



Grupo PRISA

JANUARY– MARCH 2005 Results

April 22, 2005



The financial information reported has been prepared following the rules and principles of the International Financial Reporting Standards (IFRS). In order to comply with the new standards, we have stated the 2004 results according to IFRS for an adequate comparison.

For further information regarding the impact of IFRS application, please refer to the significant event submitted to the Spanish Securities Exchange Commission (CNMV) in April 22, 2005 about the impact of the International Financial Reporting Standards application. (www.cnmv.com).

**IN THE FIRST QUARTER,
PRISA INCREASED ITS NET PROFIT BY 74%**

Advertising revenues increased by 12.5% and the operating result (EBIT) came up to €46.3 million, 40.8% higher than in the first quarter of 2004.

The most significant events in the period January-March 2005 were the following:

- **Advertising revenues increased by 12.5%** despite the hard comparison due to the Easter period that occurred in March 2005 versus April last year. It is worth mentioning the evolution in Radio (+14.6%) and in El País (+8.9%). The Local TV business and Internacional Media increased their advertising revenues by 56.1% and 12.6% respectively.
- **Add on's** showed the same strength recorded in the previous year.
- **Good results in the sale of text books in Santillana (+19.4%)**. The performance in Brazil stands out and revenues increased by 45% whilst operating profit (EBIT) grew by 64%.
- **AS increased its daily circulation by 3.5%** and it gained market share.
- **Businesses under development increased their operating profit by 19%**
- **The Group EBIT margin came up to 13.9%** compared to 10.4% during the same period in the previous year. EBITDA margin stood at 19.4% compared to 16.8% in the previous year.
- The **equity method result** increased by 76.5%.
- **Prisa increased its ownership in Sogecable up to 23.7%**

PROFIT AND LOSS ACCOUNT

€Million	JANUARY-MARCH		
	2005 I.F.R.S.	2004 I.F.R.S.	Chg. %
Operating Revenues	332.94	317.67	4.8
EBITDA	64.49	53.30	21.0
EBIT	46.33	32.91	40.8
Net financial cost	(2.15)	(3.46)	37.8
Income from associates	(1.96)	(8.33)	76.5
Profit Before Tax	42.22	21.12	99.9
Income tax expense	12.89	5.38	139.6
Minority Interest	(0.20)	0.97	-
Net Profit	29.13	16.70	74.4
EBIT Margin	13.9%	10.4%	
EBITDA Margin	19.4%	16.8%	

Operating revenues increased by 4.8% reaching €332.94 million, compared to €317.67 million in the first quarter of 2004.

Revenue breakdown by business line was as follows:

€Million	ENERO-MARZO		
	2005 I.F.R.S.	2004 I.F.R.S.	Chg. %
Advertising Revenues	114.47	101.72	12.5
Books and Rights sales	87.80	73.53	19.4
Newspaper and Magazine sales	53.12	53.75	(1.2)
Revenues from Add-on's	32.53 ¹	41.38	(21.4)
Printing sales ²	14.98	16.64	(10.0)
Music and Audiovisual sales	4.04	5.77	(30.0)
Other revenues	26.00	24.88	(0.4)
Total Operating Revenues	332.94	317.67	4.8

The Group **advertising revenues (€114.47 million)**, represented 34% of the total operating revenues and **increased by 12,5%** over the year before despite the effect of the Easter period that occurred in March 2005 versus April in 2004.

If we discounted the Easter effect, the advertising revenues increase would have been higher.

¹ During 2004 Gran Vía Musical recorded some add-on's revenues that have not occurred this year

² Represent 40% of Dédalo revenues. Dédalo is the result of the merger between Prisaprint and Polestar.

The **Advertising increase** was reflected in every business unit of the Group:

Millones de €	JANUARY-MARCH		
	2005 I.F.R.S.	2004 I.F.R.S.	Chg. %
El País	43.80	40.24	8.9
Radio	45.31	39.53	14.6
Specialized & Regional Press	9.29	8.48	9.4
GDM	4.18	3.96	5.5
International Media	10.32	9.16	12.6
Local TV	4.75	3.04	56.1
Prisacom	0.84	0.81	4.1

Within the Group, national advertising increased by 14.4% and the local advertising revenues grew by 8.9%. On the other hand, international advertising increased by 12.5%.

Books and rights sales increased by 19.4% over the same period of 2004. Revenues reached the amount of €7.8 million.

It is worth mentioning the good performance in Brazil, where text books revenues increased by 44.6% despite this year, text book revenues are derived from reposition in this country. The rest of South American countries had also a good performance: Colombia (+45.9%), Ecuador (+25.1%), Argentina (+10.1% in local currency and +3.9% in euros).

