



**January- June 2007  
Results**

**July 19th 2007**

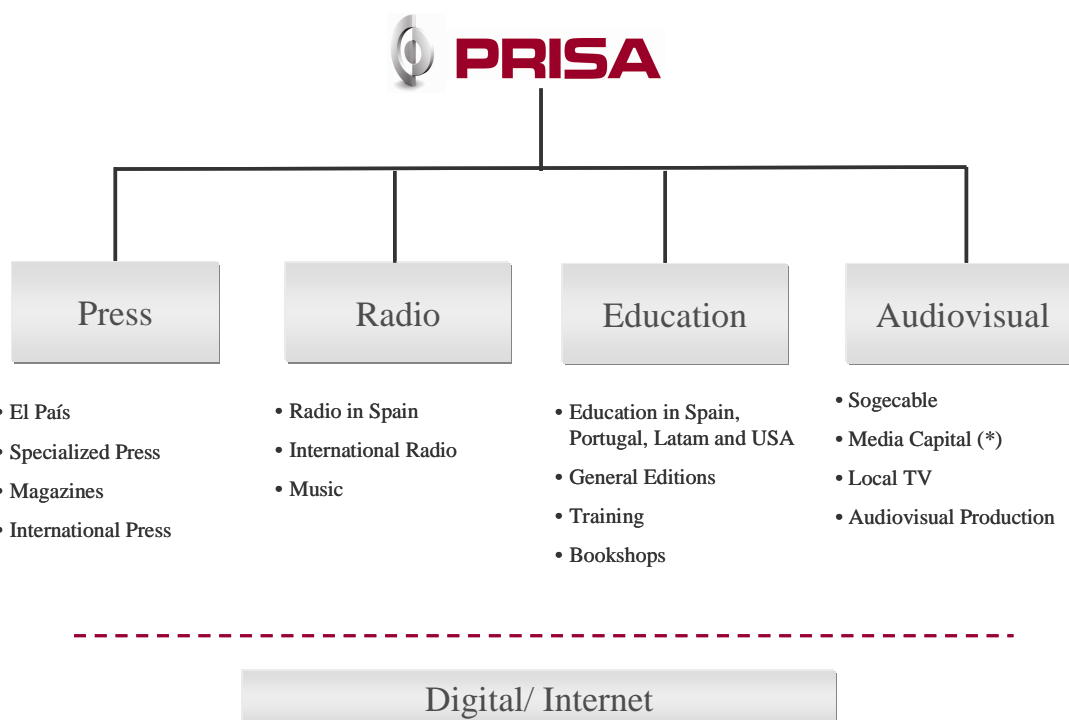


**PRISA**

Educación, información, entretenimiento

## NOTA 1: GROUP STRUCTURE

Grupo Prisa's activities are organized into the following areas: **Press, Radio, Education-Publishing, Audiovisual** and the **Digital** area, which operates in all the areas:



Other activities include different business such as the Advertising Agency (GDM), Printing (Dédalo), Distribution, Real Estate and Head Quarters.

(\*) Although Media Capital includes other activities, it is integrated in the Audiovisual area, due to the fact that most of its revenues come from TVI (free to air TV) and NBP (audiovisual production).

FIRST HALF OF 2007**PRISA INCREASES ITS OPERATING PROFIT (EBIT) BY 54.2% TO €245.86 MILLION**

Revenues (€1,848.35 million) increased by 52.4%

The most relevant events in the first half of 2007 have been the following:

- **Advertising growth** (+59.0%). The increase in Radio in Spain (+15.8%) and El País (+11.0%), together with the contribution of the advertising revenues coming from Sogecable and Media Capital explain this performance. Excluding Sogecable and Media Capital figures, the Group advertising revenues would have increased by 12.5%.
- **Newspapers and magazines sales growth** (+2.1%). The **improvement in the circulation of El País in the second quarter of the year (+2.0%)** together with the positive performance of **Diario As (+13.3%)** and **Cinco Días (+15.9%)** during the same period, decreased the decline in revenues registered in the first quarter of the year.
- **Radio in Spain** increased its operating profit by 29.4% (€52.61 million). Cadena SER continued to be the leader in the Spanish radio market in all time slots, with 4,643,000 daily listeners.
- **Santillana revenues** (€231.20 million) increased by 2.4% (+6.8% excluding the local currency effect). It is worth highlighting the performance in Colombia (+30.0%), Chile (+23.7%) and Argentina (+15.0%).
- **AS increases its revenues by 13.0%**, increasing circulation revenues by 9.2% and gaining market share.
- **The Digital area (Prisacom)** reached €16.85 million revenues euros (+18.0%), highlighting the increase in advertising revenues (+42.7%). According to the audience panel NetView of Nielsen/Netratings, the Group's digital media, managed by Prisacom, **stood for the fourth position in terms of audience** in Spain, just after the main searching tools.
- **The audiovisual production area (Plural)** improved its operating profit by €2.38 million compared to the first half of 2006.
- As of June 30th, 2007 **DIGITAL+** reached 2,056,000 subscribers.
- **Cuatro** reached as of June 30th, 2007, and average daily audience share of 8.1% and 8.8% in prime time.
- **Sogecable's operating profit** showed top record figures in a quarter: €72.11 million in the second quarter of 2007 compared to €15.37 million in the same quarter of 2006.
- **TVI**, the free-to-air TV of **Media Capital**, maintained its leadership, reaching an average daily audience share during the first half of 2007 of 33.4% and 36.6% in prime time.

Other important events in the first half of 2007 have been the following:

- Prisa launched a **mandatory take over bid for 100% of Grupo Media Capital**, as a consequence of the voluntary take over bid launched as of October, 2006. As a result of this voluntary take over bid, Prisa's stake in Media Capital reached 73,7%.
- **Prisa sold its stake in the regional press**, corresponding to the 100% stake in **El Correo de Andalucía, S.L.**, editor of the newspaper "El Correo de Andalucía", the 59.27% stake in **Diario Jaén, S.A.**, editor of the newspaper "Diario Jaén" and the 31.89% stake in **Novotécnica, S.A.**, editor of the newspaper "La Voz de Almería". The total price amounted to €29 million.
- As of June, 2007, **Sogecable** and **Telefónica** reached an agreement to jointly offer Telefónica's telecom and Sogecable's digital television services as well as collaborating in the acquisition of contents for pay-television in the Spanish market.
- The Governments of **Andalucía** and **Extremadura** awarded Prisa a license to develop a regional **Digital Terrestrial Television (DTT)** channel in these Regions.

