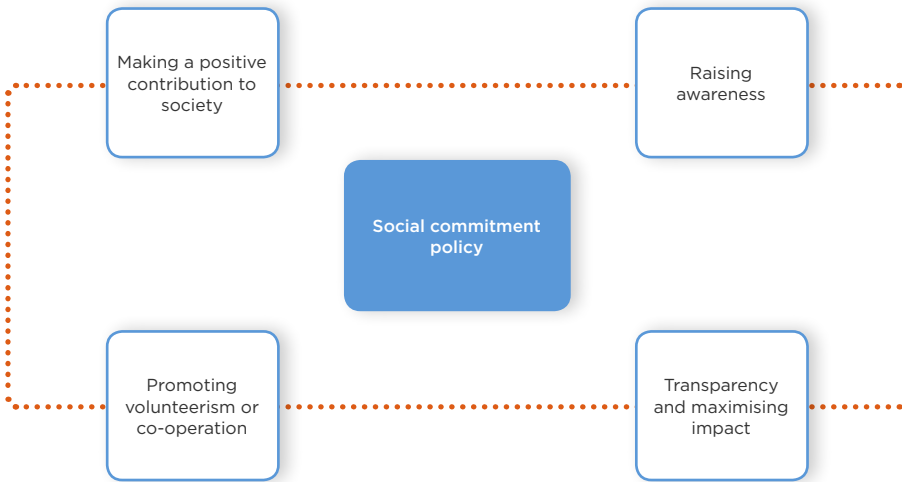


Society

Society: making a positive contribution

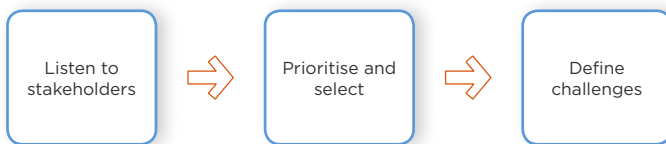
Atresmedia believes that corporate responsibility is the best way to encourage communication, dialogue and action, and build confidence among different stakeholders. By actively listening, the group has developed a **policy which encompasses its main lines of social action**, focusing on four key areas:



Making a positive contribution to society is one of the commitments included in this policy. To this end, the company uses the ability to disseminate information through its different media outlets to serve society and implements a variety of social initiatives and campaigns.

Our challenges

The actions which the group carries out for the benefit of society are defined through a process of **active listening** which makes it possible to prioritise lines of action based on current needs:



The challenges undertaken in 2012 gave priority to the following areas of social interest:

- Improving safety on our roads and motorways through the **Ponle Freno** campaign.
- Combating childhood obesity in Spain through an initiative known as **El Estirón**.
- Raising social awareness, particularly among young people, of the need to respect the environment through **Hazte Eco**.

En ATRESMEDIA
nos comprometemos



- Through the **Antena 3 Foundation**, implementing **actions aimed at** ensuring that **children and young people** have the necessary support for their wellbeing and education.
- Working with NGOs and other organisations to provide a response to the needs of society (UNICEF, food banks, WWF-Adena, Greenpeace).

All **Atresmedia** media outlets have actively supported the social action campaigns undertaken by acting as a mouthpiece or providing air time and airing PSAs, spots or messages.



Air time devoted to corporate responsibility campaigns




CSR CAMPAIGNS 2012									
2012	RUNS			TOTAL TIME			COVER-AGE %	GRP's	OTS
	A3 PROMOS	LaSexta PROMOS	DTT PROMOS	SECONDS	MINUTES	HOURS			
Ponle Freno	837	72	2,444	68,900	1,148.3	19.1	94*	2,309.1	24.6*
Hazte Eco	80	0	296	752	12.5	0.2	58.1	241.8	4.2
El Estirón	1,793	0	6,479	165,440	2,757.3	46.0	96*	5,896.5	61.4*
Food Banks	165	414	845	35,600	593.3	9.9	88.10	971.7	11.0


*Estimated data based on the number of runs and GRPs.

Our challenges

In order to meet these challenges, the group undertook specific actions, whose level of completion is summarized in the table below.

PONLE FRENO 2012 CHALLENGES	LEVEL OF COMPLETION	REMARKS
Begin a citizen listening and participation campaign to gather information about concerns regarding road safety.		The Radares sólo para salvar vidas (Radars to Save Lives) campaign, begun in 2012, is a response to a survey carried out to identify our society's main concerns regarding road safety. This campaign received the most votes.
Hold the 4th Ponle Freno Race . 25 November		The event was held on 25 November.
Organise the 3rd 3.0. Road Safety Conference .		The conference on cyclists was held on 14 December.
Campaigns to raise awareness of the need to protect cyclists and motorcyclists.		A summer campaign was carried out for motorcyclists and signs were placed along stretches of road frequented by large numbers of cyclists.

