MFE MEDIAFOREUROPE ADV ADVERTISING

10.2025

MEDIA UPDATE

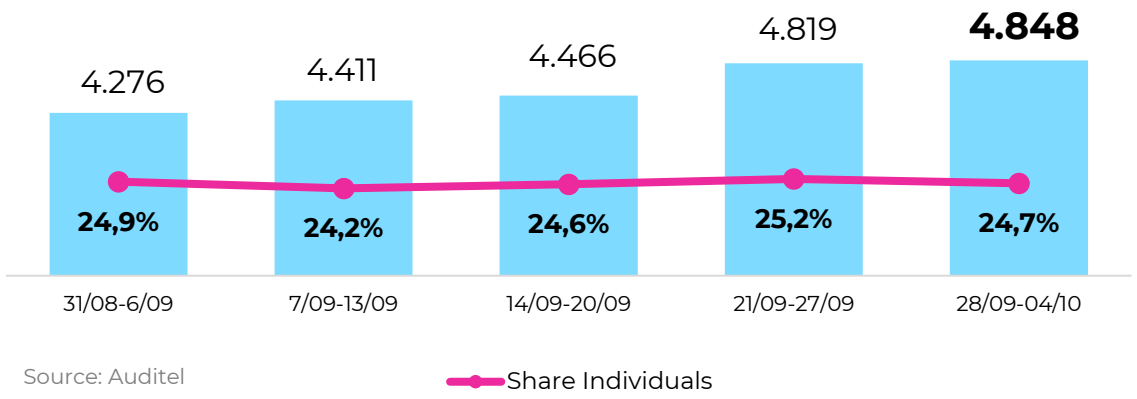
ITALY - SPAIN - GERMANY



GREAT RESULTS FOR "THE WHEEL OF FORTUNE"

Hosted by Gerry Scotti with Samira Lui, **"La Ruota della Fortuna"** continues its **unstoppable rise**, marking a full month of steady audience growth - **from 4,2 million to 4,8 million viewers**, an impressive **+13,4% AMR increase**. The show also achieved outstanding audience shares: **24,7%** among **Individuals** and **26,2%** among **Adults 25-54 y.o.**

	AMR INDIVIDUALS	SHARE INDIVIDUALS	SHARE AD 25-54 y.o.
SEPTEMBER (31/8 – 4/10)	4,6 M	24,7%	26,2%



Source: Auditel

ACCESS PT



SPORTS

THE SPANISH "LA LIGA" PLAYS ON MEDIASET CHANNELS

Mediaset acquired the media rights to **six big matches** throughout championship **2025/2026** in **Italy** - three from the first leg and three from the second leg, featuring the top three teams:

- **Atlético Madrid vs. Real Madrid**
- **Real Madrid vs. Barcelona**
- **Barcelona vs. Atlético Madrid**.

These matches will be air on **Italia 1** and be available also on BVoD platform **Mediaset Infinity**.



FIRST LEG

27/09 **Atlético Madrid-Real Madrid** **h. 16.15**

AMR INDIVIDUALS	SHARE MEN 25-54 y.o.
577.071	10,1%

Source: Auditel

MEDIASET LEADS DIGITAL VIEWERSHIP WITH “GRANDE FRATELLO” STRONG START

The **25th season** of the reality show confirmed its **appeal** among **digital audiences.**
Over the week following its debut, it has already reached **3,2 million on-demand** views, with a **total viewing time of 323.000 hours**.
The total audience for the first episode reached 3 million viewers, showing a **6,6% increase compared to traditional linear TV viewership**.



	On-demand **VIEWS**	Device watching vs. Linear TV **INCREMENTAL AUDIENCE**
DIGITAL KPIs	**3,2 M**	**+6,6%**

Source: Auditel

NEW ADVERTISING FORMATS: ADD+ WELCOME CROSS-SCREEN AND FIRST IN BREAK

1. ADD+ WELCOME CROSS-SCREEN

This format is now available not only on CTV but also in a **cross-screen** version (**CTV + mobile app**). This **5" full-screen intro ad**, highly impactful and fully brandable, appears at the **launch of Mediaset Infinity app** before content selection.
The creative can be **customized** in two ways: with a c**all-to-action** to drive **engagement** and invite users to watch the ad, or in a **static version** for a simple, elegant **brand presence**.