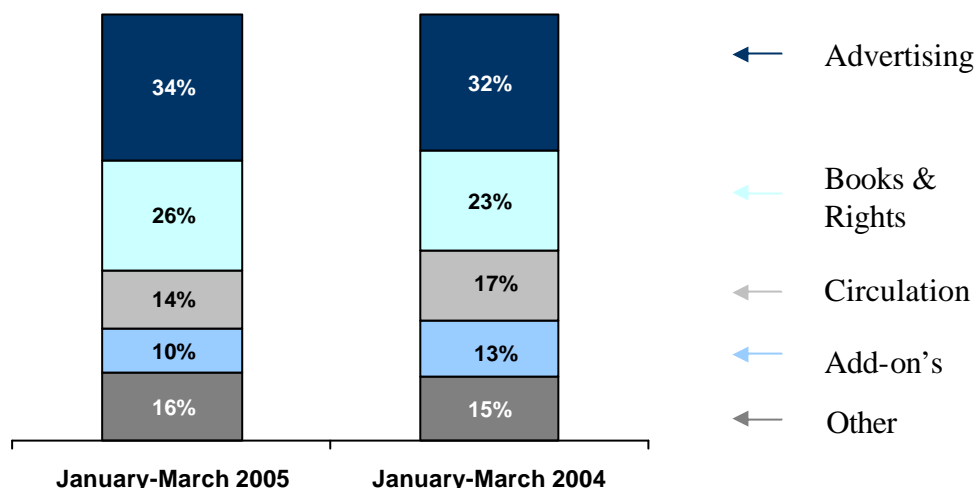
Circulation revenues decreased by 1.2% up to €3.1 million. The lower circulation in El País explains the reduction in revenues. During the first quarter of year 2004, some special events such as the general elections and the success of the add-on “La Enciclopedia) helped to increase the circulation of El País. Also, the Easter period, that happened in March 2005 versus April last year, explains part of the decrease in circulation.

On the other hand, AS increased its average daily circulation by 3.5% despite the decreasing trend in the sport newspapers circulation.

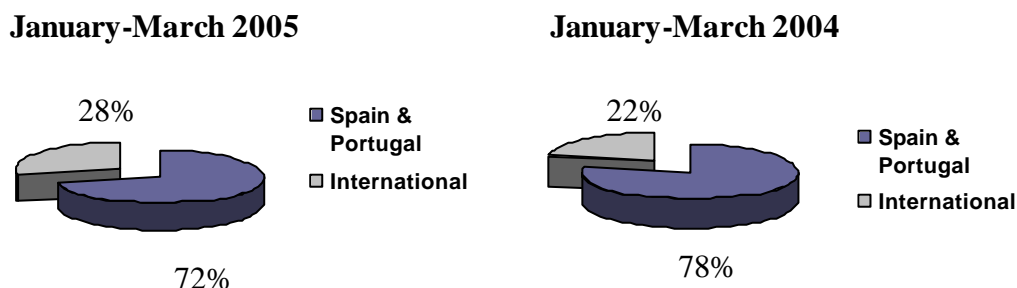
Revenues derived from add-on’s showed a good performance, in line with Group expectations. During the first quarter of 2005, revenues reached €2.5 million. EBIT contribution from this line of business amounted to €10.5 million, representing an EBIT margin of 32.3%. Given the good market reception of the add-on’s launched in 2005, we expect to exceed the EBIT contribution of year 2004 on a yearly basis.

Add-on's in El País were outstanding. They contributed €28.7 million at revenue level compared to €28.8 million during the first quarter of 2004. The EBIT contribution added up to €10.1 million versus €9.5 million in the previous year.

Revenue breakdown by business line is show below:



Geographic revenue breakdown during the first quarter of years 2004 and 2005 was the following:



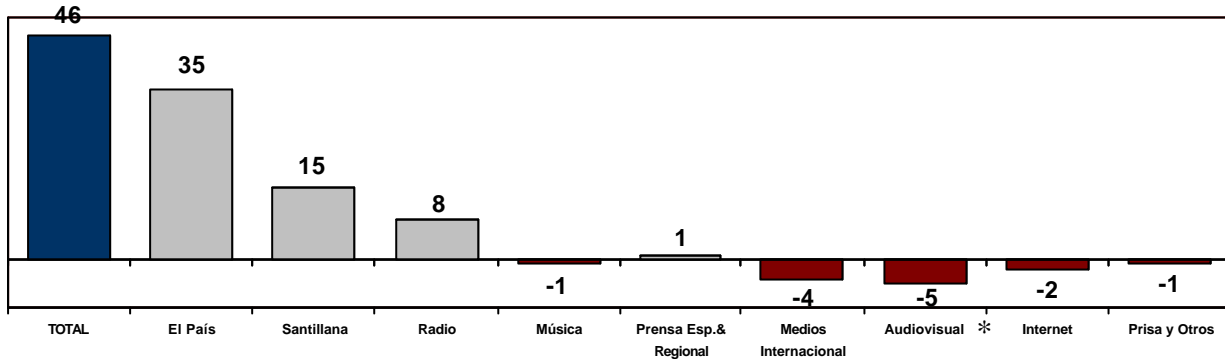
Out of the International revenues, 82% came from the publishing business (Santillana), 13% came from International Media and 5% form Dédalo, the printing unit.

The operating profit (EBIT), came up to €46.3 million, compared to €32.9 million in the first quarter of 2004. EBIT grew by 40.8%. The reasons underlying this growth were:

- **Good performance in El País, Ser and in Santillana.**
- **Operating improvement and cost control** in businesses under development, especially, **Prisacom**.
- **Operating improvement in Specialized and Regional Press.**

EBIT breakdown by business line is shown below:

EBIT (€ million)



* Out of which €4 million correspond to the Local TV business and €1 million to TV production activities (Plural)

Prisa continues controlling costs at the **businesses under development**³, which have improved their operating result by 19%. It is worth highlighting the improvement at Prisacom.