The following changes in the scope of consolidation should be taken into account when comparing information for the first half of 2007 and of 2006:

- **Sogecable** is fully consolidated in Prisa figures. In the first quarter of 2006, Sogecable was accounted by the equity method. Sogecable is fully consolidated in Prisa figures since April 1st, 2006.
- **Grupo Media Capital** is fully consolidated in Prisa figures since February 1st, 2007. In 2006, Grupo Media Capital was accounted by the equity method.



**PROFIT AND LOSS ACCOUNT**

€ Million	JANUARY - JUNE		
	2007	2006	Chg %
<b>Operating Revenues</b>	<b>1,848.35</b>	<b>1,212.92</b>	<b>52.4</b>
<b>EBITDA</b>	<b>378.71</b>	<b>261.39</b>	<b>44.9</b>
<b>EBIT</b>	<b>245.86</b>	<b>159.48</b>	<b>54.2</b>
Net financial result	(82.34)	(40.47)	(103.5)
Result from associates	(0.76)	(6.73)	88.8
<b>Profit before tax</b>	<b>162.77</b>	<b>112.28</b>	<b>45.0</b>
Income tax expense	(49.55)	(40.79)	(21.47)
Minority interest	(39.91)	(4.23)	-
<b>Net profit</b>	<b>73.31</b>	<b>67.26</b>	<b>9.0</b>
<b>EBITDA Margin</b>	<b>20.5%</b>	<b>21.5%</b>	
<b>EBIT Margin</b>	<b>13.3%</b>	<b>13.1%</b>	

**OPERATING REVENUES**

In the first half of 2007, total operating revenues increased by 52.4% reaching €1,848.35 million, compared to €1,212.92 in the first half of 2006. Sogecable full consolidation since April 1st, 2006, has resulted in a redistribution of the different sources of revenues. The revenue breakdown by line of activity is shown below:

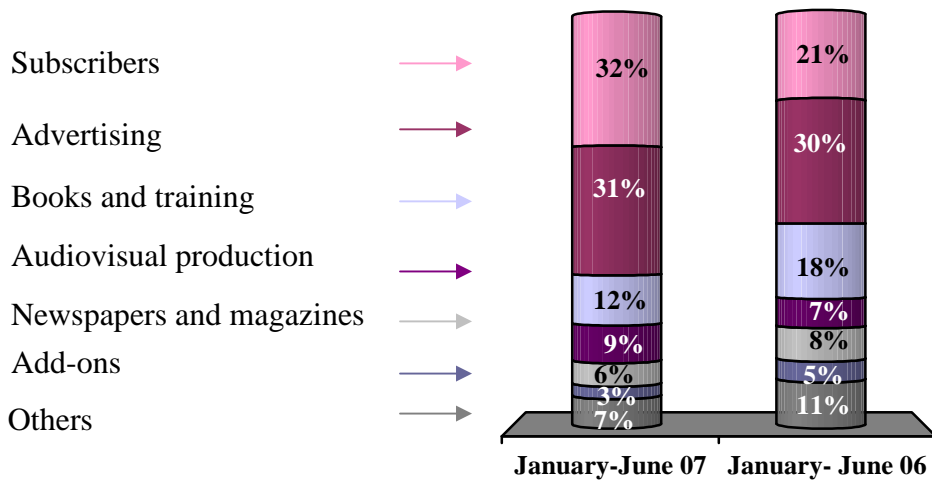
€ Million	JANUARY - JUNE		
	2007	2006	Chg %
Advertising <sup>1</sup>	575.58	361.94	59.0
Books and training	218.37	218.10	0.1
Newspapers and magazine sales	103.38	101.27	2.1
Subscriber revenues	587.29	256.98	128.5
Audiovisual production revenues	167.79	88.41	89.8
Add-ons revenues <sup>2</sup>	47.99	65.93	(27.2)
Printing sales	23.48	27.42	(14.4)
Revenues from fixed assets	4.10	19.61	(79.1)
Other revenues <sup>3</sup>	120.37	73.27	64.3
<b>Total operating revenues</b>	<b>1,848.35</b>	<b>1,212.92</b>	<b>52.4</b>

<sup>1</sup> "Advertising revenues" include not only advertising revenues but also sponsoring revenues, which were formerly included in "Other revenues". 2006 figures also include the sponsoring revenues to make figures comparable.

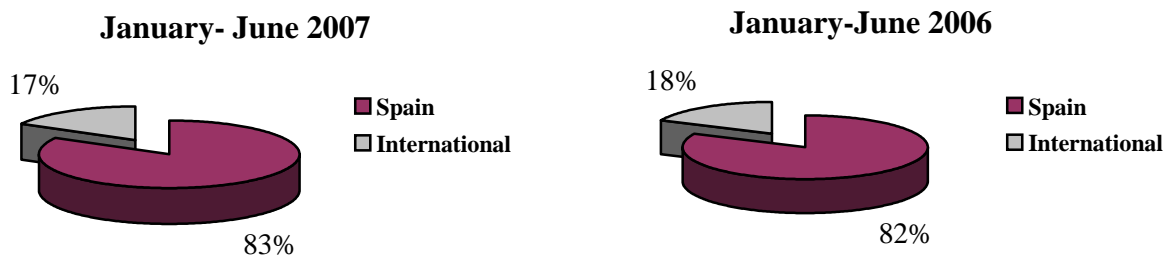
<sup>2</sup> "Add-ons revenues" include not only add-ons but also collections, which were formerly included in "Other revenues". 2006 figures also include the collections revenues to make figures comparable.

<sup>3</sup> Includes: services of telephone marketing, transmission services, advertising services, magazine services, distribution services, events, music sales, e-commerce, Internet services, rentals and other revenues.

The chart below shows revenue contribution by different lines of activity both in the first half of 2007 and 2006:



The **geographic revenue breakdown** is as follows:



In the first half of 2007, revenues coming from the international area accounted for 17%. The 54% of the international revenues came from Santillana, 31% from Media Capital and 12% from press and radio activities.

➤ **Advertising**

Advertising revenues (€575.58 million), increased by 59.0%. Discounting the revenues coming from the full consolidation of Sogecable and Media Capital, the Group's advertising revenues increased by 12.5%.