FRAMED PRE-ROLL AD 15 " | **TV SHOW** | **FRAMED FIRST IN BREAK AD 15"**

2. FIRST IN BREAK

The format includes a **pre-roll ad and** the **first position** in each **mid-roll ad break**: it is designed to enhance **brand visibility** within the **"Drama"** category thus maximizing the viewers' **attention** thanks to its **premium** positioning. The **animated branded frame** in **Mediaset Infinity look-and-feel** integrates a **15" video ad.**

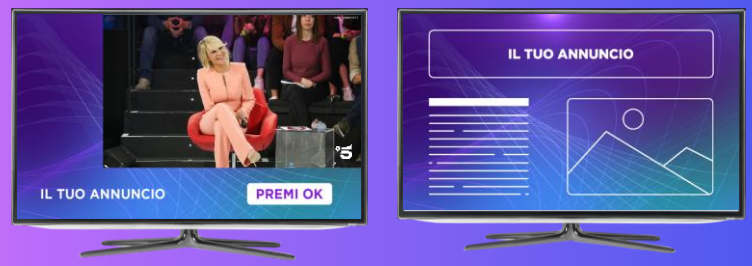
MEDIASET ADMANAGER: THE PLATFORM FOR SMALL MEDIUM BUSINESSES

Mediaset AdManager is the platform **designed for SMBs looking to boost their business** through a simple and effective advertising tool. It offers easy access to plan campaigns on **Connected TV** by using a **display ad format (Lanner)** on live TV shows and **Video** ads around on-demand content on Mediaset Infinity cross-screen BVoD offer.

Brands can set their budget, define their target, launch the campaign, and track results with downloadable reports. Leveraging **premium editorial content**,the platform ensures a safe, high-quality environment for both live and on-demand communication.
With **advanced targeting options**, advertisers can reach specific audiences across all devices — including **geotargeting** down to province or city, **age and gender clusters** (25 segments), and interest-based targeting (30 segments).

MEDIASET AdManager

LIVE TV – DISPLAY ADS



ON DEMAND – VIDEO ADS



MEDIAMOND STRENGTHENS ITS DOOH PRESENCE IN ROME

Mediamond expands its **DOOH network in Rome**, thus strengthening its territorial presence with the acquisition of **80 new video screens** strategically positioned along **key urban routes** and **high-traffic areas** to reach **residents**, **commuters**, and **tourists**.

