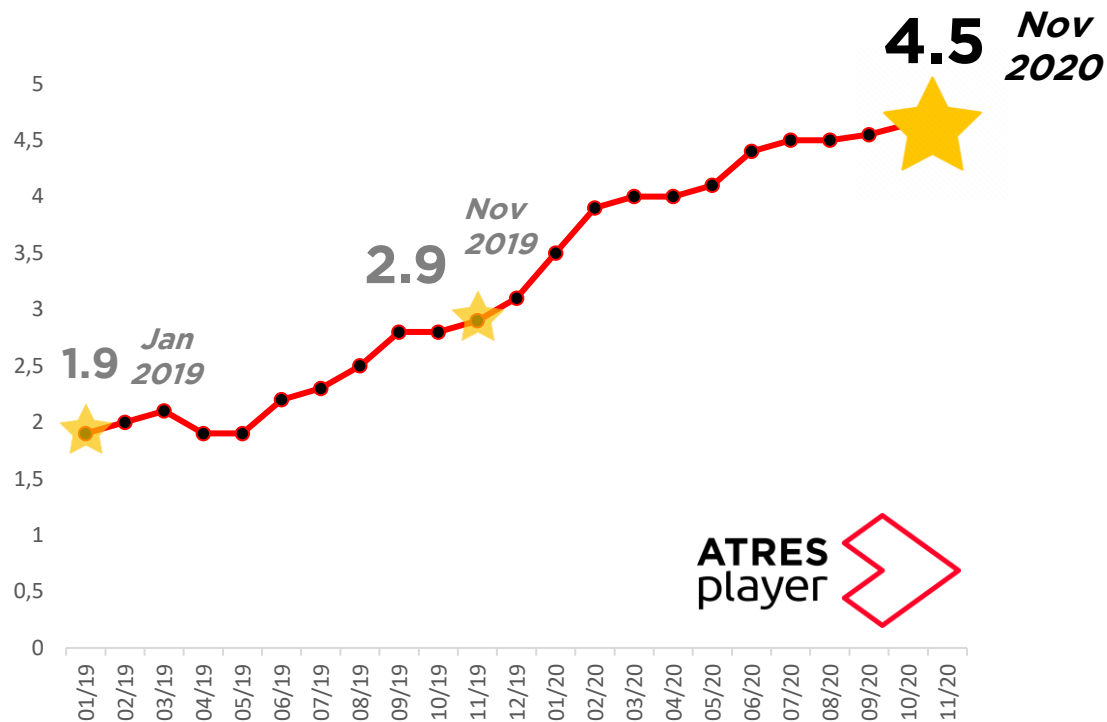
More than a **x4** growth in
subscribers since Q1 2019



Year-on-year growth of **+191%** in the number of
subscribers

CONTINUOUS INCREASE IN SUBSCRIBER LOYALTY





App Ratings other OTT's Nov 2020

 **4.0** **2.4** **1.7** **4.2** **2.1**

THIS IS JUST THE BEGINNING
IN 2021...





Premium
ORIGINAL



Premium
EXCLUSIVO

LA COCINERA DE CASTAMAR



Premium
ORIGINAL

TOY BOY T2





Premium
EXCLUSIVO

LOS HOMBRES DE PACO



Premium
ORIGINAL



DOS AÑOS Y UN DÍA

Premium
EXCLUSIVO

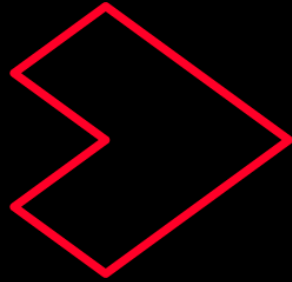
DEUDAS







ATRESplayer



ONE STEP AHEAD