By businesses, the advertising revenues evolution in the first half of 2007 was the following:

€ Million	JANUARY - JUNE		
	2007	2006	% Chg.
<b>Press</b>	<b>147.51</b>	<b>134.94</b>	<b>9.3%</b>
El Pais	118.29	106.60	11.0%
Specialized & Regional Press	28.27	27.34	3.4%
AS	10.46	10.25	2.1%
Cinco Días	6.92	6.17	12.2%
Regional Press	6.31	6.77	(6.8%)
Magazines	4.61	4.11	12.1%
Others	(0.03)	0.05	(165.3%)
International Press	1.95	1.86	5.0%
Consolidation adjustments	(1.00)	(0.87)	(15.3%)
<b>Radio</b>	<b>176.96</b>	<b>156.29</b>	<b>13.2%</b>
Radio in Spain	143.24	123.66	15.8%
International Radio	33.23	32.64	1.8%
Music	0.50	0.00	---
Consolidation adjustments	(0.01)	(0.01)	(32.6%)
<b>Audiovisual</b>	<b>250.35</b>	<b>71.94</b>	<b>---</b>
Sogecable	157.53	62.24	153.1%
Cuatro	142.45	54.10	163.3%
Digital+	15.08	8.10	86.2%
Media Capital*	81.93	---	---
Local TV	10.07	9.70	3.8%
Plural	0.83	0.00	---
<b>Digital</b>	<b>6.64</b>	<b>4.66</b>	<b>42.7%</b>
<b>Others</b>	<b>0.33</b>	<b>0.17</b>	<b>95.2%</b>
<b>Consolidation adjustments</b>	<b>(6.22)</b>	<b>(6.05)</b>	<b>(2.8%)</b>
<b>TOTAL</b>	<b>575.58</b>	<b>361.94</b>	<b>59.0%</b>

\* This figure includes the Outdoor segment, classified in Media Capital's consolidated profit and loss account as held for sale, in order to adapt these figures to the Group's accounting policies.

Local advertising increased by 17.0% compared to the first half of 2006. The national advertising increased by 11.1%, excluding the effect of the full consolidation of Sogecable.

### ➤ Books and training

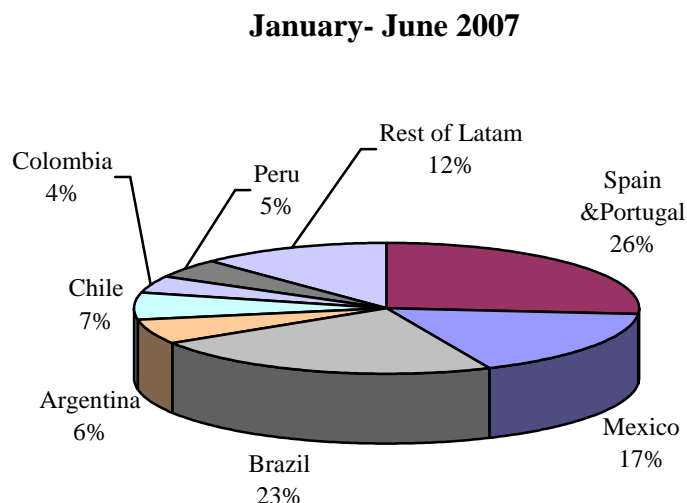
During the first half of 2007, books and training sales were at the same level of the previous year: €218.37 million as opposed to €218.10 million(+0.1%).

The educational campaigns in the South American countries had a good performance, such as Colombia (+30.0%), Chile (+23.7%) and Argentina (+15.0%).

As of June, 2007, there was a delay in the Spanish educational campaign in comparison with the previous year, due to the delay in the approval of a new law regarding textbooks. As a result, there were promotional costs which were not reflected at the revenue level. This negative impact on EBIT and EBITDA will be compensated for in the next quarter.

The dolar depreciation with regard to the euro contributed negatively to revenues in €9.83 million. Excluding this effect, total revenues would have increased by 6.8%.

The geographic breakdown of revenues is shown as follows:



### ➤ Newspapers and magazines

In the first half of 2007, revenues coming from **newspapers and magazine sales** (€103.38 million) increased by 2.1%, in contrast with the 3.7% decline in the first quarter of the year.

**El País** average daily circulation amounted to 441,306 copies in the first six months of 2007, compared to an average daily circulation of 432,204 copies for the whole year 2006. In the **second quarter of the year, the average daily circulation increased by 2.0%** compared to the same period of the previous year.

El País maintains its **leadership position** and has an advantage of more than 25% over the average daily circulation of its nearest competitor. According to the results released by **EGM** (“Segunda ola 2007”), El País reached 2,182,000 readers, which means an increase of 4% compared to the previous survey, standing above its main competitor (whose audience increased by 0.3% compared to the previous survey) by 739,000 readers.

In the first half of the year, the sport newspaper **AS** increased by 10.8% its average daily circulation, amounting to 225,101 copies, gaining market share, strengthening its leadership position in Madrid, and with significant increases in the rest of Spain. It is worth highlighting the performance of the circulation in the month of June, 2007, reaching 244,420 daily copies, which means an increase of 20.9% compared to the same



month last year. **Cinco Días** increased its average daily circulation by 22.9% during the first six months of 2007.

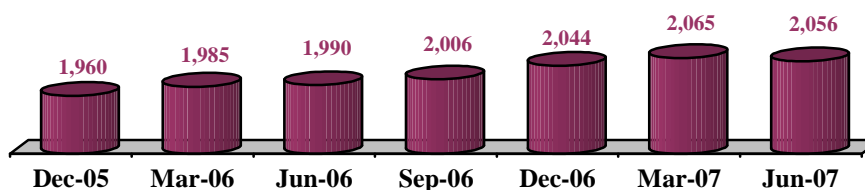
### Evolution of the Group's main newspapers circulation

	1st Quarter			2nd Quarter			1st Half			Year 2006
	2007	2006	Chg. %	2007	2006	Chg. %	2007	2006	Chg. %	
El País	437,023	470,992	(7.2)	445,588	436,731	2.0	441,306	453,862	(2.8)	432,204
AS	221,497	204,379	8.4	228,705	201,778	13.3	225,101	203,079	10.8	214,654
Cinco Días	41,876	32,044	30.7	40,894	35,297	15.9	41,385	33,671	22.9	33,997

### ➤ Subscriber revenues

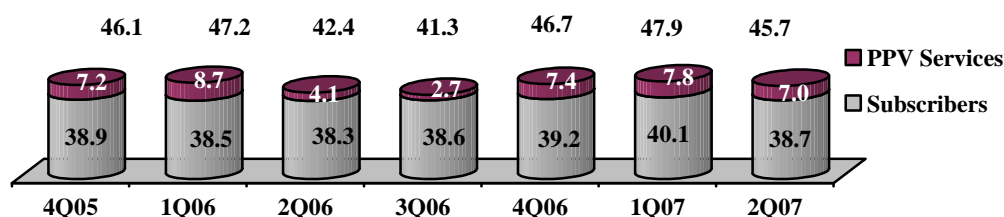
As of June 30th 2007, the subscriber base of DIGITAL+ stood at 2,056,000 clients. The client base of DIGITAL+ experienced a 9,000 subscribers decrease during the second quarter of 2007, which was lower than the ones registered in the same quarter of previous years. This period usually registers a seasonal decrease in commercial activity. In 2006, the exclusive broadcasting of the Germany Football World Cup matches, during the second quarter of the year, allowed a net growth in the customer base.