EL ESTIRÓN 2012 CHALLENGES	LEVEL OF COMPLETION	REMARKS
Continue producing and broadcasting the programme El Estirón and create new sections with the aim of encouraging healthy habits among audience members and increasing family participation in the programme.		The programme El Estirón remained on the air, reaching a total of 50 shows broadcast.
Organise events that promote physical exercise among children.		A race for the entire family was held under the name De marcha con El Estirón (On the Road with EL ESTIRÓN).
Associate the campaign with and provide support for other events held by organisations that work to reduce childhood obesity in Spain.		A book and minidisc to promote physical exercise and good eating habits was published. The Coles Activos campaign was organised to get schools involved in the campaign.

Antena 3 FOUNDATION 2012 CHALLENGES	LEVEL OF COMPLETION	REMARKS
Adopt a systematic approach to obtaining support for NGOs and foundations through public calls to participate.		A public announcement was made inviting people to help select the partner NGO for the Campaña por los Derechos de la Infancia (Campaign for Children's Rights). The no-cost spots procedure has been updated and a consensus has been reached with the Programming Department regarding benefit programmes.
Create a job board for students taking part in the PRO Project .		The job board was created to promote access to employment for students in the PRO Project .
Expand the reach of the Programa de Asistencia Hospitalaria (Hospital Assistance Programme).		This programme's reach was expanded to the Autonomous Community of Aragón, as well as various private hospitals in different geographical areas.





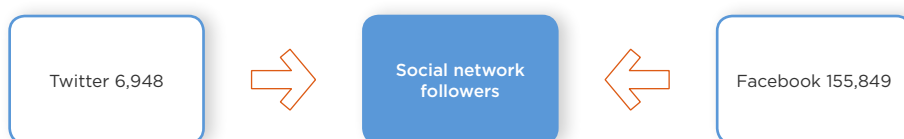
Ponle Freno: together we can save lives

Ponle Freno is the commitment to social action undertaken by **Atresmedia** to help save lives on the road. This programme was begun in 2008 with the aim of moving beyond the television screen and airwaves to undertake a long-term active and determined commitment to initiatives and measures which contribute to improving and fighting accident rates on the road.

‘**Juntos sí Podemos**’ (‘Together We Can Do It’) is the slogan championed by this social action. It represents an ongoing dialogue with citizens, government bodies, victims’ groups, automobile and cycling associations, road safety experts and all other groups involved in this issue which support the initiative.

In 2012, following the merger with **laSexta**, the social commitments undertaken by **Atresmedia** were extended to the new family of channels. Evidence of this can be seen in the coverage which programmes and reports give to subjects related to road safety, and especially the **Ponle Freno** initiative, encouraging citizen participation.

Ponle Freno informs and maintains an ongoing dialogue with citizens through the www.ponlefreno.com website, social networks and periodic newsletters. Almost 100,000 people are already part of the **Ponle Freno Citizen Platform**, a large and powerful group that passes on and shares a responsible attitude behind the wheel and collaborates actively on **Ponle Freno** initiatives. The platform also has a lot of support on social networks, with 155,849 followers on Facebook and 6,948 on Twitter.

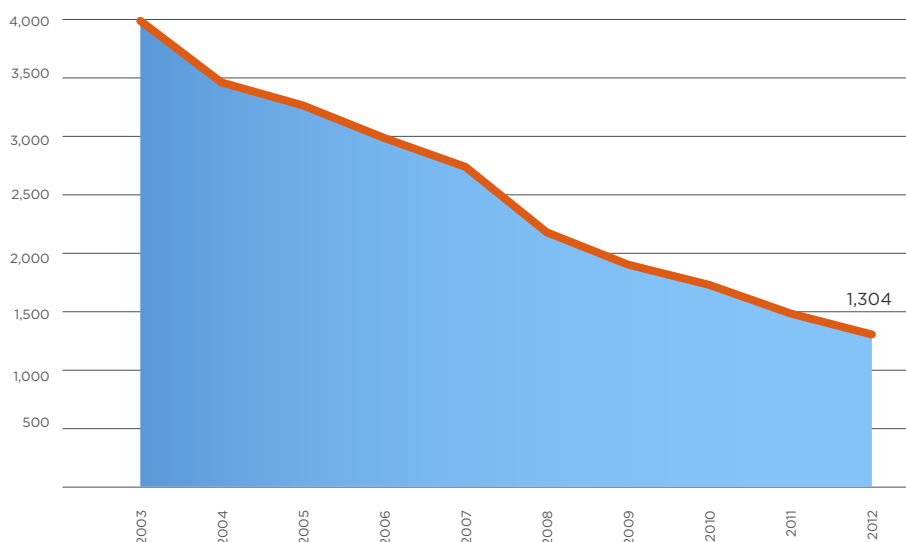


Through this support and dialogue, **Ponle Freno** identifies concerns and puts forward solutions. Erecting signs along accident black spots on the roads; reporting signs and roads in poor condition; reports on road safety by journalists; awareness-raising campaigns on safe following distances and protecting at-risk groups; road safety education for children and young people; and the **PONLE FRENO FUN RUN** to save lives are just a few examples.



