

MONTHLY REPORT

EXTRACT

At the close of 2007, the 8 million-figure was passed in the sale of DTT tuners and DTT screen-share reached 10% of total television viewing. Furthermore, one out of every two buildings which needed their collective aerials changed, has had this ask carried out in order to receive the DTT signal.

HIGHLIGHTS

- **According to Fenitel, at the close of 2007, over half of the buildings, 51.7%, now have a collective aerial prepared for the reception of the DTT signal.** Since the launch of the new DTT technology at the end of 2005, a total of 626,324 buildings have been adapted to receive DTT.
- **In December 2007 a new historic high was achieved with sales of 685,584 DTT tuners, 50% more than in December of 2006 and 80% more than the monthly sales average of that year.**
- **62% of devices sold in 2007 make up integrated equipment,** in contrast to 2006, when the figure was only 26% of sales. The purchase of **flat- screen television sets with DTT together with a drop in their price, are the main factors that pushed this growth.**
- **The decreasing trend in the sale of televisions without DTT continues.** In the month of December only 32% of TVs sold did not have a DTT tuner.
- **The cost of external DTT decoders has fallen 46.7% since the re-launch of DTT in November 2005,** currently priced at around 43 euros.
- **DTT viewing grows one point and now makes up 10.5% of total television viewing in Spain.** DTT reach also increases notably with over 5 million average daily viewers.
- **Sofres estimates that DTT penetration** at the close of January 2008 reaches 28% of households.

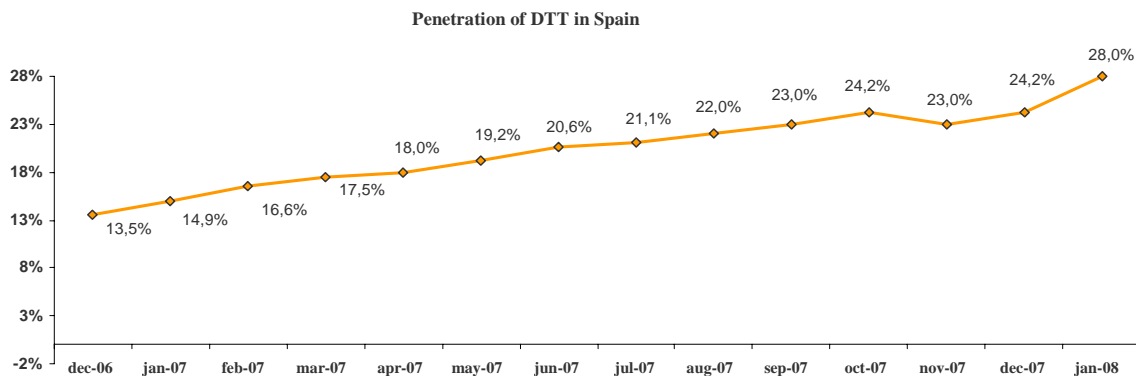
BUILDINGS “READY” TO RECEIVE DTT

According to a study carried out by Impulsa TDT and Fenitel to measure the level of adaptation to Digital Terrestrial Television in buildings with collective aerials, at the close of 2007 **over half of the buildings with three homes or more, 51.7%, now have a collective aerial ready for the reception of DTT**

At the beginning of 2007, 3 out of every 10 buildings that needed their collective aerials changing had had this task done. This ratio has increased to 1 out of every 2 buildings in December 2007.

PENETRATION OF DTT IN HOMES

The most recent estimate made by Sofres, at the close of January 2008, **is that 28% of households currently have access to DTT**, an increase of nearly 4% when compared to the figure at the end of 2007.



Source: Sofres

This is one of the largest increases in DTT penetration over the last 12 months, highly influenced by the record in sales of DTT tuners over the Christmas period, which, in return, is a direct result of the television campaign carried out by Impulsa TDT in the months of November and December of last year.

DEVELOPMENT OF DTT EQUIPMENT IN HOMES

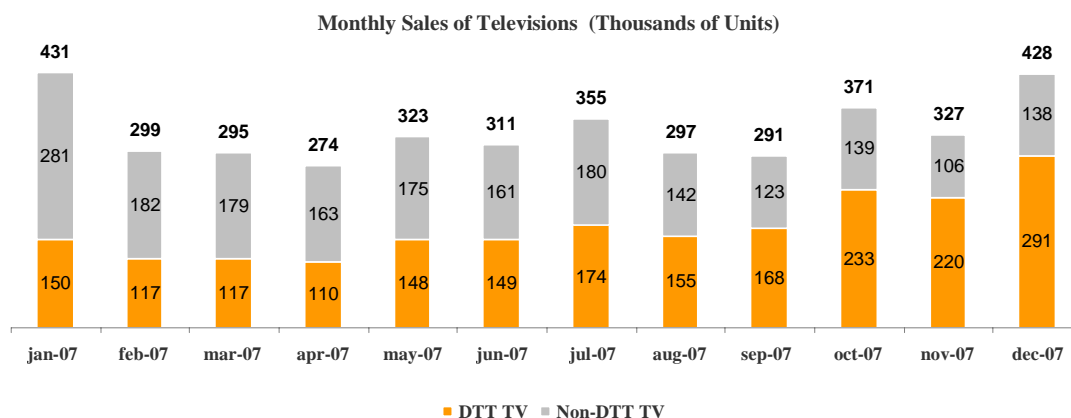
DTT tuner sales in the month of December have allowed 2007 to close passing the **8 million-mark**, setting a new **sales record of 685,584 DTT tuner devices being sold**.