### DIGITAL+ subscribers evolution (thousands of subscribers)



In the second quarter of 2007, the average revenue per customer (ARPU) reached €45.7.

### DIGITAL+ ARPU evolution (euros)



As of 30th June, 2007, the cancellation rate stood at 11.2%, compared to 12.0% twelve months ago.

➤ Audiovisual Production

This line includes the activities of selling audiovisual rights, the sale and production of programs, the revenues coming from the cinema distribution activity and the sale of different channels to cable operators at Sogecable. Audiovisual production revenues reached in the first half of 2007 €167.79 million, compared to €88.41 million registered in the first half of 2006.

➤ Add-ons revenues

In the first half of 2007, revenues coming from add-ons (€47.99 million) were down 27.2% when compared to the same period of the previous year, which improves the 40.9% decline of the first quarter of the year.

The Group continued managing its international add-on activity through **Prisa Innova**, both in Europe, such as Le Monde in France, Corriere Della Sera in Italy and Diario de Noticias and Jornal de Noticias in Portugal, and also in Latam. Prisa Innova generated in the first half of 2007 revenues amounting to €5.35 million, compared to €2.79 million generated in the same period of the previous year.

➤ Printing

The Group continues its process of disinvestment in this sector while restructuring various of its business units. The printing sales reached €2348 million, which represents a 14.4% decline compared to the first half of 2006.

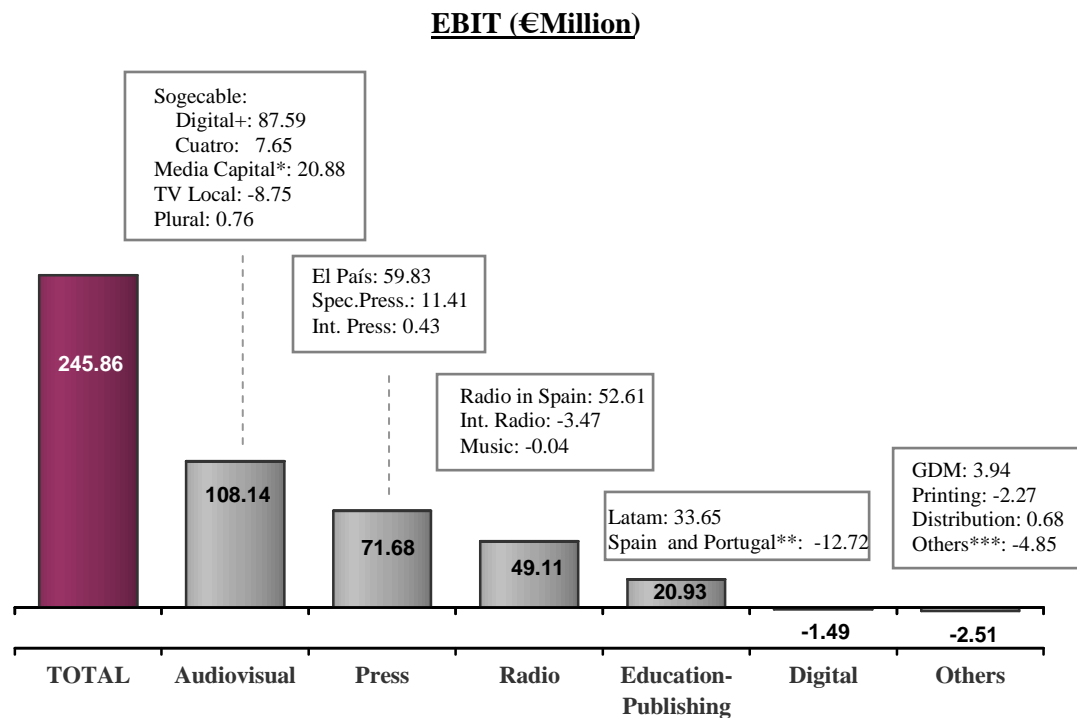
➤ Revenues from fixed assets

The amount of €4.10 million included €3.28 million capital gain from the disposal of the regional press. As of June, 2006, €18.45 million were registered because of the disposal of the 20% of GLR to Grupo Godó.

### OPERATING PROFIT (EBIT)

The Group operating profit (EBIT) reached €245.86 million compared to €159,48 million in the same period of the previous year (+54.2%).

The operating profit by business area is shown below:



\* Media Capital is fully consolidated since February 1st, 2007. This figure includes the Outdoor segment, classified in Media Capital's consolidated profit and loss account as held for sale, in order to adapt these figures to the Group's accounting policies.

\*\* Spain and Portugal contributed with a negative operating profit, due to the seasonality of the business. The main campaigns in these countries take place during the third and the fourth quarters of the year.

\*\*\* "Others" include mainly the activities from Real Estate and Head Quarters.

During the first half of 2007, the EBIT margin was 13.3% % compared to 13.1% in the first half of 2006. Excluding the figures of Sogecable and Media Capital, the EBIT margin would have been 15.6% during the first six months of 2007.

The evolution of the operating profit is explained by the following:

- **The integración de Sogecable.** Sogecable's contribution to the operating profit of the Group increased by €79.87 million. Sogecable's EBIT also registered the highest profits over one quarter, reaching €72.11 million in the second quarter of 2007, as opposed to the profits of €15.37 million recorded in the same quarter last year.
- **Media Capital** full consolidation since February 1st, 2007. The contribution of Media Capital to the operating profit reached €20.88 million.

