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The year in review

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JANUARY

- PRISA signs a new agreement with its creditor banks, who fully support the transformation process.
- President Ollanta Humala and Luis de Guindos participate in the debate "Investing in Peru", organized by *El País* and the Peruvian newspaper *La República*, and which brought together leading experts to analyze business opportunities there.
- UNESCO and SANTILLANA broaden the scope of their collaboration on education. The agreement includes technical assistance and event organization in Latin America.

FEBRUARY

- *El País* completes its process of renewal and unveils a website that looks to the future.

- SANTILLANA USA registers record sales of ebooks in Spanish, with growth of 78 % from November 2011 to January 2012 in the United States and Puerto Rico.
- The Argentinian writer Leopoldo Brizuela wins the Alfaguara Prize 2012 for his novel *Una misma noche*.

MARCH

- SANTILLANA presents the report *Programme for International Student Assessment (PISA)* developed by the OECD and published by Santillana, at the Museum of Art of El Salvador.
- PRISA and Microsoft sign an agreement that will include the contents of *As*, *Cinco Días*, *Cinemanía* and *Meristation* on the MSN portal.

APRIL

- The European Promax Awards honor Canal+ for best sound design for the "Avance Series 2012" promotion.
- PRISA and the Paley Center for Media, the U.S.'s foremost independent forum for the media industry, organize in Madrid a summit on the future of news and information.
- PRISA Radio interviews Barack Obama within the framework of the Sixth Summit of the Americas.

MAY

- The Royal Spanish Academy and the Association of Spanish Language Academies celebrate the fiftieth anniversary of Alfaguara's *La ciudad y los perros* (*The Time of the Hero*) by Mario Vargas Llosa, by publishing a special commemorative edition.
- Humberto Padgett, Carmela Rios, Carlos Jacobo Mendez and Sir Harold Evans are honored with the Ortega y Gasset Prize for Journalism 2012.
- Cadena SER brings together leading experts and NGOs to discuss world hunger at the event Encuentrospor.com