EBIT margin came up to 13.9% opposite to 10.4% in the first quarter of year 2004. EBITDA margin increased from 16.8% to 19.4%.

Financial result was €2.2 million opposite to €3.5 million the previous year.

Income from associates (€2.0 million losses), includes mainly the stakes in Sogecable, Antena 3 de Radio and Iberbanda and it showed a good improvement compared to the results in the first quarter of 2004 (€3.3 million losses).

Profit before tax increased by 99.9% reaching €2.2 million.

The expected **income tax expense** is €2.9 million opposite €5.4 million during the first quarter of 2004. **Minority interest** accounted for €0.2 million losses.

Net profit reached €29.1 million compared to €16.7 million during the same period of 2004, which implies an increase of 74.4%.

³ Audiovisual, Prisacom, International Media and Music.

BALANCE SHEET

ASSETS	€Million	
	31/03/2005 I.F.R.S.	31/12/2004 I.F.R.S.
FIXED ASSETS	962.04	921.95
Intangible assets	79.87	78.09
Property, plant & equipment	298.53	296.93
Long term financial investments	109.21	96.58
Investment in associates	377.96	353.88
Investment property	11.67	11.47
Assets held for sale	0.19	1.37
Deferred tax assets	85.00	83.61
GOODWILL	188.39	188.41
CURRENT ASSETS	608.12	585.41
Inventories	107.66	99.65
Accounts receivable	458.01	455.23
Short term financial investments	5.19	6.02
Cash & cash equivalents	37.27	24.51
TOTAL ASSETS	1,758.94	1,695.77

LIABILITIES & SHAREHOLDERS EQUITY	€Million	
	31/03/2005 N.I.I.F.	31/12/2004 N.I.I.F.
SHAREHOLDERS EQUITY	745.16	738.93
Issued capital	21.88	21.88
Reserves	677.93	578.86
Retained earnings	29.13	122.45
Minority Interest	16.22	15.74
LONG TERM LIABILITIES	507.62	479.11
Long term financial debt	287.92	259.64
Other long term debt	154.96	155.09
Other long term liabilities	64.74	64.38
CURRENT LIABILITIES	506.17	477.72
Short term financial debt	171.02	144.49
Trade accounts payable	185.28	201.60
Other short term liabilities	142.73	127.57
Accrual accounts	7.14	4.06
TOTAL LIABILITIES & SHAREHOLDERS EQUITY	1,758.94	1,695.77

INVESTMENTS

Investments in long term assets amounted to €3.12 million compared to €43.32 million during the first quarter of 2004. Investments breakdown by business unit is shown below:

JANUARY-MARCH 2005 INVESTMENTS	€Million
Prisa	25.78
Santillana	6.60
El País	2.60
Radio	2.49
TV Production (Plural)	1.82
Printing	1.79
Local TV	1.26
International Media	9.44
Other	1.34
Total	53.12

Prisa investments (€25.78 million) mainly include the stake increase in Sogecable. Investments in Santillana are mainly related to prototypes. Investments in International Media are related to the acquisition of Radio Continental in Argentina (€8.2 million).

Investment breakdown by type of long-term assets was the following:

JANUARY-MARCH 2005 INVESTMENTS	€Million
Tangible fixed assets	9.05
Intangible assets	9.67
Long term financial investments	34.39
TOTAL INVESTMENTS	53.12

NET DEBT

Net bank debt as of March 31, 2005 amounts to €416.5 million opposite to €373.6 million as of December 31, 2004.

NET DEBT 31/03/2005	€Million
Financial debt	458.9
Long term	287.9
Short term	171.0
Cash & cash equivalents	42.5
Net Debt	416.5

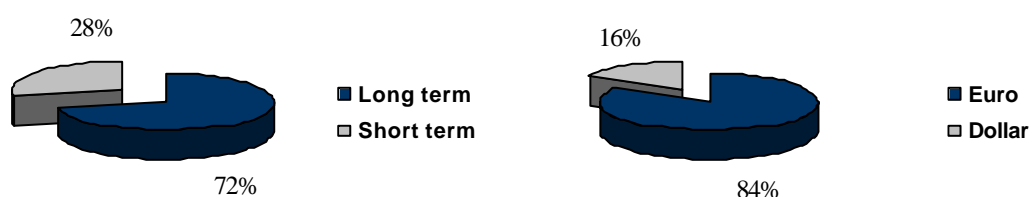
Additionally, the Group holds open credit facilities for €352.8 million.

In December 2003, Prisa issued a €162.3 exchangeable bond guaranteed with ordinary shares held as treasury stock.

The bond coupon was set at 1,75% and since the remaining financial debt is linked to floating interest rates, 24% out of the total debt is kinked to a fixed rate and the remaining 76% to a floating rate. The Group follows the policy of hedging against interest rates.

The average interest rate of the bank debt in the first quarter of 2005 was 2.88%.

In addition, long terms debt accounts for 72% of total financial debt. In terms of currency, 84% is denominated in euros and 16% in dollars. Approximately, 80% of the debt in dollars is hedged against floating exchange rates.