With each passing year, statistics are the best reward for Ponle Freno, as road accident rates have gone down for nine consecutive years. In 2012, 1,034 people died in accidents on inter-city roads, 180 fewer than the previous year. However, the numbers are still too high and we must continue to work so that together we can achieve the goal of 0 VICTIMS.

STEADY DROP IN MORTALITY RATES ON INTER-CITY ROADS



Source: DGT (General Directorate of Traffic).

Radars yes, but not for fines

Radares para salvar vidas (Radars to Save Lives) was created as a result of the dialogue between Ponle Freno and its stakeholders. In a survey conducted by the platform to identify the main concerns in our society on the issue of road safety, citizens rated the installation of radars in order to collect money as their number one concern. Ponle Freno has provided a direct response to this social concern, implementing the **Radares para salvar vidas** campaign in 2012.

This initiative demands that the General Directorate of Traffic (DGT) and the government bodies which own the roads commit to installing new radars in locations that truly contribute to reducing accidents, giving priority to accident black spots or stretches of road with a high concentration of accidents, because saving lives should be the only aim.

[Radars to save lifes gathers more than 100,000 supportive signatures.]



More than 100,000 signatures representing citizen support for this proposal were gathered through the www.ponlefreno.com website and as a result, the government has already taken several steps. Examples include submitting a non-binding resolution to Parliament, the announcement by the DGT that it would be relocating 50% of radars to dangerous spots on secondary roads, and the removal of one radar that was no longer saving lives in the Basque Country.

4th Edition of the Ponle Freno Awards

The 4th Ponle Freno Awards were presented on 21 March 2012, coinciding with the fourth anniversary of Ponle Freno. These awards recognise people, actions, organisations and public bodies for their efforts and contribution to improving road safety in our country.

The winners at the 4th Edition of the Ponle Freno Awards were:

- **Ponle Freno Citizen Award:** Ramón Delgado
- **Most Active Institution Award:** Cidaut Foundation
- **Innovation and Development Award:** ANFAC (Spanish Association of Automobile and Truck Manufacturers)
- **Ponle Freno Junior Award:** PONS Foundation
- **Best Road Safety Action Award:** Local police of the City of Castellón

As at previous editions, the winner of the award for Best Road Safety Action of the year was chosen by citizens from among the three finalists, via the Ponle Freno website.

Atresmedia and AXA join forces for road safety with Ponle Freno

In 2012, **Atresmedia** and **AXA** signed an agreement making the insurance company a strategic partner in the **Ponle Freno** platform with the aim of strengthening its corporate responsibility strategy, which is based on preventing accidents through research and education.

AXA, **Antena 3** and **Ponle Freno** will work to increase awareness of dangers on the road through studies, awareness-raising campaigns, institutional action and the traditional fun run, among other projects. The insurance company will also attend the periodic meetings of the **Ponle Freno** expert committee and participate in the road safety awards presented each year.

Special summer campaign targeting motorcyclists

For the fifth consecutive year, **Ponle Freno** launched a special campaign for the **summer travel season**, one of the periods with the highest numbers of cars on the road.

In 2012, the campaign focused on **motorcyclists** because of their vulnerability on the road. The General Directorate of Traffic (DGT) estimates the total number of motorcycles at close to five million. Although accident rates for two-wheeled vehicles have dropped significantly and steadily for years, more than 400 lives lost each year are still too many.

This awareness-raising campaign has received a great deal of coverage on the **Atresmedia** family of television channels and radio stations, with spots and public service announcements with messages and advice directly targeting motorcyclists and car drivers.

The Ponle Freno Fun Run breaks records

Under the slogan 'Don't stop, today running can save a life', **Ponle Freno** held the **fourth edition of its fun run** on 25 November of last year, at Retiro Park in Madrid. This annual road safety run has become an exciting major event which beat all previous records for participation in 2012, with 15,000 runners and over €140,000 raised.

The run was attended by a number of personalities, including General Directorate of Traffic Director María Seguí and Public Prosecutor for Road Safety Bartolomé Vargas.

As a new feature at this edition, **AXA** and **Ponle Freno** created the **CORREMOS JUNTOS** (LET'S RUN TOGETHER) application, allowing users to participate in the run from anywhere in Spain.

As at previous editions, the money raised through registration fees for the run will be used entirely for an action related to road safety. In 2012, the action chosen was the 'Research project to improve medulla injuries using stem cells' carried by Puerta de Hierro-Majadahonda University Hospital in Madrid.

Additionally, with the entire proceeds of the previous edition, in 2012 a new sign initiative was implemented along stretches of road frequented by large numbers of cyclists, one of the most at-risk groups on the road.

"The agreement with Ponle Freno allows us to progress in our work of improving road safety through a hugely important social initiative, with acclaimed successes."



Jean-Paul Rignault
CEO of AXA Spain

"The proceeds from the 2012 Ponle Freno race will allow us to retain for more than one year the technical personnel necessary to carry out the first cell therapy trials approved in Spain, with the aim of reducing the after-effects for paraplegic patients".