10
MEDIUM FORMATS



SIZE
From 20x5 m to 4x3 m

50
DIGI MUPIS



SIZE
1,4X2 m

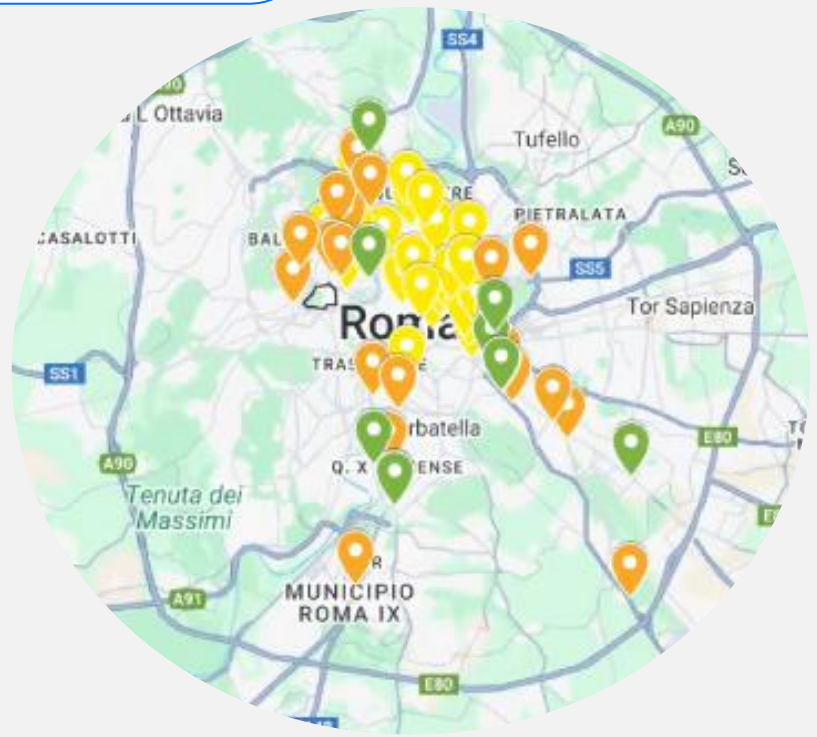
20
DIGITAL BILLBOARDS



SIZE
3X2 m

MEDIASET MEDIAMOND

ROME: GEO-DISTRIBUTION



Digital Billboards

Medium Formats

Digi Mupis

SPAIN

"BAILANDO CON LAS ESTRELLAS" GREAT RESULTS FOR THE TALENT SHOW ON SATURDAY NIGHTS

"Bailando con las Estrellas" kicked off its **new season** with **excellent results** in most audience groups: the Spanish adaption of the international hit "Strictly come dancing" has been the most **watched programme on Saturday nights** in **September**, by posting **better results** than its **direct competitors**.

PRIME TIME



SHARE ADULTS	SHARE AD 16-34 Y.O.	SHARE HP	SHARE HP C.T	SHARE WOMEN 16+
13,1%	13,4%	14,6%	16,8%	17,7%

INDEX ADULTS	INDEX AD 16-34 Y.O.	INDEX HP	INDEX HP C.T	INDEX WOMEN 16+
100	103	111	128	135

AFFINITY INDEX vs. ADULTS

Source: Kantar Media. Average September 2025 (3 episodes)

MEDIASET PUBLIESPAÑA

CASE STUDY: TV ADVERTISING

BOOSTING AD PRESSURE IS A STRATEGIC MOVE IN A COMPETITIVE LANDSCAPE

In June, the Finance & Insurance sector **increased** its **advertising pressure** on **Television** by 61%, **improving** its share in terms of **awareness** by **44%** and climbing two positions in the sector ranking to the **3rd place**.

In this scenario, a well-known, leading Spanish **banking company has boosted** its **awareness** by **+131%** by **doubling** its volume of **GRP's** vs. June 2024, thus becoming the **absolute leader** within the **industry ranking** of the **most recalled brands**.



KPIs – June 2025 vs. 2024	INCREASE IN TV GRP's (=960 total GRP's)	DAILY MENTIONS
	+104%	+2 m

Source: Kantar Media, Adults +16 y.o. Linear+vosdal / IOPE, Adults +14 y.o.

SUCCESS STORIES: CONTEXTU-ADS

Contextu-Ads is an innovative advertising solution that uses **Artificial Intelligence** on **Connected TV**. By analyzing video footage and images in real-time, it identifies objects, people, emotions and attributes, allowing brands to **align ads** with the **content viewers** are **watching**.
The ad **format** is an **L-Shape frame** that does not interrupt the show, ensuring high levels of attention and recall.
ONCE was among the first advertisers to use Contextu-Ads. The **Father's Day Extra** Coupon **campaign** aimed to connect advertising with **moments** related to this **special celebration**: whenever Mediaset España shows featured instants or activities linked to Father's Day, Contextu-Ads was activated to create **links** that boosted **awareness levels**.

Contextu ADS



CONTEXTU-ADS: FATHER'S DAY CAMPAIGN

ACTIVATION KEYWORDS

SMILE · SPORTS · DRINK · FOOD · VEHICLES

	GOALS REACHED Reflecting the effectiveness of the keywords	SMART TVs Massive coverage with 1,2 OTS
KPIs	**121%**	**260.000**

Smile & Food
are the most identified words related to the campaign focus

NEW “BIG BROTHER” SPIN-OFF SHOW EXCLUSIVELY ON MEDIASET INFINITY

Mediaset España anticipates the **new season of “Gran Hermano”** – set to air on Telecinco in November, with a pioneering **reality show** available only on **Mediaset Infinity**.