- The contribution of **Radio in Spain**, which has increased its operating profit by €11.95 million (+29.4%), mainly because of the positive evolution of the advertising revenues.
- **Specialized and Regional Press** operating profit reached €11,41 million (+58.7%), mainly explained by the performance of AS, which increased its operating profit by 4.4% to €6.23 million, and by the €3.28 million capital gain from the disposal of the regional press.
- The operating profit of **Plural** reached €0.76 million, compared to €1.62 million loss in the same period of the last year.

### NET PROFIT

**The net financial result** reached a loss of €82.34 million, compared to a loss of €40.47 million in the same period of the previous year. The difference is due not only to the increase of the contribution of the financial losses coming from Sogecable (€17.89 million loss) and Media Capital (€3.35 million loss), but to the increase in the Group's financial expenses as a result of a higher level of debt reached after the Sogecable 20% take over bid and after the Media Capital take over bid.

**Result from associates** reached a loss of €0.76 million, compared to the loss of €6.73 million of the previous year.

**Minority interest** reached a loss of €39.91 million, compared to a loss of €4.23 million of the previous year, mainly because of the minority interests coming from Sogecable.

**The net profit** reached €73.31 million compared to €67.26 million registered in the same period of the previous year (+9.0%).

**BALANCE SHEET**

ASSETS	€ Million	
	06/30/2007	12/31/2006
<b>FIXED ASSETS</b>	<b>4,526.10</b>	<b>4,167.96</b>
Property, plant and equipment	495.15	454.26
Investment property	12.33	12.33
Goodwill	2,105.45	1,562.70
Intangible assets	434.30	400.72
Long term financial investments	120.94	86.84
Investment in associates	11.37	280.74
Deferred tax assets	1,336.52	1,359.08
Other non current assets	10.04	11.28
<b>CURRENT ASSETS</b>	<b>1,648.69</b>	<b>1,756.11</b>
Inventories	298.55	270.32
Accounts receivable	1,101.93	946.08
Short term financial investments	4.98	5.16
Cash & cash equivalents	243.23	534.54
<b>ASSETS HELD FOR SALE</b>	<b>120.40</b>	<b>93.97</b>
<b>TOTAL ASSETS</b>	<b>6,295.19</b>	<b>6,018.03</b>

LIABILITIES	€ Million	
	06/30/2007	12/31/2006
<b>SHAREHOLDERS EQUITY</b>	<b>1,311.87</b>	<b>1,157.23</b>
Issued capital	22.04	21.88
Reserves	969.24	744.99
Income attributable to the parent company	73.31	228.91
Minority interest	247.29	161.46
<b>NON CURRENT LIABILITIES</b>	<b>3,221.83</b>	<b>2,796.69</b>
Long term financial debt	2,681.43	2,252.00
Issued exchangeable bonds	156.54	154.67
Deferred tax liabilities	104.41	109.72
Provisions	50.83	50.91
Other non current liabilities	228.61	229.39
<b>CURRENT LIABILITIES</b>	<b>1,695.65</b>	<b>1,996.94</b>
Short term financial debt	412.19	843.41
Trade accounts payable	1,011.94	970.31
Other short term liabilities	232.18	157.52
Accrual accounts	39.34	25.71
<b>LIABILITIES HELD FOR SALE</b>	<b>65.84</b>	<b>67.17</b>
<b>TOTAL LIABILITIES</b>	<b>6,295.19</b>	<b>6,018.03</b>

The integration of Media Capital explains the main changes in the different lines of the balance sheet. Total assets and liabilities coming from Media Capital reached €354.28 million.

The most important change corresponds to the “*Goodwill*”, due to the reclassification to this line of the goodwill generated because of the acquisition of the initial 33% stake in Media Capital in 2005, previously registered in the line “*Investment in associates*” and to the new

goodwill generated as a result of the voluntary take over bid launched in October, 2006, for the 100% of Media Capital, after which Prisa's stake in Media Capital reached 73.70%.

“*Assets and Liabilities held for sale*” include those related to the 40% stake in Dédalo (Printing) and those related to the Outdoor segment of Media Capital.

## INVESTMENTS

During the first half of 2007, total investments reached €362.48 million. By business units, investments were as follows:

€ Million	CAPEX	Long term financial investments	TOTAL
<b>Press</b>	<b>12.43</b>	---	<b>12.43</b>
El País	12.02	---	12.02
Specialized & Regional Press	0.31	---	0.31
International Press	0.10	---	0.10
<b>Radio</b>	<b>14.93</b>	<b>6.87</b>	<b>21.80</b>
Radio in Spain	11.58	6.87	18.45
International Radio	3.30	---	3.30
Music	0.05	---	0.05
<b>Education-Publishing</b>	<b>20.78</b>	---	<b>20.78</b>
<b>Audiovisual</b>	<b>42.49</b>	<b>2.45</b>	<b>44.93</b>
Sogecable	34.34	0.12	34.46
Media Capital	5.86	1.70	7.56
Local TV	0.70	0.63	1.32
Plural	1.59	---	1.59
<b>Digital</b>	<b>1.20</b>	---	<b>1.20</b>
<b>Others</b>	<b>5.92</b>	<b>255.42</b>	<b>261.34</b>
Prisa	3.28	255.42	258.70
Printing	1.83	---	1.83
Distribution	0.55	---	0.55
Prisa División Inmobiliaria	0.21	---	0.21
GDM	0.03	---	0.03
Others	0.02	---	0.02
<b>Total</b>	<b>97.74</b>	<b>264.74</b>	<b>362.48</b>

The financial investment amounting to €255.42 million in Prisa corresponds to the acquisition of a 40.70% additional stake in Media Capital as a result of the voluntary take over bid launched for the 100% of the company.



**NET FINANCIAL POSITION**

Net financial position as of June 30th, 2007 amounted to €2,845.42 million compared to €2,555.71 million registered in December 2006.

<b>NET DEBT</b>	<b>€ Million</b>	
	<b>06/30/2007</b>	<b>12/31/2006</b>
Financial debt	3,093.63	3,095.41
Non current liabilities	2,681.43	2,252.00
Current liabilities	412.19	843.41
Cash and cash equivalents	(248.21)	(539.70)
<b>Net debt</b>	<b>2,845.42</b>	<b>2,555.71</b>

During the first half of 2007, net debt increased by €289.70 million compared to December 2006, due to the following:

- The acquisition of an additional 40.70% stake in Media Capital, amounting to €255.42 million.
- Media Capital's full consolidation, which contributed €75.42 million to total Group's net debt.
- The change in the net financial position during the first half of 2007 coming from Sogecable, which decreased the Group's net debt by €84.58 million.

