

50 años

Santillana



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Year in review

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JANUARY

- Santillana celebrates half a century.
- *El País* enjoys Internet lead in Spain. The impact of the Wikileaks story boosts audience figures.
- Canal+ TV shows scoop 15 Golden Globes.

FEBRUARY

- The Champions League returns to Canal+ in 2012.
- As.com leads on Facebook. More than 150,000 fans make it Spain's most popular newspaper on the social networks.
- Canal+ reports more than 1.8 million customers.

MARCH

- *El País* is sold in the U.S. alongside Miami's *Nuevo Herald*.
- Juan Gabriel Vasquez wins the XIV Alfaguara Prize with *El ruido de las cosas al caer*.
- Santillana receives the quality label "Sello Escuela 2.0" for its commitment to developing and improving educational quality through the use of ICT.
- PRISA Radio applications reach over half a million downloads in Spain at Apple Store in under a year.

APRIL

- Fernando Abril-Martorell joins PRISA as deputy CEO and CFO.
- *El País* wins the International Press Freedom Award for its Wikileaks coverage.
- Juan Luis Cebrián is appointed president of *El País*. José Luis Sainz is named executive president of PRISA's Press Division and CEO of *El País*.
- Canal+ wins three awards at the PromaxBDA Europe Awards 2011.

MAY

- Octavio Enriquez, Carlos Martínez D'Abuisson, Cristóbal Manuel Sánchez Rodríguez and Moisés Naím win the Ortega y Gasset Prize for Journalism 2011.
- The newspaper *El País* turns 35.
- PRISA and Real Madrid sign an agreement for exclusive distribution of the football club's mobile content in the Americas.
- The Fundación Santillana, the General Foundation of the UIMP and the Instituto Tecnológico de Monterrey team up to create a Masters in Ibero-American Journalism.

- Cadena SER opens the forum for social debate "POR".
- PRISA launches Planeo, its new discount shopping website.
- Arianna Huffington joins the Board of Directors of *El País*.

JUNE

- *El País* and Endesa award the prizes for the tenth annual edition of *El País de los Estudiantes* competition.
- Santillana showcases education at Red Innova 2011.

JULY

- Canal+ wins 7 Laus Awards.
- *El País* and other major newspapers come together to create a newsstand for the 21st century: Kiosko y Más.
- Canal+ and Cisco sign a technology agreement to develop the next generation of the iPlus decoder.
- *El País*, the only national newspaper to maintain its distribution in 2011 with 382,908 copies daily, according to OJD.





- Canal+ and Samsung sign a strategic partnership geared towards the development of digital entertainment.
- Rosa Cullell, new CEO of Media Capital.

AUGUST

- PRISA creates a business division for Latin America and the U.S. Hispanic market.
- PRISA launches new apps for televisions with Internet access.

SEPTEMBER

- PRISA to host the International Council of the Paley Center for Media on the Future of the Media and Information in Madrid in April 2012.
- PRISA personalizes its offer of content and advertising in partnership with IBM.

- Canal+ TV shows win Emmy awards.
- *El País* revolutionizes the weekend with fashion magazine *S Moda*.
- 40 Principales' latest hit in the heart of Madrid: 40 Café.
- Santillana, Screen 21 and Plural Entertainment team up to create the animated children's series *Mica*.
- The Fundación Santillana launches the web site Essay & Science, a broad survey of the great essayists writing in Spanish.
- *El País*, *As* and *Los40* launch apps for D-Link's Boxee Box.
- Jazztel and Canal + launch the VOD JazzBox.



OCTOBER

- The launch of IneveryCREA, Santillana's creative community aimed at education professionals.
- Danone, Matarromera and Ecopapel win the Cinco Días Awards for Business Innovation 2011.
- The Colombian writer Carlos Granés Maya wins the International Isabel Polanco Essay Prize for his work *El puño invisible. Arte, revolución y un siglo de cambios culturales*.
- El País.com wins the award for best newspaper design. The eighth edition of the ÑH event awarded the gold medal to two special reports.
- Canal+ YOMVI is launched, the new way to enjoy Canal+ in a connected environment.
- Santillana opens an online store selling digital books.
- Santillana makes a foray into the world of video games with Nanoland, a virtual world for children.
- Kiosko y Más wins the Award for Innovation in Publishing.

NOVEMBER

- Carlos Slim takes 3.2 % stake in PRISA.
- SER audience figures up by 4 % making it the most popular radio network and the favorite in all time slots with 4,208,000 listeners.
- Vetusta Morla and Amaral among the big winners at the *Rolling Stone* magazine awards.
- The As Sports Awards honor the best athletes of 2011 and sports legend Ángel Nieto.
- Santillana launches its first children's apps for iPad and iPhone.
- Santillana to offer ebooks in Spanish to European readers at the Amazon Kindle store.
- *El País* launches *El País Selección* an eBook compilation of the best articles, interviews, reports and original pieces published in *El País*.

DECEMBER

- The Premios Ondas awards honor the best of sports radio.
- *El País* is the most downloaded free app at the Spanish iTunes store.
- The Huffington Post Media Group and *El País* partner to launch *The Huffington Post* in Spanish.
- PRISA and Microsoft establish a strategic partnership in the areas of digital media and information technology.
- PRISA signs deal to refinance all its debt. The reference shareholders inject 150 million into PRISA capital.



As AS Sports Award winner Cristiano Ronaldo.



Awards gala for the 58th Premios Ondas Awards



The Cinco Días Awards for Business Innovation 2011 at the Prado Museum, Madrid