“Uno de GH20” is conceived as the **final casting phase** for **Gran Hermano 20**: the **audience plays a central role** in shaping the competition, by **voting** each week through Mediaset Infinity app to decide, among a group of **housemates living together 24/7**, who stays, who leaves, and the one who will become an **official contestant**. The format features **live round-the-clock coverage**, and **two weekly prime-time online shows**.

This launch is part of a **broader strategy** to position Mediaset Infinity as a **go-to video platform**, by expanding **original content** and **interactive features** to drive engagement.

MEDIASET infinity

BROADCASTER VoD



ON-FIELD EVENTS

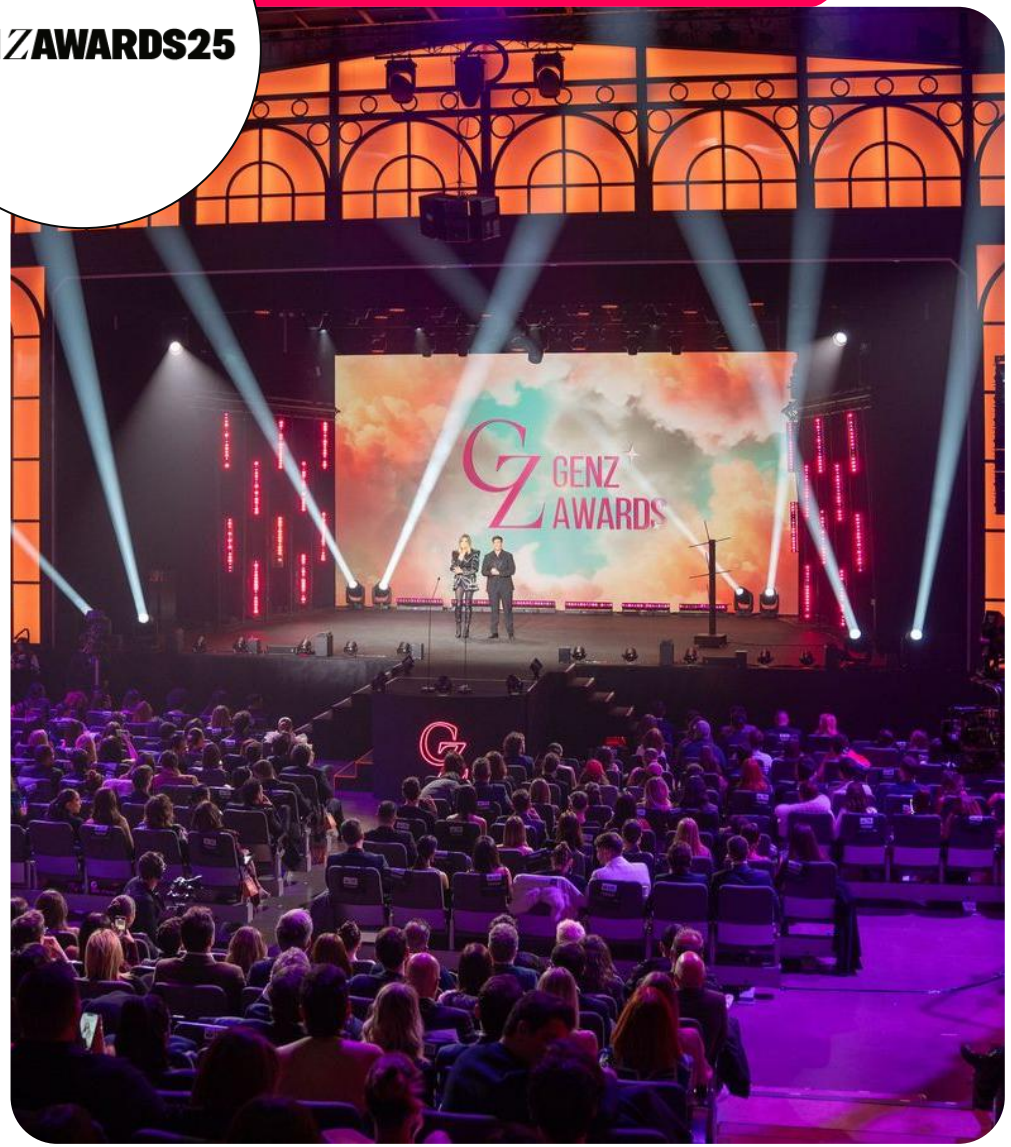
GEN Z AWARDS ARE BACK!