Doctor Jesús Vaquero
Professor of Neurosurgery, Puerta de Hierro-Majadahonda Hospital



This project reminds drivers of the need to take extreme caution and of the recommended speed.

In collaboration with cycling clubs and the different government bodies that own the roads, **Ponle Freno** has succeeded in having suitable signs erected at critical points along the following roads in the Community of Madrid: M-629 (Miraflores de la Sierra-Canencia); M-601 (ascent to Navacerrada Pass); M-305 (Aranjuez-Chinchón); M-513 (M-503-Boadilla del Monte) and the entrance to the town of Cobeña.

Working with future drivers

In 2012, **Ponle Freno** signed partnership agreements with Micropolix and Parque Polo to promote road safety among children.

Micropolix is an educational leisure centre for children which, thanks to **Ponle Freno**, also has a driving school for kids. The little ones learn the rules of the road and signs at the road safety education school. They have a great time using driving simulators and electric karts on a closed track with road signs, where they put their knowledge into practice.

Parque Polo is a leading facility which develops road safety education programmes. Its main aim is to enable school children aged 5 to 15 to adopt suitable models for behaviour in the area of road safety.

3.0 Road Safety Conference

Ponle Freno has held its **3.0 Road Safety Conference** each year since 2010. At the 2012 edition, participants analysed the current situation with regard to cyclists, as Spain is the European country with the highest number of cyclist deaths on the road. In 2012 47 cyclists died, 14 more than in 2011.

The conference, which is broadcast live on the **Ponle Freno** website, featured the participation of experts on the subject from organisations such as RACC automobile club, AXA and the General Directorate of Traffic, as well as representatives from cycling associations. As a result of this conference, in 2013, **Ponle Freno** will implement new initiatives to raise awareness for the protection of cyclists.

"The Association of Professional Cyclists, representing all the cycling organisations in the Road Safety Council at the Department of Traffic, congratulates Ponle Freno for its selfless involvement in improving the road safety of cyclists by placing warning signs around Spain on stretches of road used by cyclists. Thanks to this initiative, there is greater driver awareness and an effective reduction in speed in these marked sections, which reduces the number of accidents and allows cyclists to live in peaceful coexistence with cars."



Alfonso Triviño
Secretary General of
the Association of
Professional Cyclists



El Estirón, comprehensive plan against childhood obesity

Childhood obesity is one of the top public health problems worldwide and it affects Spanish society directly, to a worrying degree. According to Food Safety and Nutrition Agency (AESAN) figures, the problem of **excess weight among the child population of Spain** (overweight and obesity) affects **45.2% of boys and girls** aged 6-9.

Only 5% of cases of child obesity are due to endocrine or genetic causes. Therefore, establishing healthy habits starting early in life is essential to ensure that kids avoid developing excess weight and all of the associated pathologies.

El Estirón is the corporate responsibility initiative which **Atresmedia** created in May 2011 in response to this social concern and to combat childhood obesity. This is a long-term project, backed by a **committee of experts** that acts as a technical consulting body. It is made up of specialist in the fields of medicine, sport, nutrition, psychology and education.

Since its creation, **El Estirón** has been very active, broadcasting advice on a healthy diet and physical activity through all **Atresmedia** media outlets. This included airing a television programme on the **Nova** channel. Under the same name as the initiative, the programme sought to provide advice for families and help them lead healthier lives.

2012 brought new projects, in addition to those which were already established.

El Estirón releases the book “El Estirón: The best advice to help your child grow up healthy” and the CD “El Estirón Minidisc”

El Estirón succeeded in moving beyond its television presence by publishing a book and CD with entertaining songs that encourage children to get exercise in a fun way.

Dr. David Mariscal, an expert in childhood nutrition and contributor to the programme **El Estirón**, and journalist **Alejandra Rodríguez** are the authors of **El Estirón: The best advice to help your child grow up healthy**. The book offers sim-

“Healthy habits, like other habits in life, are established and become entrenched at a very young age and are difficult to change. It is therefore very useful to promote healthy eating habits in children and encourage them to take regular exercise, to prevent the onset of obesity and other diseases. Everyone must be involved in this task because health promotion takes place in different areas of life: the family, school, the community in which we live and also the media, with initiatives such as **El Estirón** which aims to improve health through nutritional education, promoting physical exercise and disseminating authoritative information in a way that is simple and understandable for all.”



Ana María Troncoso
Professor of Nutrition
and Food Science at the
University of Seville



ple, easy-to-follow advice for parents and the rest of family. It aims to do away with the idea that eating healthy is boring and get rid of the concept that physical activity requires a great deal of effort or a lot of resources.

In addition, to continue promoting a healthy lifestyle among kids during the summer months, **El Estirón** released **El Estirón Minidisc**, a CD filled with fun, entertaining and modern songs for the whole family, encouraging them to do sport as they dance.