CASH FLOW STATEMENT

€Million	31/03/2005 I.F.R.S.
EBIT	46.33
Depreciation & Amortization	17.05
Change in working capital	(8.86)
Capex	18.72
Operating Cash Flow	35.80
Financial Investments	34.39
Financial result	(2.15)
Dividends	24.95
Taxes	12.89
Other	(4.30)
NET DEBT CHANGE	42.89

The **operating cash flow during the first quarter of 2005 amounted to €35.80 million**, and the change in net debt was €42.89 million.

BUSIENSS DIVISIONS PERFORMANCE

During 2005 Prisa has carried out a new allocation of its business units. As a result, it has constituted an Audiovisual unit which incorporates the Local TV business and Plural (Tesela and TV production). The Music business, which currently develops concerts, music rights and the record label (Diablo), is now managed by the Radio unit given the synergies between both businesses.

- EBIT at **El País** reached €35.3 million, increasing 5.1% over the same period in year 2004. EBIT margin stood at 32.5% opposite 31.1% the year before.
- **Radio revenues in Spain** increased by 13.6%. Advertising revenues, which increased by 14.6% stood out. The operating profit (EBIT) in this unit grew by 37.1%.
- Good performance in the **text book sales at Santillana**. There have been campaigns in the South American countries during the first quarter of the year and most of the countries have shown good growth digits, especially (+37.5 in local currency and +44.6% in euros) and Argentina (+10.1% in local currency and +3.9% in euros).
- **Specialized and Regional Press** increased its operating result up to €1.1 million opposite €0.2 million in the same period of year 2004. **As** increased its average daily circulation by 3.5% up to 202,198 copies and **Cinco Días** improved its operating result.
- **Prisacom** improved the EBIT by 57.2%. Operating revenues increased by 38.8%.
- **International Media** increased its revenues by 8.7%.
- **GDM** improved its operating profit by 12.8% reflecting the increase in the advertising management for the Group and third parties.
- **Local TV (Localia)** stood out due to the 53.9% in advertising revenues.

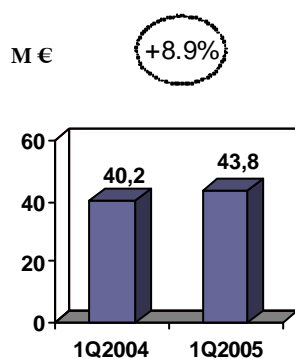
Revenues €Million	JANUARY-MARCH		
	2005 I.F.R.S.	2004 I.F.R.S.	Chg. %
El País	108.53	107.83	0.7
Specialized & Regional Press	31.99	30.16	6.1
Radio	51.81	45.59	13.6
Music	3.99	13.22	-
Local TV	8.82	8.08	9.1
Plural	2.44	1.37	77.3
International Media	11.68	10.74	8.7
Publishing (Santillana)	90.32	75.48	19.7
Prisacom	4.45	3.21	38.6
Printing	18.80	20.61	(8.8)
GDM	5.10	4.77	6.8
Distribution	7.24	8.73	(17.1)
Other	6.92	6.48	6.8
Consolidation adjustments	(19.13)	(18.61)	97.4
TOTAL	332.94	317.67	4.8

EBIT €Million	JANUARY-MARCH		
	2005 I.F.R.S.	2004 I.F.R.S.	Chg. %
El País	35.29	33.57	5.1
EBIT Margin	32.5%	31.1%	
Specialized and Regional Press	1.12	0.19	-
EBIT Margin	3.5%	0.6%	
Radio	7.53	5.49	37.1
EBIT Margin	14.5%	12.0%	
Music	(0.72)	(2.95)	75.8
EBIT Margin	(17.9%)	(22.3%)	
Local TV	(4.22)	(3.19)	(32.3)
EBIT Margin	(47.9%)	(39.5%)	
Plural	(0.76)	(0.85)	10.0
EBIT Margin	(31.2%)	(61.6%)	
International Media	(3.68)	(2.83)	(30.0)
EBIT Margin	(31.5%)	(26.4%)	
Publishing (Santillana)	14.70	7.71	90.6
EBIT Margin	16.3%	10.2%	
Prisacom	(1.52)	(3.55)	57.2
EBIT Margin	(34.2%)	(110.8%)	
Printing	(0.91)	0.48	-
EBIT Margin	(4.8%)	2.3%	
GDM	0.92	0.81	12.8
EBIT Margin	18.0%	17.1%	
Distribution	0.51	0.58	(12.2)
EBIT Margin	7.0%	6.6%	
Other	(1.92)	(2.55)	
TOTAL	46.33	32.91	40.8
Margin	13.9%	10.4%	

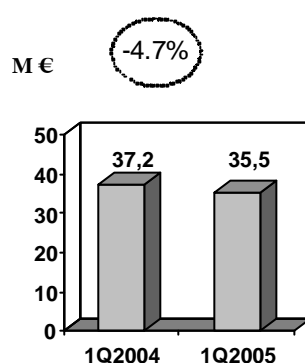
EL PAÍS

€Million	JANUARY-MARCH		
	2005 I.F.R.S.	2004 I.F.R.S.	Chg. %
Operating Revenues	108.53	107.83	0.7
Operating Expenses	73.24	74.25	(1.4)
EBIT	35.29	33.57	5.1
% margin	32.5%	31.1%	
EBITDA	38.15	36.63	4.1
% margin	34.3%	30.7%	