After the great success of last year's edition, the **Gen Z Awards return on October 22nd** to the Príncipe Pío Theatre in Madrid.

The event, organized by Publiespaña, aims to **celebrate** the **creators** and **influencers** who best represent the **spirit** and **values of Generation Z**.

The goal is to recognize the digital talents who have had the **greatest impact** on **online culture** and **social media**, by highlighting creativity, authenticity, and the ability to **influence the youngest cohorts**.

The awards are divided into **15 thematic categories** - including fashion, beauty, food, music, art, sustainability, lifestyle, humour, travel, and diversity, and are assigned by **combining** the **votes** of a **jury of experts** with those of the **audience**, who can **participate** through the **official website**.



“THE MASKED SINGER” SEASON 12: PRIME-TIME HIT CONTINUES TO ENGAGE AUDIENCES

PRIME TIME



“The Masked Singer Germany” remains one of **ProSieben** most **successful entertainment franchises**, confirming its status as a **true TV event**.

The latest season delivered an average market share of **8,6% among adults 14-49 y.o.**, **reaching** nearly **6 million viewers** across Germany.

With its mix of **mystery**, **live music**, and **spectacular costumes**, “The Masked Singer” will be back for its **twelfth season** starting in **November 2025.**

Thanks to its strong **cross-platform** presence on **linear TV, Joyn, and social channels**, advertisers can leverage the show’s popularity to create **integrated activations** — from **in-show placements** to **interactive campaigns** that extend the experience beyond the screen and combine **high visibility** with **emotional storytelling.**

Source: AGF/GfK, Season 11 (2024)

“THE RACE” SEASON 3: DIGITAL-FIRST CONTENT ACROSS JOYN AND YOUTUBE

“Joyn original” successful **entertainment** format **“The Race”** returns in **Spring 2026** with its **third season** available on **Joyn** and **YouTube.**
The show, featuring **influencers** and **celebrities** competing in **high-adrenaline challenges**, targets the **16-39 y.o. age group** and enjoys a **strong digital fanbase.**
YouTube star David Henrichs, once again brings together competitive participants: five **creators** or teams of creators **compete** against each with **no money** or **smartphones** at their disposal and limited to the **bare essentials** for **supplies** and **overnight accommodations** on their journey. Participants will only find out exactly where they are going at the start. Whoever reaches the **finish line first wins the race**! **All participants film themselves** the entire time, as no camera crew and no backup are provided.



VIDEO VIEWS
Seasons 1 & 2 Joyn + YouTube

DIGITAL KPIs **38,3 m**

Source: company data, 16th June 2024 – 23rd July 2025

SPORT 1 EXPANDS INTO ENTERTAINMENT: LAUNCH OF SHOW 1.TV

Sport1 takes a major step in its **strategic evolution** from a **pure sports broadcaster** to a mixed **Entertainment & Sports ecosystem**.

The **new streaming platform "Show1.tv"** expands the group's offering **beyond live sports**, introducing **reality, competition, and lifestyle formats** alongside top sporting events.

This move opens up **new inventory** and creative **opportunities for brands** - thus enabling advertisers to **reach a broad target audience** and activate campaigns across a broader content environment within the Sport1 universe.