Prisa's net debt, excluding Sogecable and Media Capital, amounted to €1,872.93 million compared to €1,574.05 million as of December, 2006, because of the investment in Media Capital. Prisa has carried out a restructuring of this debt and signed, in June 2007, a **syndicated loan** for a maximum of **€2,050 million** with a group of 37 banks. The underwriting, which is divided in three tranches, expires in 2013. The initial margin for the three tranches is 92.5 basic points per year until June 30th, 2007. From then on, the margin will be determined on the basis of the Net Debt/EBITDA ratio. This syndicated loan substitutes the former syndicated loan for a maximum of €1,600 million (signed to face the acquisition of a 20% stake in Sogecable after the success of the take over bid ended in March, 2006) and the bridge loan amounting to €450 million (signed to face the offers for Media Capital shares).

**CASH- FLOW**

€ Million	06/30/2007		06/30/2006	
		(excluding Sogecable and Media Capital)		(excluding Sogecable)
<b>EBIT</b>	<b>245.86</b>	<b>129.06</b>	<b>159.48</b>	<b>144.11</b>
Amortization	119.32	36.85	89.76	37.49
Change in working capital	(54.16)	(57.71)	55.43	(110.50)
Capex	(97.74)	(57.55)	(87.95)	(64.15)
<b>Operating cashflow</b>	<b>213.28</b>	<b>50.65</b>	<b>216.72</b>	<b>6.95</b>
Financial investments and other non recurrent investments	(264.74)	(262.92)	(1,003.88)	(1,003.88)
Financial result	(82.34)	(44.31)	(40.47)	(23.68)
Dividends	(33.71)	(33.71)	(30.20)	(30.20)
Taxes	(49.55)	(28.48)	(40.79)	(41.88)
Other	(72.66)	19.90	(1,183.72)	20.40
<b>NET DEBT CHANGE</b>	<b>289.70</b>	<b>298.87</b>	<b>2,082.34</b>	<b>1,072.29</b>

As of June 30th 2007, Grupo Prisa's cash flow is influenced by the full consolidation of Media Capital since February 1st, 2007. The effect of this consolidation has resulted in an increase of €75.42 million in the Group's net debtchange.

Excluding the effect of the consolidation of Sogecable and Media Capital, total net debt change was €298.87 million.

The net debt as of June 2006, incorporated Sogecable's net debt (€1,010.05 million). Therefore, the cash flow statement is only comparable when excluding the impact of the consolidation of Sogecable and Media Capital as of June 30th, 2007 and excluding the impact of the consolidation of Sogecable as of June 30th, 2006.

## ACQUISITIONS AND RELEVANT EVENTS RELEASED IN THE FIRST HALF OF 2007

### Media Capital

As of February 6th, 2007, Prisa launched a mandatory take over bid for the 100% of Grupo Media Capital, S.G.P.S., S.A. Prisa launched this mandatory take over bid as a consequence of the results of the voluntary take over bid Vertix launched for Media Capital, which were released as of February 6th, 2007. As a result of this voluntary take over bid, Prisa's stake in Media Capital (through Vertix) reached 73.70%. The cautionary measures taken by Prisa and Vertix to the Portuguese tribunals, related to the fixing of the price of this mandatory take over bid through an independent auditor, have been provisionally denied, therefore pending upon the ordinary procedures. The price per share of the mandatory take over bid amounts to €8.29.

### Specialized and Regional Press

As of May 2007, Prisa, through Grupo Empresarial de Medios Impresos, S.L., reached a preliminary agreement with Grupo Alfonso Gallardo, S.L. to **sell**: i) the 100% stake in **El Correo de Andalucía, S.L.**, editor of the newspaper "El Correo de Andalucía" and ii) the 59.27% stake in **Diario Jaén, S.A.**, editor of "Diario Jaén". The total price amounted to €19 million.

As of June 2007, Prisa, through Espacio Editorial Andaluza Holding, S.L., reached an agreement with D. José Luis Martínez García, to **sell** the 31.89% stake in **Novotécnica, S.A.** (editor of "La Voz de Almería"), and the remaining stakes Espacio Editorial Andaluza Holding, S.L. had in other companies participated by Novotécnica, S.A. The total price amounted to €10 million.

### Sogecable

As of June, 2007, **Sogecable** and **Telefónica** reached an agreement to jointly offer Telefónica's telecom and Sogecable's digital television services as well as collaborating in the acquisition of contents for pay-television in the Spanish market.

**APPENDIXES**

- I. Operating revenue breakdown by business unit.
- II. Operating expense breakdown by business unit.
- III. EBIT by business unit.
- IV. EBITDA by business unit.
- V. Audience of Cuatro.
- VI. Audience of TVI.
- VII. Prisacom: unic users.

**Appendix I**

OPERATING REVENUES € Million	JANUARY - JUNE		
	2007	2006	% Chg.
<b>Press</b>	<b>298.76</b>	<b>304.54</b>	<b>(1.9%)</b>
El Pais	212.72	226.47	(6.1%)
Advertising	118.29	106.60	11.0%
Circulation	62.45	64.44	(3.1%)
Add-ons	30.67	54.29	(43.5%)
Others	1.30	1.14	14.2%
Specialized & Regional Press	84.02	75.41	11.4%
AS	43.13	38.16	13.0%
Cinco Días	11.26	11.01	2.3%
Regional Press	14.24	11.76	21.1%
Magazines	14.56	14.18	2.7%
Others	0.83	0.30	172.4%
International Press	4.23	3.99	6.1%
Consolidation Adjustments	(2.21)	(1.33)	(66.4%)
<b>Radio</b>	<b>204.39</b>	<b>183.01</b>	<b>11.7%</b>
Radio in Spain	161.04	138.26	16.5%
International Radio	34.91	33.86	3.1%
Music	10.39	10.99	(5.4%)
Consolidation Adjustments	(1.96)	(0.10)	---
<b>Education - Publishing</b>	<b>231.20</b>	<b>225.72</b>	<b>2.4%</b>
<b>Audiovisual</b>	<b>1,077.18</b>	<b>440.00</b>	<b>144.8%</b>
Sogecable	950.72	420.85	125.9%
Digital +	802.01	364.30	120.2%
Cuatro	148.71	56.60	162.7%
Media Capital*	99.88	---	---
Local TV	13.31	17.42	(23.6%)
Plural	24.61	7.13	---
Consolidation Adjustments	(11.34)	(5.40)	(110.1%)
<b>Digital</b>	<b>16.85</b>	<b>14.28</b>	<b>18.0%</b>
<b>Other Revenues</b>	<b>94.69</b>	<b>106.25</b>	<b>(10.9%)</b>
Printing	32.70	37.51	(12.8%)
Distribution	18.44	15.58	18.3%
GDM	12.82	12.33	3.9%
Others**	30.73	40.82	(24.7%)
<b>Consolidation adjustments</b>	<b>(74.72)</b>	<b>(60.87)</b>	<b>(22.8%)</b>
<b>TOTAL</b>	<b>1,848.35</b>	<b>1,212.92</b>	<b>52.4%</b>

\* This figure includes the Outdoor segment, classified in Media Capital's consolidated profit and loss account as held for sale, in order to adapt these figures to the Group's accounting policies.