De marcha con El Estirón

In 2012, the Warner Bros. theme park in Madrid was the venue for **De marcha con El Estirón** (On the Road with El Estirón), a 2.3-kilometre race for the entire family, designed with the youngest members in mind. Parents and children take part to promote physical exercise and fight childhood obesity.

This family event combines health and fun, attracting almost **4,000 participants**.



Sesame Street: Monstruos Supersanos joins the initiative

In response to the increase in childhood obesity and the prevalence of cardiovascular disease, Dr. Valentín Fuster, chairman of the SHE Foundation (Science, Health & Education), implemented the **Sesame Street: Monstruos Supersanos** project. In 2012, this programme became part of **El Estirón**.

Through this children's series, the Muppets offer educational messages about diet, physical activity, handling emotions and how the body works. The project also featured the contributions of chef **Ferrán Adrià**, journalist **Susanna Griso**, footballer **Gerard Piqué** and singer **David Bustamante**, who presented health tips for the entire family.

In June, the series premiered on **Antena 3**, **Neox** and **Fan3**, the **Antena 3 Foundation** channel for hospitalised children.



50 shows aired

In November, the weekly television programme **El Estirón** reached its 50th show, with an average audience of 72,000 viewers (target, total individuals). Presented by **Roberto Leal**, with the assistance of specialists such as **David Mariscal**, expert in childhood obesity, and well-known family psychologist **María Luisa Ferrerós Tor**, the programme offers tips for families to help them prevent excess weight by having a healthier and more balanced diet and avoiding a sedentary lifestyle and other bad habits.

The show presents healthy recipes, promotes sport as a fun activity, offers nutrition tips and sheds light on diet myths, among other subjects. In addition, well-known experts present children with a number of messages about the importance of proper habits for a healthy life.

This initiative has a great deal of support online and on social networks, where audience members can exchange opinions and make suggestions. **El Estirón** has 3,065 Facebook followers and 5,393 on Twitter.

Coles Activos against childhood obesity

In collaboration with the publication *Padres y Colegios* and the website www.scholarum.es, the first school search and comparison site, **El Estirón** has implemented the **Coles Activos** initiative. The aim of this programme is to recognise the efforts of schools that take an interest in working actively to fight childhood obesity, as well as to disseminate information about the practices put in place by educational institutions that help children be healthier through physical activity and proper nutrition education.

All schools that meet certain requirements, such as providing nutrition information in their cafeterias, encouraging active break-time activities, and promoting hydration and the consumption of fresh fruit, among other things, are recognised as an **El Estirón Active School** and are highlighted on the website: www.antena3.com/eESTIRÓN/coles-activos. In 2012, 67 Coles Activos were recognised.



Eight requirements to be a Cole Activo

This school provides fresh fruit for pudding at least three times a week

This school issues a cafeteria menu schedule in advance and in writing

This school promotes physical activity during break-time

This school offers physical activity as part of its extracurricular classes

This school encourages hydration, providing facilities or habits for this purpose

This school organises initiatives aimed at improving nutrition education for students and/or teachers

This school offers recommendations for dinner preparation and creating a balanced lunch menu

This school provides recommendations about the foods that students should bring for the mid-morning break

The National Sport Facility Business Owners Federation (FNEID) awarded **El Estirón** the 2012 FNEID Award in the 'Promoting Healthy Habits' category.

Antena 3 Foundation

The company is aware of the enormous value which the media can contribute to training and educating citizens. For this reason, we consider it essential to undertake and play an active role in awareness-raising campaigns about certain social problems. It is not enough to be aware, you also have to get results.

The **Antena 3 Foundation** was created in 2005 with the aim of channelling the social action undertaken by **Atresmedia**. Its work focuses on two of society's most at-risk groups,

children and young people,

with the aim of ensuring that they receive the necessary support for their well-being and education, and to promote social awareness of their rights, needs and interests.

2012: A new path with the same aim, happier children

For the **Antena 3 Foundation**, 2012 represented the starting point and implementation of a major milestone, the new 2012–2015 Strategic Plan. This new plan focuses the foundation's activities on larger scale projects, with the aim of increasing the impact and presence of its actions, both within the organisation and among its audience.

In line with the new strategic plan, the **Antena 3 Foundation** has continued its work on the projects which have provided the greatest benefits to society in recent years (**Hospital Assistance Programme**, **PRO Project and Campaign for Children's Rights**). It has also added **Te Toca!** and **Te Toca! Junior**, projects aimed at listening to and involving children and young people in aspects of social entrepreneurship. In its first edition, the focus was on one of the main concerns among young people: the environment. In 2012, the **Antena 3 Foundation** invested **€1,117,049** in implementing its projects, of which **€500,000** were contributed by **Atresmedia**. All financial information for the **Antena 3 Foundation** is audited every year by an independent outside body and published in the transparency section of the website www.fundacionantena3.es. In 2012, the **Antena 3 Foundation** led the transparency rankings for corporate foundations, together with Gas Natural Fenosa and Telefónica, in the 2011 Confidence Report published by the Compromiso Empresarial Foundation.

