



# Grupo Antena 3 is now ATRESMEDIA

▶ A new corporate identity that, while keeping the major brands of the company, encompasses its main areas – ATRESMEDIA TELEVISION, ATRESMEDIA RADIO, ATRESMEDIA DIGITAL, ATRESMEDIA PUBLICIDAD and ATRESMEDIA CINE – as well as the rest of its activities.

ATRESMEDIA results from the evolution of the largest private communications company in Spain; from the first private TV signal more than 20 years ago, to being the leading Communications company in Spain and a reference in all sectors it operates in (TV, radio, multimedia, publicity, cinema, events, etc.)

The Group will unveil its new image after 15:00 hours

(06/03/2013)

Grupo Antena 3 is now ATRESMEDIA. As of today Wednesday, 6<sup>th</sup> March, at 15:00 hours, the audiovisual company will unveil a new corporate identity that encompasses its major lines of business – ATRESMEDIA TELEVISION, ATRESMEDIA RADIO, ATRESMEDIA DIGITAL, ATRESMEDIA PUBLICIDAD and ATRESMEDIA CINE. This change also affects the rest of its brands, including the Antena 3 Foundation, Ver-T (producer specialized in Branded Content), I+3 (technology solutions in integrated IT management company) and its Corporate Responsibility activities (PONLE FRENO, EL ESTIRÓN, HAZTE ECO), etc.

ATRESMEDIA  
Communications  
Management  
comunicacion@atresmedia.com  
91 623 08 25 / 6 / 7 / 8



## The construction of ATRESMEDIA

The Company, which will maintain the corporate identity of its top brands (Antena 3, Onda Cero, laSexta, Europa FM...), has adopted a new global architecture to continue consolidating its growth as a business group. A new identity that encompasses these leading brands converting ATRESMEDIA into the leading Communications group and a reference in all its business segments.

ATRESMEDIA is the result of the evolution of the largest private communications company in Spain. A business group that was born over 20 years ago with the first private TV broadcast and since then has been growing and increasing its presence in all its markets, being the only one to gain key positions in TV, radio, digital development and multimedia strategy, publicity business, movie production...

Antena 3 is the start of everything, the first stone in the creation of what is today ATRESMEDIA. A group that over the years has grown to become a combination of leading brands perfectly identifiable to society, which as of today have been grouped under the ATRESMEDIA umbrella.



ATRESMEDIA TELEVISION is the name that embraces its family of stations: Antena 3, laSexta, Neox, Nova, Nitro, laSexta3 Todo Cine and xplora, in addition to GoIT (under rental regime). A reference in the TV industry, where it has managed to combine different styles while maintaining the identity and positioning of each one of them.



The logo of ATRESMEDIA TELEVISION has received a differentiating treatment, modifying the colours of the global brand in order to reflect the range of colours of all stations and their broad variety: Orange (Antena 3), Green (laSexta), Blue (xplora, laSexta3), Yellow (Neox, Nitro)...



ATRESMEDIA  
RADIO



ATRESMEDIA RADIO encompasses the company's radio stations replacing Uniprex. Onda Cero at the top as the second most listened to radio station in Spain, with over 2.6 million listeners, and experiencing greatest growth (according to data from the latest General Media Survey); Europa FM, the music radio station that grew the most in 2012 to a historic 2,121,000 listeners and finally, Onda Melodia (popular music station).

ATRESMEDIA  
DIGITAL



ATRESMEDIA DIGITAL brings together the development and multimedia strategy division of the business group. A pioneering company in the use of all windows and TV-alternative applications in order to be in permanent contact with its audience and has launched Television 3.0 to converge all multi-screen possibilities, as well as its innovative **online** platform for consumption of complete programs and chapters (TV room mode).

ATRESMEDIA  
PUBLICIDAD



ATRESMEDIA PUBLICIDAD is the identity given to the publicity and commercial division of the business group. Hence, ATRES ADVERTISING, the company that sells publicity, will operate as of now under the name ATRES PUBLICIDAD, as well as new businesses and events.

ATRESMEDIA  
CINE



ATRESMEDIA CINE is the name given to the movie producer of the group, formerly known as Antena 3 Films, responsible for promoting and contributing to the growth of the Spanish industry maximizing the potential of the station as a communications channel. It is the author of the biggest and most successful Spanish movies of present times at the box offices ("Fuga de cerebros 2", "Torrente IV", "Los ojos de Julia", "Tres metros sobre el cielo", "Tengo ganas de ti", "El Cuerpo").

## ATRESMEDIA is more than a three

The new image has been created and developed by the Image and Creativity director of ATRESMEDIA, Juan Ramón Martín Muñoz, who worked internally with his team on the various applications and styles of the new identity.

After selecting the triangle as the polygon representing the number 3, the new corporate identity combines more triangles because ATRESMEDIA is more than a three; a global brand reflected through many triangles that represent its market diversity and brand variety.

Furthermore, as a multimedia audio visual group that, in addition, belongs to a business segment that is constantly changing, its graphical features match the new possibilities, which is why its corporate image has become three-dimensional and gains volume and movement (especially visible in digital environments).

Colour also plays a relevant part as it also symbolizes the diversity of the various business areas. This is why, in addition to the colour palette of ATRESMEDIA, each division is associated with a colour that identifies its brand.

## The new image, visible after 15:00 hours

The official unveiling of the new image will take place this Wednesday at 15:00 hours, during the news broadcasts of laSexta/Noticias14 and ANTENA 3 NOTICIAS 1 (15:00 hours).