\*\*Others include mainly the activities from Real Estate and Head Quarters.

**Appendix II**

OPERATING EXPENSES € Millior	JANUARY - JUNE		
	2007	2006	% Chg.
<b>Press</b>	<b>227.08</b>	<b>226.56</b>	<b>0.2%</b>
El Pais	152.88	155.78	(1.9%)
Specialized & Regional Press	72.61	68.22	6.4%
AS	36.90	32.20	14.6%
Cinco Dias	10.21	10.31	(1.0%)
Regional Press	9.52	11.06	(14.0%)
Magazines	13.99	13.66	2.5%
Others	1.99	0.99	100.9%
International Press	3.80	3.90	(2.5%)
Consolidation adjustments	(2.21)	(1.33)	(66.4%)
<b>Radio</b>	<b>155.28</b>	<b>145.25</b>	<b>6.9%</b>
Radio in Spain	108.43	97.59	11.1%
International Radio	38.38	36.54	5.1%
Music	10.43	11.22	(7.1%)
Consolidation adjustments	(1.96)	(0.10)	---
<b>Education - Publishing</b>	<b>210.27</b>	<b>199.22</b>	<b>5.5%</b>
<b>Audiovisual</b>	<b>969.041</b>	<b>437.24</b>	<b>121.6%</b>
Sogecable	855.48	405.48	111.0%
Digital+	714.42	327.50	118.1%
Cuatro	141.06	78.00	80.8%
Media Capital*	79.00	---	---
Local TV	22.06	28.42	(22.4%)
Plural	23.85	8.74	172.8%
Consolidation adjustments	(11.34)	(5.40)	(110.1%)
<b>Digital</b>	<b>18.34</b>	<b>14.22</b>	<b>28.9%</b>
<b>Other Expenses</b>	<b>97.72</b>	<b>91.50</b>	<b>6.8%</b>
Printing	34.97	40.01	(12.6%)
Distribution	17.76	14.79	20.1%
GDM	8.88	8.26	7.6%
Others**	36.12	28.44	27.0%
<b>Consolidation adjustments</b>	<b>(75.24)</b>	<b>(60.56)</b>	<b>(24.2%)</b>
<b>TOTAL</b>	<b>1,602.49</b>	<b>1,053.44</b>	<b>52.1%</b>

\* This figure includes the Outdoor segment, classified in Media Capital's consolidated profit and loss account as held for sale, in order to adapt these figures to the Group's accounting policies.

\*\* Others include mainly the activities from Real Estate an Head Quarters. Provisions for owned companies are not included.



**Appendix III**

EBIT € Millior	JANUARY - JUNE		
	2007	2006	% Chg.
<b>Press</b>	<b>71.68</b>	<b>77.98</b>	<b>(8.1%)</b>
<b>% margin</b>	<b>24.0%</b>	<b>25.6%</b>	
El País	59.83	70.70	(15.4%)
% margin	28.1%	31.2%	
Specialized & Regional Press	11.41	7.19	58.7%
% margin	13.6%	9.5%	
AS	6.23	5.97	4.4%
% margin	14.4%	15.6%	
Cinco Dias	1.06	0.70	51.9%
% margin	9.4%	6.3%	
Regional Press	4.73	0.70	---
% margin	33.2%	6.0%	
Magazines	0.57	0.52	8.6%
% margin	3.9%	3.7%	
Others	(1.16)	(0.69)	(69.2%)
International Press	0.43	0.09	---
% margin	10.2%	2.3%	
<b>Radio</b>	<b>49.11</b>	<b>37.76</b>	<b>30.1%</b>
<b>% margin</b>	<b>24.0%</b>	<b>20.6%</b>	
Radio in Spain	52.61	40.66	29.4%
% margin	32.7%	29.4%	
International Radio	(3.47)	(2.67)	(29.7%)
% margin	(9.9%)	(7.9%)	
Music	(0.04)	(0.23)	84.8%
% margin	(0.3%)	(2.1%)	
<b>Education - Publishing</b>	<b>20.93</b>	<b>26.49</b>	<b>(21.0%)</b>
<b>% margin</b>	<b>9.1%</b>	<b>11.7%</b>	
<b>Audiovisual</b>	<b>108.14</b>	<b>2.76</b>	<b>---</b>
<b>% margin</b>	<b>10.0%</b>	<b>0.6%</b>	
Sogecable	95.24	15.37	---
% margin	10.0%	3.7%	
Digital+	87.59	36.80	138.0%
% margin	10.9%	10.1%	
Cuatro	7.65	(21.40)	135.7%
% margin	5.1%	(37.8%)	
Media Capital*	20.88	---	---
% margin	20.9%	---	
Local TV	(8.75)	(11.00)	20.5%
% margin	(65.7%)	(63.1%)	
Plural	0.76	(1.62)	147.1%
% margin	3.1%	(22.7%)	
<b>Digital</b>	<b>(1.49)</b>	<b>0.06</b>	<b>---</b>
<b>% margin</b>	<b>(8.8%)</b>	<b>0.4%</b>	
<b>Others</b>	<b>(2.51)</b>	<b>14.44</b>	<b>(117.4%)</b>
Printing	(2.27)	(2.50)	9.2%
% margin	(6.9%)	(6.7%)	
Distribution	0.68	0.79	(14.1%)
% margin	3.7%	5.1%	
GDM	3.94	4.08	(3.4%)
% margin	30.7%	33.0%	
Others**	(4.85)	12.07	(140.2%)
<b>TOTAL</b>	<b>245.86</b>	<b>159.48</b>	<b>54.2%</b>
<b>% margin</b>	<b>13.3%</b>	<b>13.1%</b>	

\* This figure includes the Outdoor segment, classified in Media Capital's consolidated profit and loss account as held for sale, in order to adapt these figures to the Group's accounting policies.

