

# Spain

television and radio



**A spectacular turnaround for Antena 3, with substantial gains in audience and advertising market share.**

€million	2004	2003
<b>EBITA</b>	<b>17</b>	<b>(35)</b>
%	2004	2003
<b>Advertising market share</b>	<b>27.0</b>	<b>24.8</b>
<b>Audience share*</b>	<b>21.9</b>	<b>20.9</b>

\*Target: 13-55



Antena 3

This was a highly impressive performance from Antena 3. Audience and advertising market share increased substantially, and operating costs were reduced. Programme quality also improved – Antena 3 scored some notable ratings successes and public perceptions of the channel also increased significantly. Boosted by a buoyant advertising market, net revenue rose by 22.2%.

The stage was set for the turnaround in 2003, following a fundamental restructuring of the channel's ownership, corporate governance and management. CEO Maurizio Carlotti and his new management team moved quickly, and in just a few months had transformed the channel's fortunes. The improvements continued through 2004, and in August and October Antena 3 was the most watched TV channel in Spain – the first time this had been achieved since 1996.

**Antena 3**

Antena 3 recorded its best audience ratings in recent years. Its share of the 4+ audience rose from 19.5% to 20.8% – the result of the channel's commitment to delivering contemporary programming that meets viewers' tastes and appeals to family audiences. Steady growth was achieved in all broadcasting slots, especially prime time where competition is at its most intense. Antena 3 was the only channel to achieve audience growth in the second half of the year.

The channel also enhanced its image and tone. According to the GECA 2004 rating, it is now the most valued TV channel in Spain and has the most entertaining and innovative programmes. The Ondas award-winning *Aqui No Hay Quien Viva* was a huge success, and attracted more than 8.1 million viewers during 2004. It was the most successful non-sports broadcast of the year on Spanish TV and the third highest rating programme in the channel's 15-year history. *El Peliculón* was the most widely viewed film slot in 2004 – *Jurassic Park 3* and *Gladiator* both attracted more than 5 million viewers. News programmes also performed well, with *Antena 3 Noticias* consolidating its position as the leading news programme on private TV for the fourth year in succession.

**Onda Cero**

Antena 3's radio station Onda Cero retained its position as Spain's number two radio station with an average audience of just over 2.2 million listeners. Having successfully renewed its programming during the year, Onda Cero was able to deliver improvements in audience share and an increase in advertising turnover of 6.5%. Further attention to cost controls helped the station achieve an improvement in profitability.



Antena 3 *Noticias*, the leading news programme on private TV

**Audience share 2000/2004 (%)**

Source: TNS

Antena 3  
 Target: 13-55



**Advertising share 2000/2004 (%)**

Source: Infoadex & internal estimations

Antena 3