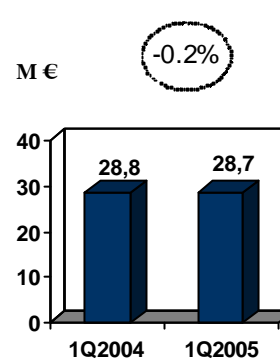
Advertising Revenues



Circulation Revenues



Revenues from Add-on's



El País increased its profitability during the first three months of 2005. It reached an EBIT margin of 32.5% opposite a 31.1% margin in the first quarter of 2004. EBITDA margin stood at 34.3% compared to a 30.7% EBITDA margin in the year before.

- **Advertising revenues** increased by 8.9% despite the 16.6% growth recorded during the first two months of the year. The slow down in advertising growth during March was driven by the Easter period, in which it is generally observed a decrease in sales. In year 2004 the Easter period happened in April.

- **Circulation revenues** showed a 4.7% decrease and amounted to €35.5 million. The lower revenues were driven by the decrease in circulation compared to the first quarter of 2004 in which some special events such as the general elections and the success of the add-on “La Enciclopedia”, besides the Easter effect, helped to increase the circulation of El País.

	January-March 2005	January-March 2004	Chg. %
Average daily circulation	494,150	511,360	(3.4)
Weekly average circulation	874,736	874,203	0.0

Revenues derived from add-on's, kept showing a strong trend and contributed €28.70 million to El País revenues compared to a contribution of €28.75 million in the first quarter of the year before. EBIT contribution stood at €10.1 million, implying a 35.2% EBIT margin, opposite the 32.9% EBIT margin during the same period of year 2004.

It is worth stressing the success of the add-on “La Historia Universal” and “Cine de Oro” that were launched jointly with El País and have not finalized yet. During the first three months of the year they sold an average of 220,000 and 200,000 copies respectively. Other add-on's within El País had as well good market reception, such as “Children books” that sold an average of 310,000 copies and “Cooking books” that sold an average of 205,000 copies.

Operating expenses decreased by 1.4% mainly driven by the lower newsprint cost which decreased by 3.2% per ton due to the use of paper on stock.

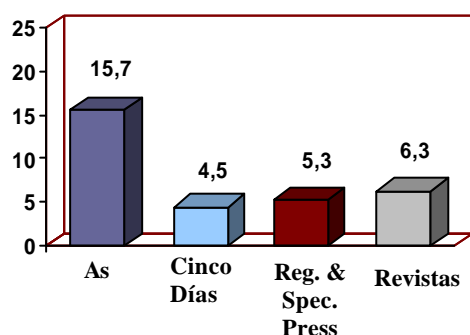
Profitability increased significantly- **EBIT** increased by 5.1% and the **EBIT margin** was 32.5%, compared to a 31.1% margin in the previous year.

SPECIALIZED AND REGIONAL PRESS

€Million	JANUARY-MARCH		
	2005 I.F.R.S.	2004 I.F.R.S.	Chg. %
Operating Revenues	31.99	30.16	6.1
Operating Expenses	30.87	29.97	3.0
EBIT	1.12	0.19	-
% Margin	3.5%	0.6%	
EBITDA	1.59	0.78	103.1
% Margin	4.9	0.6%	

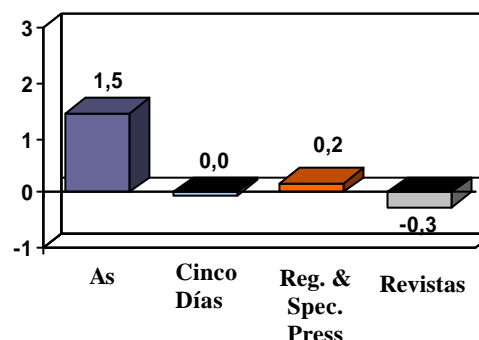
Operating Revenues

M €



Operating Profit (EBIT)

M €



The increase in revenues experienced by As, Cinco Días and magazines, together with the remarkable control of expenses, allowed this division to improve its operating result significantly. EBIT reached €1.12 million compared to €0.19 million in the first three months of year 2004.

During the first three months of the year, the key highlights of **AS** were the following:

- 22.5% increase in **advertising revenues** during the period January-March compared to the previous year.
- **Circulation revenues increased by 7.1%**. The **average daily circulation** reached 202,198 copies opposite 195,356 copies in the first quarter of year 2004, which implies a **3.5% increase** despite the decreasing trend in the Spanish sport newspapers circulation.

Cinco Días improved its operating profit to nearly break-even levels (€0.05 million losses opposite €0.13 million losses in the same period of the previous year). The

increase in advertising revenues (+5.3%) added to the cost control are the drives of the improvement.

- **The average daily circulation** increased by 28.1% reaching 31,406 copies (24,507 copies in the first quarter of 2004). The strong increase in circulation was driven by the fact that since September 2004 a free special edition of Cinco Días is distributed on the weekends jointly with the Regional press.