[In 2012, the Antena 3 Foundation led the transparency rankings for corporate foundations in the 2011 Confidence Report.]

2012 Antena 3 Foundation Income		2012 Antena 3 Foundation Expenditure	
Atres Media Contribution	€500,000	"Una Gota, Una Vida" Project	€233,216
Donations	€85,000	PRO Project	€157,937
Grants	€23,121	Hospital Assistance	€474,334
Other income	€328,847	Te Toca Project	€139,555
		Te Toca Junior Project	€72,809
		Awards	€39,198
Total Income	€936,968	Total Expenditure	€1,117,049



World Book Day with the children.

International Day of Persons with Disabilities.

The Hospital Assistance Program now operates in 15 autonomous communities

Since 2006, the **Antena 3 Foundation** has focused especially on hospitalised children through the **Hospital Assistance Programme**. This initiative encompasses activities to help make a stay at a medical facility as pleasant as possible for children and their family members.

In 2012, the programme expanded to the Autonomous Community of Aragón with 11 new public hospitals, as well as Quirón Hospital in Zaragoza and four Ribera Salud Group facilities. In total, 15 autonomous communities are now part of the programme.

Highlights among the activities carried over the past year as part of the **Hospital Assistance Programme** include:

- Medical studies to aid children.
- Entertainment activities for hospitalised children through reading and games.
- Fan3 television channel.

Medical studies to aid children

In 2012, a study titled **Study on pain in hospitalised children** was carried out with the collaboration of the Grunenthal Foundation, various specialists in pain in children and 20 major hospitals throughout Spain. The document contains new thoughts on the most social aspects of pain in children in order to improve treatment.

The conclusions were published in useful brochures which were distributed on the occasion of the Global Day Against Pain to provide guidance for children, their parents and family members, as well as health care workers, and help them manage pain better.

Entertainment activities for hospitalised children through reading and games

For the **Antena 3 Foundation**, it is very important to entertain hospitalised children through reading and games. To this end, distributing books and educational materials and presenting play activities are other actions which the foundation has carried out at the hospitals with which it works.

"Leisure activity is one of the most useful tools for normalising the life of a sick child in hospital. The continuous and coordinated collaboration with the Antena 3 Foundation has provided us with new entertainment options for the patients, with the foundation taking care of all the management and implementation of these. The hospital appreciates the care with which each activity is organised, from its design to its implementation. Putting itself in our shoes, thinking about our needs and requirements, makes a difference and guarantees an excellent result. The Antena 3 Foundation operates through thinking about our patients."



Margarita González Grande
Managing Director of the Infantil Universitario Niños Jesús Children's Hospital



In 2012, more than 6,000 books were distributed to celebrate World Book Day with the children, along with more than 8,000 stories published especially for the International Day of Persons with Disabilities. There are also calendars featuring drawings made by the hospitalised children especially for the foundation.

In addition, the **Antena 3 Foundation** wanted to offer a special something to the parents and family members of these children, presenting a special edition of the book **Lary, el tesón de una sirena** (Lary, the Tenacity of a Mermaid) to those who might find the story helpful due to their child's illness or long hospitalisation.

Lastly, with the aim of bringing the magic of television and radio to children, in 2012, a number of famous people paid visits to different paediatrics departments at hospitals in Madrid, Barcelona, Murcia, Castile-Leon, Castile-La Mancha and Galicia and presented two radio workshops in Murcia and Valladolid, with the collaboration of **Onda Cero** employees.

Canal de televisión FAN 3

Fan3 is the first children's television channel created especially for children and young people who are in hospital. It is currently shown in more than 100 hospitals throughout Spain, reaching more than 100,000 children each year with content that includes series and cartoons.

In 2012, the programming was updated, increasing the entertainment portion with new episodes of Sesame Street and other material. But more than anything else, the programmes that get the hospitalised children involved in the channel have taken on greater importance. Highlights among this content include the third edition of **Te leo mi cuento** (I'll Read You My Story), where children in hospital read stories they wrote themselves to other hospitalised children, and the new programme **La cámara mágica de mi hospital** (My Hospital's Magic Camera), where the **Fan3** cameras visit various hospitals so that the children can share their experiences and concerns, offering advice and encouragement to other children. The aim of this show is to build empathy among the children, which will help them.

On **Fan3**, **Atresmedia** employees contribute their voices to animate a variety of content for the channel, as well as taking part in the new show **Quién es quién en la tele y en la radio** (Who's Who in Television and Radio). This show explains the different professions in radio and television in an entertaining way.

[Fan3 reaches more than 100,000 children each year at over 100 hospitals.]