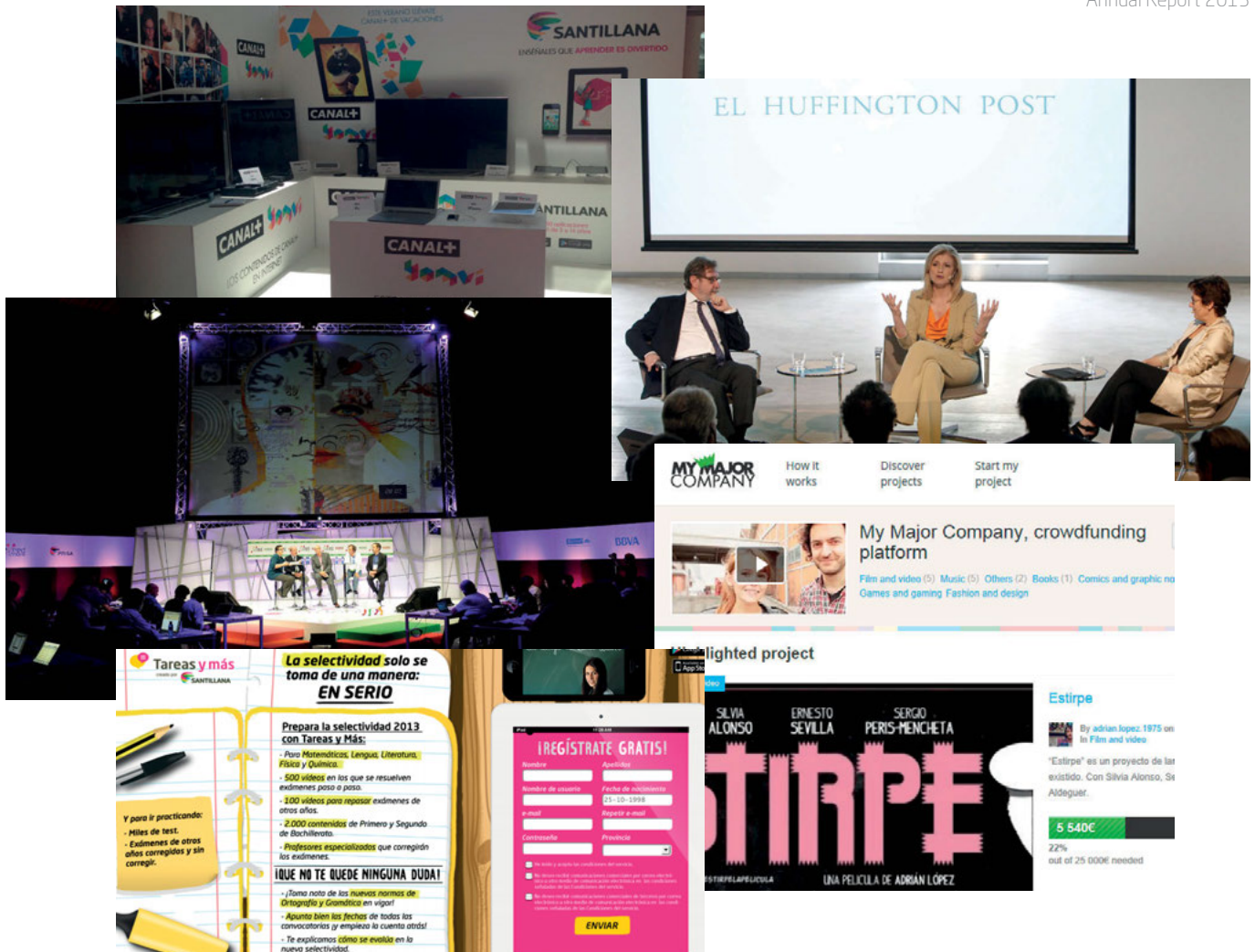
JUNE

- PRISA collaborates by second consecutive year with the leading congress on technology and the digital economy, *Red Innova*, as global sponsor, and as media partner through all its media outlets.
- *El País* strengthens its commitment to news and information in Latin America and launches a new online section dedicated to Mexico.
- Launch of *El Huffington Post*, the Spanish-language version of the popular U.S. news and views website, created by Arianna Huffington, with Montserrat Domínguez as editor-in-chief.

JULY

- The travel portal *El viajero* is given a revamp and strengthens its content in collaboration with *El País*, El País-Aguilar and Canal Viajar.
- Juan Luis Cebrian is appointed executive chairman of PRISA, Ignacio Polanco as honorary president, Fernando Abril-Martorell as CEO, and Manuel Polanco as vice president.
- Tribute to Carlos Fuentes, who died in May aged 83, organized by the International University Menéndez Pelayo (UIMP) and Fundación Santillana.





AUGUST

- Canal+ scores the best football package ever thanks to the deal with Mediapro, which gives the channel TV broadcast rights for the Liga BBVA First Division for the next three seasons.
- TVI presents the new entertainment channel +TVI, which will be distributed exclusively through cable operator ZON.

SEPTEMBER

- Kiosko y Más, the leading multi-format digital newsstand in Spain, with a catalog of more than 300 titles, wins the Publishing Platform of the Year.
- Launch of *Tareas y más*, the first study-aid website created by SANTILLANA, with more 6,000 resources created by the publisher and offering a personalized service to students aged 10 to 18.
- Cadena SER, in collaboration with My Word, presents the study *El ObSERvatorio*, a comprehensive review of the state of Spanish society.

OCTOBER

- José Luis Sainz is appointed CEO of PRISA Radio and Cadena SER by the Boards of Directors of both companies.
- The *El País* website receives the Premio ÑH award for best digital design, plus a total of three gold medals, one silver and eight special mentions.
- Media Capital launches the channel TVI Ficción, dedicated 100 % to Portuguese soap operas, sitcoms, drama and series, developed by TVI and Plural, and distributed exclusively by the platform MEO.
- The Canal+ YOMVI app becomes most downloaded free app for iPad at the Apple Store.
- PRISA Radio launches *Mymajorcompany.es*, a commitment to crowdfunding for up and coming artists and projects.



NOVEMBER

- President Dilma Rousseff participates in the forum “Brazil on the path to growth” organized by *El País* and held at the Teatro Real in Madrid.
- The *Cinco Días Awards* for Business Innovation 2012 go to Mutua Madrileña, Tecnalia and Santander CRUE CEPYME.
- The Fundación Santillana celebrates XXVII Education Week with the theme *Education: The key to growth in Ibero-America*, with the participation of Spain’s Minister for Education, José Ignacio Wert, and Iberoamerican Secretary General, Enrique Iglesias.
- PRISA acts as Global Partner for the second edition of EmTech Spain 2012, Europe’s most important conference on emerging technologies.
- Arturo Perez-Reverte publishes his new novel, *El tango de la Guardia Vieja* (Alfaguara).
- The Premios Ondas Awards pay tribute to the long careers of radio professionals on both sides of the Atlantic.

DECEMBER

- SANTILLANA launches Edusfera, the first online store for educational content as well as a social network to foster learning.
- The As Sports Awards honor the best athletes of 2012 and the career of Vicente del Bosque.
- The TV premiere of *Falcon*, a new, original production from Canal+ in co-production with ZDF and Sky Atlantic.
- SANTILLANA launches *Pupitre*, a clear commitment to developing the full educational potential of tablets, a device whose use is increasingly widespread among children.
- 40 Principales expands its presence in Latin America and lands in the Dominican Republic. The 40 Principales Awards also cross the Atlantic, celebrating the first edition of the Premios 40 América in Veracruz (Mexico).