In Regional Press, advertising revenues increased by 2.1% whereas the operating expenses decreased by 1.6%.

Operating revenues in the **Magazines** division increased by 3.6%. It is worth highlighting the performance of circulation revenues which increased by 30.4%. *Cinemanía* reached an average circulation of 77,248 copies in the period January-March 2005 and *Rolling Stone* reached 32,838 average copies. *Revista 40*, which was launched in October 2004 achieved an average circulation of 56,014 copies. Advertising revenues increased by 3.4%.

RADIO AND MUSIC

€Million	JANUARY-MARCH		
	2005 I.F.R.S.	2004 I.F.R.S.	Chg. %
RADIO			
Operating Revenues	51.81	45.59	13.6
Operating Expenses	44.28	40.10	10.4
EBIT	7.53	5.49	37.1
% Margin	14.5%	12.0%	
EBITDA	8.69	6.70	29.8
% Margin	16.7%	14.6%	
MUSIC			
Operating Revenues	3.99	13.22	-
Operating Expenses	4.70	16.18	-
EBIT	(0.72)	(2.95)	75.8
% Margin	(19.7%)	(22.3%)	
EBITDA	(0.50)	(2.21)	77.2
% Margin	(12.6%)	(16.7%)	

RADIO

During the first quarter of 2005, operating revenues in Spanish radio increased by 13.6%. Out of the total consolidated revenues of this unit, 55.5% were national while 44.5% came from the local market.

- **Advertising revenues** increased by 14.6%, up to €45.3 million, driven by the good performance of the Spanish advertising market. National advertising revenues increased by 22.0% and the local ones increased by 7.0%.

The increase at the EBIT level was outstanding (+37.1% compared to the previous year) as well as the EBIT margin, that stood at 15.5% opposite 12.0% in the first quarter of year 2004.

MUSIC

Regarding the Music business, revenues decreased due to the fact that in year 2004 the Music division launched an add-on jointly with El País, based on DVD records which did not occur in 2005. On the other hand, in the first quarter of 2005 the Music business increased its profitability at the EBIT level (€0.72 million losses opposite €2.95 million losses in the same period of year 2004).

LOCAL TV AND AUDIOVISUAL PRODUCTION

€Million	JANUARY-MARCH		Chg. %
	2005 I.F.R.S.	2004 I.F.R.S.	
LOCAL TV			
Operating Revenues	8.82	8.08	9.1
Operating Expenses	13.04	11.28	15.6
EBIT	(4.22)	(3.19)	(32.3)
% Margin	(47.9%)	(39.5%)	
EBITDA	(3.54)	(2.66)	(33.8)
% Margin	(40.0%)	(32.8%)	
PLURAL			
Operating Revenues	2.44	1.37	77.3
Operating Expenses	3.20	2.22	44.0
EBIT	(0.76)	(0.85)	75.8
% Margin	(31.2%)	(61.6%)	
EBITDA	(0.02)	(0.04)	62.3
% Margin	(0.6%)	(3.2%)	

The Audiovisual division encompasses the Local TV activities and Plural Entertainment, a company that aims to the production of TV programmes and movies through Tesela.

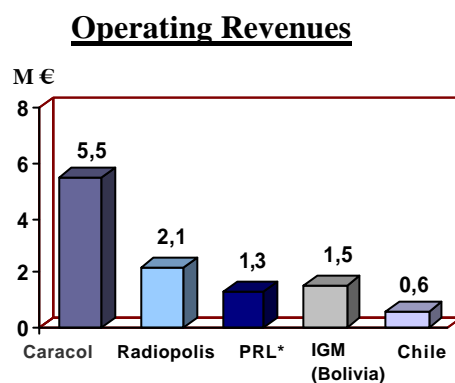
Within the operating revenues of the Local TV business (€8.82 million) it is worth highlighting the performance of the **advertising revenues**, (that account for 53.9% of total revenues), which increased by 56.1%, up to €4.75 million.

In 2005 Plural has filmed “Al filo de la ley”, a series broadcasted by Televisión Española, which has had good market reception among advertisers and audience, reaching a share close to 20%.

INTERNATIONAL MEDIA

€Million	JANUARY-MARCH		
	2005 I.F.R.S.	2004 I.F.R.S.	Chg. %
Operating Revenues	11.68	10.74	8.7
Operating Expenses	15.36	13.57	13.2
EBIT	(3.68)	(2.83)	(30.0)
% Margin	(31.5%)	(26.4%)	
EBITDA	(2.28)	(1.37)	(66.0)
% Margin	(19.4%)	(12.7%)	

Revenue breakdown by business units was as follows:



*Participaciones de Radio Latinoamericana includes the radio activities in France, Costa Rica and Miami.

International Media showed a 12.6% increase in advertising revenues compared to the same period of year 2004.

Caracol increased its revenues by 12.6% compared to the first quarter of 2004, and advertising revenues increased by 17.6%.