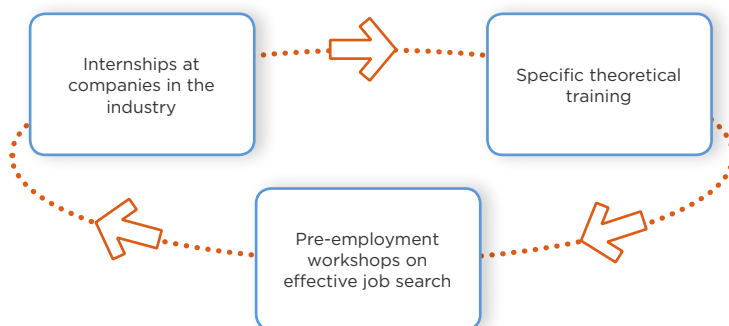
2012 Randstad Award.

PRO Project: facilitating access to work for people with disabilities

The **Antena 3 Foundation** started the **PRO Project** in 2009, with the main aim of promoting and facilitating access to work in the audiovisual sector for people with disabilities.

This project also seeks to help companies in the audiovisual sector comply with existing regulations governing the integration of people with disabilities, given the clear difficulty this group has in finding suitable types of jobs in the audiovisual sector.

The activities included in this initiative focus on three core areas:



In 2012, the **PRO Project** expanded **its scope to Catalonia**, developing the first post-graduate course in Multimedia Communication, with the collaboration of the Polytechnic University of Catalonia. The first edition included 20 students selected from among the more than 100 candidates who applied.

In Madrid, a **new course in the Technical Degree in TV Accessibility program** was offered, with the collaboration of Carlos III de Madrid University. Students were trained on subtitling for the hearing impaired, sign language interpretation and audio description.

The **PRO Project** enjoys the support of the different television channels in our country, as well as production companies that allow students to supplement their theoretical education with **work placements**.

“The PRO project has allowed me to extend my training, grow professionally and have the option to carry out my practical training with an employment contract in a company specialising in audio description and subtitling. Most importantly, it has allowed me to increase my chances of finding work.”.



Carlos Saiz Salso
Student on the PRO Project

[The PRO Project has expanded its scope to the Autonomous Community of Catalonia.]

In recognition of its efforts, the **PRO Project** received the **2012 Randstad Award** for work on integration of people with disabilities into the work force.



Campaign for Children's Rights: Una Gota, Una Vida

As is now customary, in 2012 the **Antena 3 Foundation** continued its work on mobilising and raising social awareness of children's rights through the significant media potential of **Atresmedia**.

This year, the traditional campaign was known as **Una Gota, Una Vida** (One Drop, One Life), focusing on children's right to 'enjoy health and specifically, a supply of potable water'.

The project was created with the aim of raising social awareness of this problem and with the initial goal of raising funds to provide access to potable water and basic sanitation for 1,800 children in Senegal.

The **Una Gota, Una Vida** campaign was developed in collaboration with the AM-REF-Flying Doctors Foundation, with Paula Vázquez as the solidarity ambassador.

Through the support of all of the company's radio stations and television channels, together with citizen solidarity (especially the latter), the campaign surpassed all expectations and raised more than **€185,000**. These proceeds made it possible for over **2,000 children in Senegal to have access to their most basic rights**.

In recognition of this work and the results obtained, the Campaign for Children's Rights received the Psicofundación Award 'For the Benefit of Childhood', sponsored by the Association for Social Integration (GINSO).

The Antena 3 Foundation takes on new projects

Te Toca!

The **Antena 3 Foundation** has joined its forces to the group's media potential with the aim of becoming a spokesperson for the opinions of young people. With this aim, in 2012 the first edition of the **Te Toca!** (Your Turn!) competition was developed. This project aimed at listening to and involving young people, seeking to give them an idea of the reality of our society, as well as getting them involved in finding solutions to aspects that affect them.



The project is based on an online competition in which young people aged 12 to 16 have the opportunity to present their ideas on how to solve a given problem each year. In 2012, the subject was the environment and a response to the following question:

How can we produce less waste?

More than 700 young people registered for the competition in the two categories:

- Proposal for individual action: What would you do to produce less waste?
- Request to the adult world: What should adults do to produce less waste?

The three winners in the first category received an award in kind and the support of a group of experts to make their proposal reality, with the necessary capital (up to €500).

The winning proposals implemented were:

- Developing a **sustainable lunch** by replacing aluminium foil and tetrabricks with reusable materials at Jesús María School (Madrid).
- Promoting the production of organic fertilizer through composting with **communal compost bins** in the Carraixent neighbourhood of Valencia.
- Making natural **recycled soap** from used oil at Corazón Inmaculado School in Madrid.

The three winners in the second category, as well as receiving an award in kind, had the opportunity to present their video request to top authorities: HRH Letizia, Princess of Asturias and Minister of Agriculture and the Environment Miguel Ángel Arias Cañete.

As a result of this event, the ministry will be implementing **Jóvenes por el planeta** (Young People for the Planet), an ongoing programme to listen to young people on subjects related to the environment, through the website of the Biodiversidad Foundation.

Te Toca! Junior

2012 also featured the first edition of the national competition **Te Toca! Junior** (Your Turn! Junior), aimed at listening to and involving children ages 6 to 11, as well as mobilising family members around the following issue:

Caring for the environment

Under the slogan 'Wherever you go this summer, we want to know how you can care for the environment while having fun with your family', the children presented their ideas in the form of an advert.