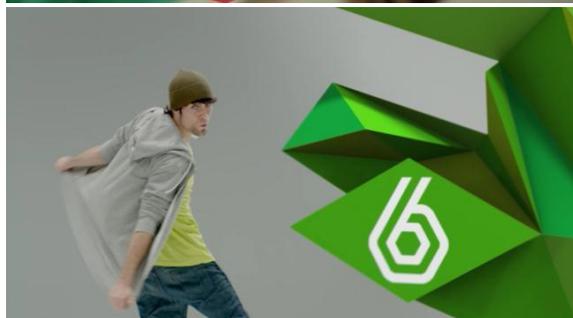
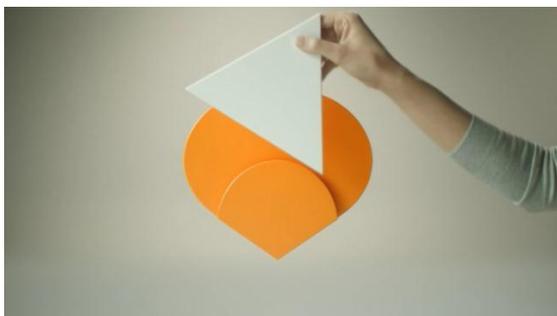
In addition, the business group's website will move to the new domain [atresmedia.com](http://atresmedia.com). All ATRESMEDIA sites will be available from this new **home** launch platform. Furthermore, the websites of each brand will maintain their direct access.



Atresmedia.com launch website

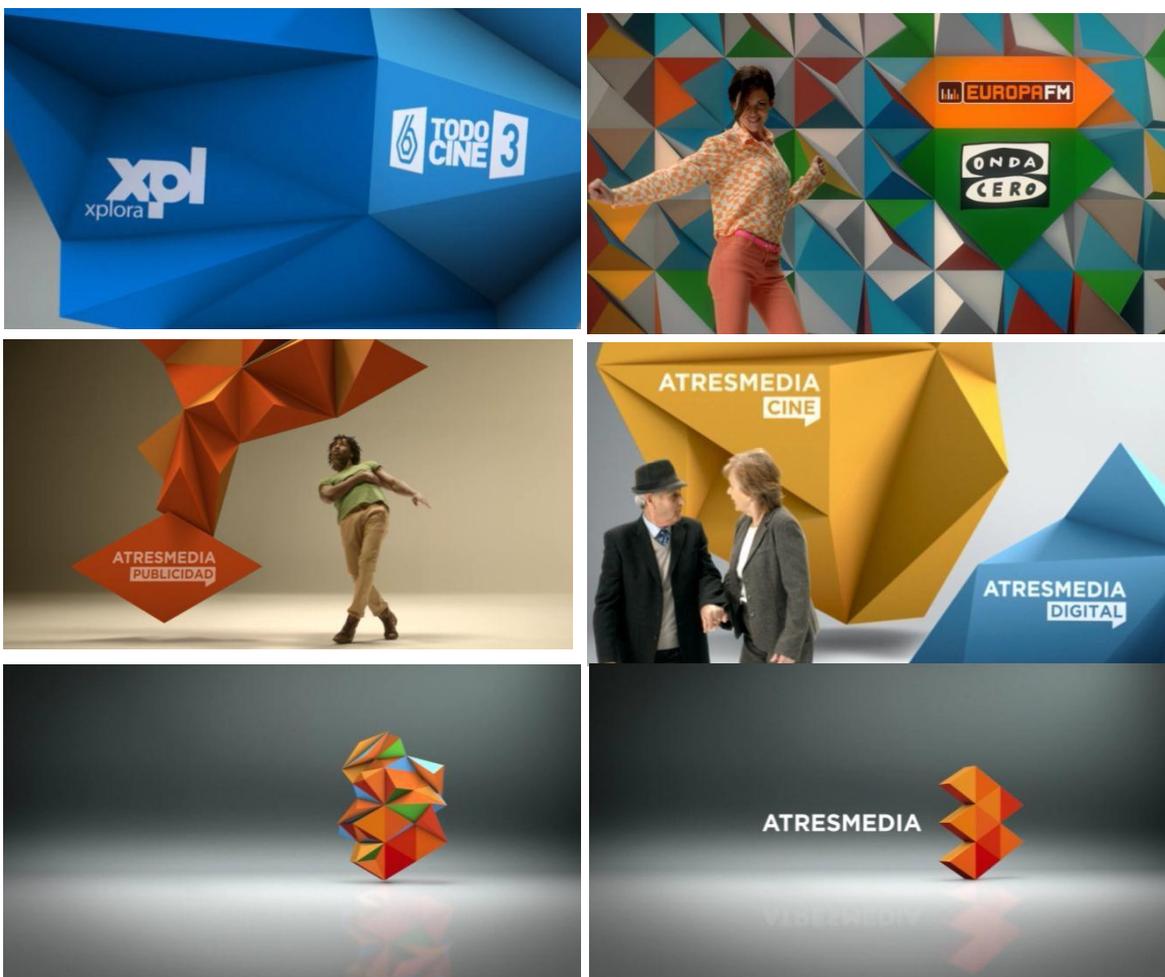


In addition, the group will premiere an institutional spot that will be broadcast in all ATRESMEDIA TELEVISION and ATRESMEDIA DIGITAL channels.



Images of the ATRESMEDIA institutional spot.

ATRESMEDIA



Images of the ATRESMEDIA institutional spot.

ATRESMEDIA  
Dirección de Comunicación  
[comunicacion@atresmedia.com](mailto:comunicacion@atresmedia.com)  
91 623 08 25 / 6 / 7 / 8