The total sales figure for DTT tuners in 2007 has been **4,328,478 units**, which makes up over 50% of those sold since the launch of the new digital terrestrial television in November 2005.

Integrated versus non integrated devices.

If 71% of sales were non integrated set of equipment in 2006, in 2007 the trend has changed in such a way that **62% of purchases were of integrated DTT tuners in other audiovisual equipment**.

Television sets with DTT have had the greatest impact on the total sale of DTT tuners in 2007. In the last three months of the year over 200,000 televisions were sold with this new technology incorporated inside (almost 300,000 in December), when in the first period of the year sales were placed at around 100,000 units.

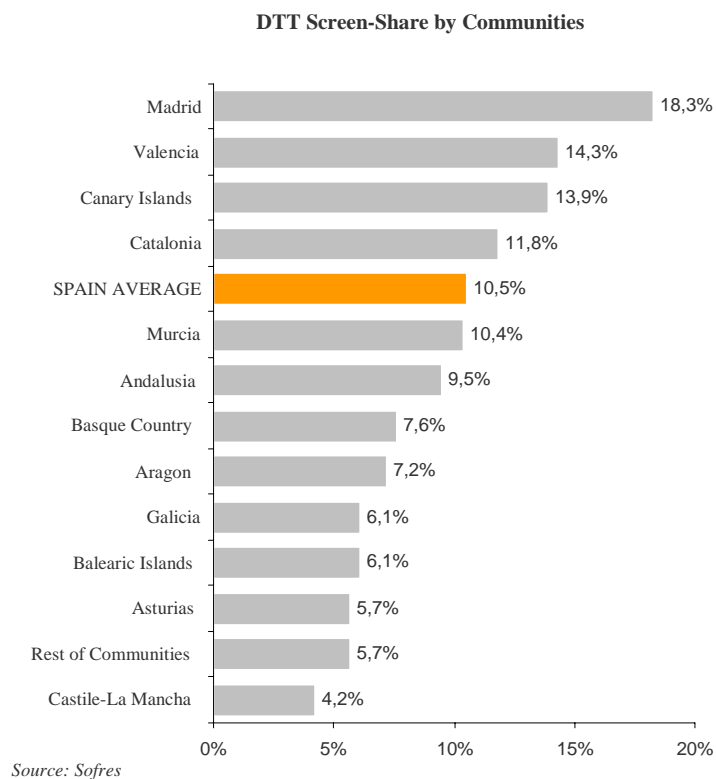


DTT AUDIENCES

In the first month of year, DTT audience in Spain shows **very significant progress**. In January DTT achieved a **screen-share of 10.5% after a monthly net growth of**

one point, which for the very first time places it above 10% of the total television audience.

In the **Community of Madrid** the monthly audience share in **January is 18.3 points**. Not to be overlooked is when we consider that this share is equivalent to that of any of the three large channels in the national television market. Other communities where DTT has recorded an elevated share in January are **Valencia**-with 14.3% of total audience-, **The Canary Islands** – 13.9%- and **Catalonia** -11.8%.



The indicator for the average daily reach of DTT also shows an important increase in January. The monthly development shows that the 4.6 million viewers recorded in December 2007 have risen to **5.2 million in January 2008**. The community of Madrid is comfortably placed with **over one million users** recorded last month. In January, the daily reach was close to **1.2 million** viewers in this community.

CITIZENS' AWARENESS OF DTT

At the close of 2007 and thanks to a study carried out by Impulsa TDT, we can say that DTT awareness among the Spanish population has grown significantly. **Currently, 8 out of every 10 people claim to know what DTT is.** However, the **“shutdown of analogue broadcasting” is not so well known**, as only 1 out of every 2 people claim to know what it is. Furthermore, the vast majority are unaware of 2 important aspects related to this:

- The end of analogue broadcasting **will not take place simultaneously all over Spain.** From 2008, with Soria as the pioneer area, to April 2010, successive shutdowns will take place, depending on the geographical area.
- It is still not clearly understood that the end of broadcasting means that **conventional channels** will cease to broadcast with the analogue signal, and thus without DTT it will be impossible to watch any open channel.

CONCLUSIONS AND EVALUATIONS

The key indicators in the implementation process of DTT predict a satisfactory development for the year 2008. However, Impulsa TDT feels it necessary to warn citizens and the rest of the groups which are involved in the process that:

- **When purchasing new audiovisual equipment, it is important to find out if DTT is incorporated, and not to purchase equipment that does not have such technology.**
- **The date for the scheduled shutdown of analogue broadcasting is clearly understood for the area where they live according to the timetable set out in the National Plan for the changeover to DTT (Plan Nacional de Transición a la DTT).**

Document compiled with data from Gfk, Fenitel, Sofres and Random; And with the collaboration of Doxa Consulting and Corporación Multimedia