The winning spot was aired as an environmental awareness-raising campaign on the channel **Neox**.

Support for other social campaigns

Food banks

In 2012, **Atresmedia** and the Spanish Federation of Food Banks (FESBAL), **recently awarded the Principe de Asturias Award for Concord**, signed a partnership agreement with the aim of **joining forces to ensure that the right to food extends to the groups hit hardest** by the current economic situation in our country. The two organisations will work together to carry out a number of projects aimed at providing a direct benefit for society.

The presenter of **Espejo Público**, **Susanna Griso**, and **Jordi Évole**, host of **Salvados**, were involved in the first of the initiatives aimed at transforming surplus agri-food produce into non-perishable products such as juice and jam for later donation to social organisations that work with food banks. Thanks to citizen support, in 2012 more than €60,000 was raised to transform 660,000 kilos of oranges into over 245,000 litres of juice.

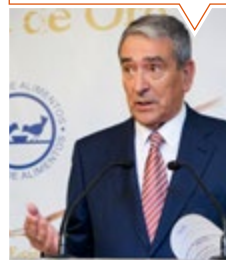
UNICEF

Children and young people are two top priority groups within **Atresmedia** social responsibility policies. As a result of this commitment to both, the company and **UNICEF España**, an international organisation that works to promote children's rights, have signed a co-operation agreement to develop **initiatives to benefit children and encourage citizen participation in improving living conditions for the most at-risk children and their families**.

By virtue of this agreement, shows such as **El Hormiguero**, **El Intermedio** and **iAhora Caigo!** have contributed their capacity to communicate and entertain to serve this cause. Additionally, the channel **xplora** celebrated the 66th anniversary of the creation of UNICEF by airing two documentaries 'Haití en reconstrucción' ('Haiti Under Reconstruction') and 'El proyecto de Pau' ('Pau's Project').

[In Spain alone, nine million tonnes of food go to waste each year.]

"This time of solidarity, more than sentimental, rational, long-lasting and effective, we thank Atresmedia for having put its communications media to work in support of the most needy and for doing this working with us in the best possible style."



José Antonio Bustos
Chairman of FESBAL



Bottle Tops for a New Life campaign.

Creating culture

One of the main uses of the Internet is downloading multimedia content such as videos, music, books and television shows. To demonstrate its support for copyright and legal downloading of cultural content, in July 2011 **Antena 3** launched a campaign to raise awareness among viewers against Internet pirating.

In 2012, **Antena 3** reinforced this campaign with messages in support of copyrights to foment the generation of ideas and against piracy.

The group's support for this initiative is expressed in different ways, such as a message included in the copyright for all domestic fictional series, as well as corporate fades and a pre-roll on the www.antena3.com website and entertainment programmes.

Tapones para una Nueva Vida

The company works with the SEUR Foundation on the **Tapones para una Nueva Vida** (Bottle Tops for a New Life) campaign. The aim is to collect plastic bottle tops to defray the cost of medical expenses not covered by Social Security for children with serious illnesses, or to provide access to orthopaedic accessories.

SOMOS Day

In 2012, **laSexta** supported the celebration of SOMOS Day (WE ARE Day), on which 25 Spanish NGOs came together to give thanks to the three million Spaniards who support them with regular donations. The aim of the SOMOS campaign is to invite Spanish society to demonstrate its commitment to NGOs and promote a culture of solidarity. In total, 18% of Spain's adult population supports NGOs financially, a long way from levels in other European countries.

“Y tu sin enterarte” United Nations campaign

Onda Cero collaborated on the United Nations Millennium Campaign **Y tú sin enterarte** (And You Didn't Even Know), with the aim of communicating the successes achieved after a decade of fighting extreme poverty. Thanks to this campaign, in just one month, close to 11,000 people donated their Facebook and Twitter profile, generating more than 150,000 messages about everything that has been achieved in the fight against poverty, reaching more than 28 million people.

Challenges for the future

The organisation has set itself new social action goals for 2013, continuing its support for certain initiatives and implementing other new ones in response to the needs of today's society.

PONLE FRENO 2013 AIMS

Start up a television programme with information, reporting and opinions about issues related to road safety.

Launch an awareness-raising campaign to protect cyclists.

Create a study centre devoted entirely to road safety.

EL ESTIRÓN 2013 AIMS

Strengthen the Coles Activos Campaign and provide public recognition for outstanding schools in the fight against childhood obesity.

Carry out a physical activity project with the aim of studying the relationship between getting regular physical exercise and childhood obesity.

ANTENA 3 FOUNDATION 2013 AIMS

Improve project management efficiency by implementing a planning, monitoring and evaluation tool.

Increase and diversify the foundation's sources of income, intensifying fund raising activity.

Reinforce the Hospital Assistance Programme at the locations where it is already present through personalised visits to determine the needs of each site and improve the quality of the programme and how well it adapts to the different hospitals.