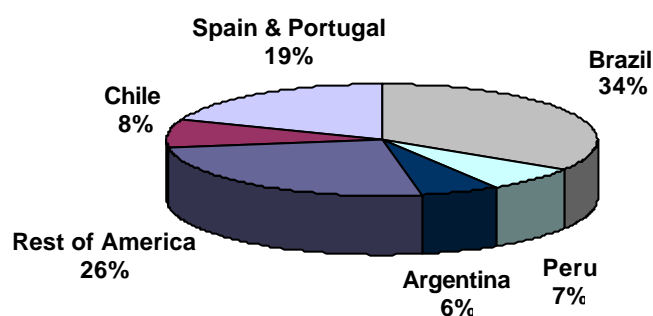
Radiópolis increased its revenues by 8.8% in euros and 15.0% in local currency.

The restructuring measures and the change in the shareholder structure in **Inversiones Grupo Multimedia** have driven this unit to improve its operating losses by 34.7% despite a 5.5% decrease in revenues.

PUBLISHING (SANTILLANA)

€Million	JANUARY-MARCH		Chg. %
	2005 I.F.R.S.	2004 I.F.R.S.	
Operating Revenues	90.32	75.48	19.7
Operating Expenses	75.62	67.77	11.6
EBIT	14.70	7.71	90.6
% Margin	16.3%	10.2%	
EBITDA	21.81	15.63	39.6
% Margin	24.1%	20.7%	

January-March 2005 Geographic Revenues breakdown



The figures recorded in the first quarter include the campaigns in the South American countries. The most significant performances were shown in Brazil, Chile, Peru and Argentina.

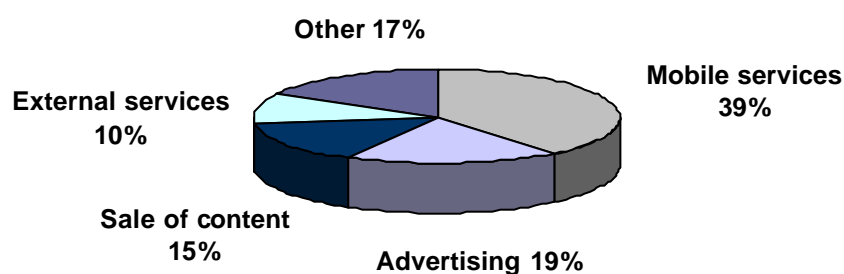
- In **Brazil**, revenues grew up by 44.6% mainly due to the positive evolution of institutional sales. EBIT increased by 63.9% reaching €13.6 million. EBIT margin posted 44.3% compared to 39% recorded last year. In local currency terms, revenues increased by 37.5%.
- Sales increased by 5.2% in **Peru** and operating margin came up to 49.5%
- In **Argentina**, the better political situation has resulted in an increase of book sales up to 10.1% in local currency and to 3.4% in euros.

PRISACOM

€Million	JANUARY-MARCH		Chg. %
	2005 I.F.R.S.	2004 I.F.R.S.	
Operating Revenues	4.45	3.21	38.8
Operating Expenses	5.97	6.76	(11.7)
EBIT	(1.52)	(3.55)	57.2
% Margin	(34.2%)	(110.8%)	
EBITDA	(0.96)	(2.15)	55.5
% Margin	(21.5%)	(67.0%)	

Prisacom increased revenues by 3.8% mainly due to the increase in content sales (+45%) and to the positive evolution of the mobile related business (+39%). Revenues coming from advertising recorded an increase of 4%.

Revenue breakdown (January-March 2005)



In the first quarter of the year, operating expenses decreased by 11.7% bringing operating losses down by 57.2%.

As of March 2005, El País.es already accounts for 45,531 subscribers as opposed to 41,861 subscribers registered as of December 2004. Out of the total subscribers, 42,145 pay for the service.

ADVERTISING AGENCY (GDM)

€Million	JANUARY-MARCH		
	2005 I.F.R.S.	2004 I.F.R.S.	Chg. %
Net Operating Revenues	5.10	4.77	6.8
Operating Expenses	4.18	3.96	5.5
EBIT	0.92	0.81	12.8
% Margin	18.0%	17.1%	
EBITDA	1.01	0.89	13.7
% Margin	19.8%	18.6%	

During the first three months of 2005, the Spanish advertising market has continued the excellent growth pace achieved in 2004. Such improvement has been reflected in every sector and particularly in radio and television.

The recovery of the market resulted in an increase of the operating margin, reaching a level of 18.0%.

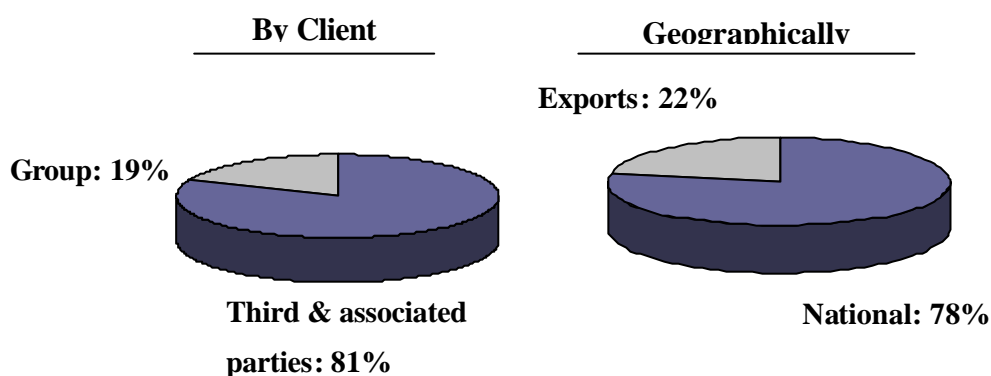
Out of the total advertising managed by GDM, 41% belongs to Sogecable and third parties, and 59% to companies within the Group.