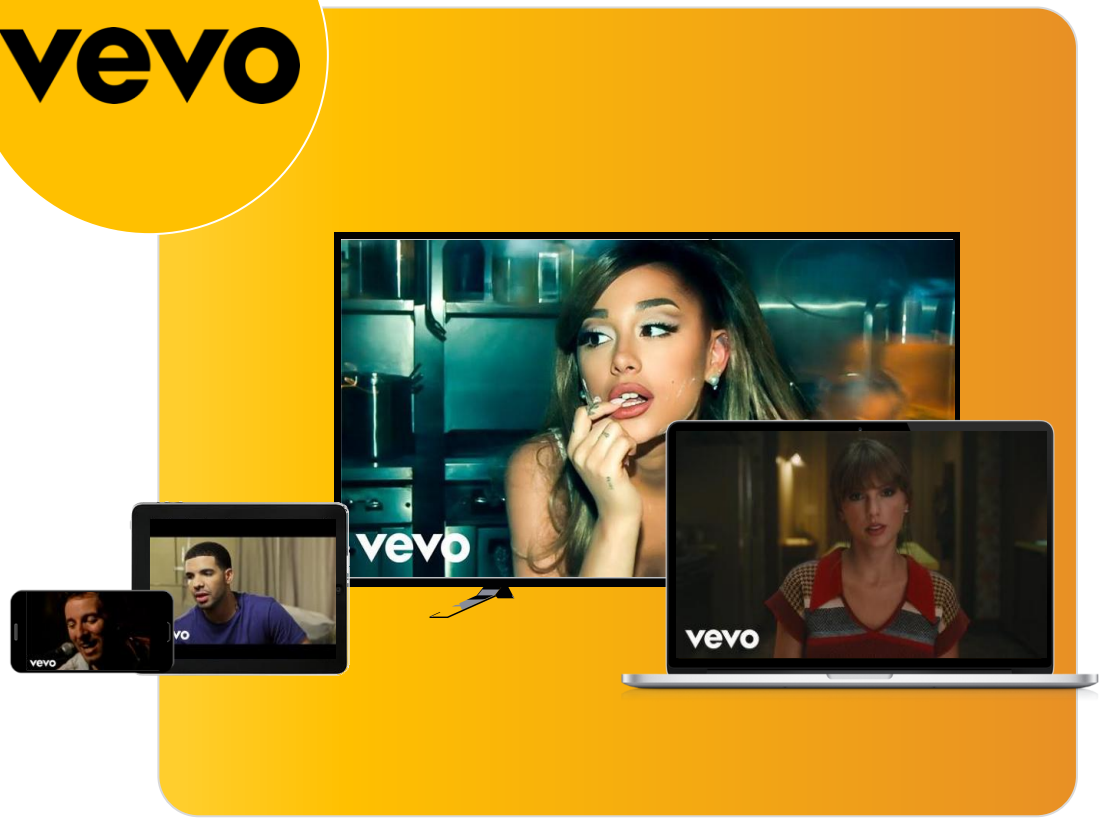


VEVO x GOLDVERTISE: PREMIUM MUSIC CONTENT ON CTV AND SECOND SCREENS

Vevo has appointed **Goldvertise** as its **exclusive ad sales partner** for the **DACH region**, marking a significant step in expanding the **world's leading music video platform** across **Connected TV** and **second screen devices**.

Through this partnership, Goldvertise manages **Vevo's premium CTV and digital inventory**, offering advertisers access to **high-impact music environments** with **precise targeting**, **transparency**, and **full brand safety**.

This deal strengthens Goldvertise's growing portfolio, which now includes over **40 thematic linear TV channels**, more than **45 CTV partners**, and a vast **online video offer.**



	PREMIUM VIDEOS	MONTHLY USERS in Germany	CTV VIEWERS in Germany
KPIs	900 K	20 m	6.4 m

Source: Vevo company data

“ALL IN”: A NEW CITY PRODUCT FOR PREMIUM DOOH REACH



Eisbach Media expands its **digital out-of-home footprint** with **“ALL IN”**, a new product designed to **maximize brand visibility** across Germany’s **largest urban areas**: **Berlin**, **Hamburg** and **Munich**.
With over **500 premium digital screens** across **150+ prime locations**, the network reaches **over 13 million contacts nationwide**, enabling brands to deliver **dynamic, data-driven messages** at **high-frequency touchpoints** for maximum visibility and impact.

ALL IN strengthens Eisbach Media’s position as a **leading player** in **urban DOOH advertising**, offering advertisers a **unified, scalable, and data-backed** way to dominate visibility in **Germany’s top cities**.

BERLIN	HAMBURG	MUNICH
205+ screens, 35 locations	155+ screens, 60+ locations	145+ screens, 55+ locations
5,5 M+ impacts	**4,6 M+ impacts**	**3,2 M+ impacts**

Source: IDOOH Public & Private Screens Study