PRINTING - DÉDALO

€Million	JANUARY-MARCH		
	2005 I.F.R.S.	2004 I.F.R.S.	Chg. %
Operating Revenues	18.80	20.61	(8.8)
Operating Expenses	19.71	20.13	(2.1)
EBIT	(0.91)	0.48	-
% Margin	(4.8%)	2.3%	
EBITDA	0.96	2.35	(59.1)
% Margin	5.1%	11.3%	

Dédalo is consolidated by the proportional consolidation method (40%); Polestar (40%) and Ibersuizas, the financial partner that owns 20%, complete its shareholder structure.

Revenue breakdown can be summarized as follows:



During 2005, Dédalo kept making progress in the organizational and operative integration that followed the merger between Prisaprint and Polestar.

The priorities for 2005 are, the consolidation and growth of the commercial offset business as well as the setting up of the merger between the two gravure plants that the group owns, which will allow the creation of a more competitive and profitable plant that will generate important synergies and economies of scale.

APPENDIX 1: QUARTERLY RESULTS ACCORDING TO PREVIOUS GAAP

PROFIT AND LOSS ACCOUNT

€Million	JANUARY-MARCH		
	2005 Previous GAAP	2004 Previous GAAP	Chg. %
Operating Revenues	355.43	340.88	4.3
EBITDA	68.75	60.17	14.3
EBIT	49.66	39.23	26,6
Net financial cost	(0.45)	(1.87)	76.0
Income from associates	(2.24)	(8.60)	74.0
Goodwill amortization	6.60	4.75	38.9
Profit before extraordinary items	40.37	24.01	
Extraordinary result	(4.75)	(7.84)	39.4
Profit before tax	35.62	16.17	120.3
Income tax expense	12.46	5.35	135.5
Minority interest	(0.03)	(1.01)	96.8
Net Profit	22.61	11.83	91.2
EBIT Margin	13.9%	11.5%	
EBITDA Margin	19.3%	17.7%	

Breakdown by business line was as follows:

€Million	JANUARY-MARCH		
	2005 Previous GAAP	2004 Previous GAAP	Chg. %
Advertising Revenues	128.73	114.92	12.0
Books and Rights sales	87.80	73.53	19.4
Circulation Revenues	59.15	62.21	(4.9)
Add-on's Revenues	32.53	41.38	(21.4)
Printing Revenues ⁴	14.98	16.64	(10.0)
Music and Audiovisual sales	7.88	8.54	(7.7)
Other revenues	24.35	23.66	2.9
Total Operating Revenues	355.43	340.88	4.3

⁴ Includes 40% of Dédalo revenues. Dédalo is the resulting company following the merger between Prisaprint and Polestar España.

REVENUES €Million	JANUARY-MARCH		
	2005 Previous GAAP	2004 Previous GAAP	Chg. %
El País	108.53	106.76	1.7
Specialized and Regional Press	31.96	29.93	6.8
Radio	51.78	45.48	13.8
Music	6.39	15.99	(60.0)
Local TV	8.76	7.87	11.3
Plural	2.44	1.37	77.3
International Media	11.53	10.72	7.6
Publishing (Santillana)	90.26	75.33	19.8
Prisacom	4.45	3.20	38.8
Printing	18.73	20.53	(8.8)
GDM	25.38	21.43	18.4
Distribution	48.83	63.62	(23.2)
Other	6.81	6.45	5.6
Consolidation adjustments	(60.42)	(67.80)	
TOTAL	355.43	340.88	4.3

EBIT €Million	JANUARY-MARCH		
	2005 Previous GAAP	2004 Previous GAAP	Chg. %
El País	35.29	33.46	5.5
EBIT Margin	32.5%	31.3	
Specialized and Regional Press	0.99	0.25	-
EBIT Margin	0.03%	0.01%	
Radio	8.87	6.05	46.6
EBIT Margin	17.1%	13.3%	
Music	(0.74)	(2.54)	70.8
EBIT Margin	(11.6%)	(15.88%)	
Local TV	(4.39)	(3.12)	(40.5)
EBIT Margin	(50.1%)	(39.7%)	
Plural	(0.85)	(0.61)	(39.5)
EBIT Margin	(34.7%)	(44.1%)	
International Media	(3.17)	(2.56)	(24.2)
EBIT Margin	(27.51%)	(23.84%)	
Publishing (Santillana)	15.29	8.87	72.3
EBIT Margin	16.9%	11.78%	
Prisacom	(1.51)	(2.25)	32.7
EBIT Margin	(34.0%)	(70.1%)	
Printing	(0.09)	0.67	
EBIT Margin	(0.5%)	3.28%	
GDM	0.91	0.84	8.9
EBIT Margin	3.62%	3.93%	
Distribution	0.52	0.94	(44.4)
EBIT Margin	1.07%	1.48%	
Other	(1.46)	(0.78)	
TOTAL	49.66	39.23	26.6
Margin	13.9%	11.5%	

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