\*\* Others include mainly the activities from Real Estate an Head Quarters. Provisions for owned companies are not included.

**Appendix IV**

EBITDA € Million	JANUARY - JUNE		
	2007	2006	% Chg.
<b>Press</b>	<b>78.82</b>	<b>85.19</b>	<b>(7.5%)</b>
<b>% margin</b>	<b>26.4%</b>	<b>28.0%</b>	
El Pais	65.88	76.65	(14.1%)
% margin	31.0%	33.8%	
Specialized & Regional Press	12.18	8.19	48.8%
% margin	14.5%	10.9%	
AS	6.53	6.33	3.0%
% margin	15.1%	16.6%	
Cinco Dias	1.14	0.94	21.2%
% margin	10.1%	8.6%	
Regional Press	4.88	0.89	---
% margin	34.3%	7.6%	
Magazines	0.73	0.64	14.3%
% margin	5.0%	4.5%	
Others	(1.10)	(0.62)	(77.7%)
International Press	0.75	0.35	116.8%
% margin	17.8%	8.7%	
<b>Radio</b>	<b>55.45</b>	<b>44.05</b>	<b>25.9%</b>
<b>% margin</b>	<b>27.1%</b>	<b>24.1%</b>	
Radio in Spain	56.69	44.17	28.3%
% margin	35.2%	32.0%	
International Radio	(1.31)	(0.18)	---
% margin	(3.8%)	(0.5%)	
Music	0.07	0.05	37.5%
% margin	0.7%	0.5%	
<b>Education - Publishing</b>	<b>41.53</b>	<b>50.32</b>	<b>(17.5%)</b>
<b>% margin</b>	<b>18.0%</b>	<b>22.3%</b>	
<b>Audiovisual</b>	<b>193.51</b>	<b>58.06</b>	<b>---</b>
<b>% margin</b>	<b>18.0%</b>	<b>13.2%</b>	
Sogecable	172.56	67.64	155.1%
% margin	18.2%	16.1%	
Digital+	162.79	88.10	84.8%
% margin	20.3%	24.2%	
Cuatro	9.77	(20.50)	147.6%
% margin	6.6%	(36.2%)	
Media Capital*	26.04	---	---
% margin	26.1%	---	
Local TV	(7.54)	(9.64)	21.8%
% margin	(56.6%)	(55.3%)	
Plural	2.45	0.06	---
% margin	10.0%	0.9%	
<b>Digital</b>	<b>(0.76)</b>	<b>1.00</b>	<b>(176.4%)</b>
<b>% margin</b>	<b>(4.5%)</b>	<b>7.0%</b>	
<b>Others</b>	<b>10.16</b>	<b>22.76</b>	<b>(55.4%)</b>
Printing	1.12	0.79	43.0%
% margin	3.4%	2.1%	
Distribution	1.05	0.89	16.9%
% margin	5.7%	5.7%	
GDM	4.12	4.31	(4.3%)
% margin	32.1%	34.9%	
Others**	3.87	16.78	(76.9%)
<b>TOTAL</b>	<b>378.71</b>	<b>261.39</b>	<b>44.9%</b>
<b>% margin</b>	<b>20.5%</b>	<b>21.5%</b>	

\* This figure includes the Outdoor segment, classified in Media Capital's consolidated profit and loss account as held for sale, in order to adapt these figures to the Group's accounting policies.

\*\* Others include mainly the activities from Real Estate an Head Quarters.

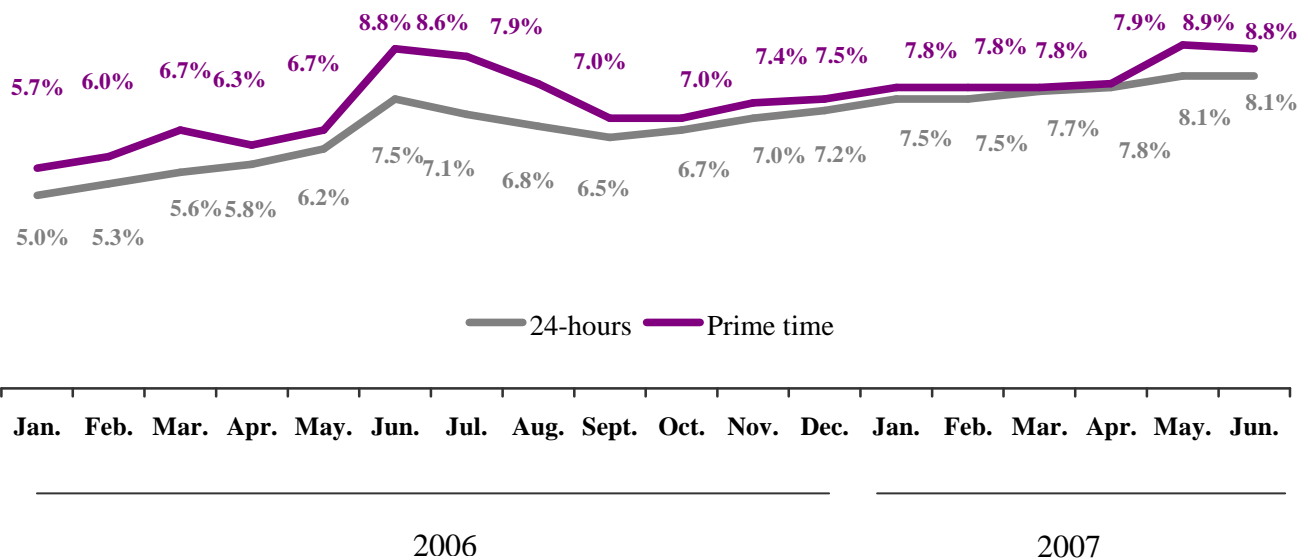
## Appendix V

### AUDIENCE OF CUATRO

**Cuatro** has reinforced its programming offer with a variety of programs focused on entertainment, contests, fiction series, news, interviews and late-night shows.

In the second quarter of 2007, Cuatro's audience in all relevant segments showed the highest percentages since this channel was launched in November 2005. Cuatro's audience figures indicate that Cuatro is the fastest growing channel in terms of audience and represent a new historical record.

Audience figures are as follows:

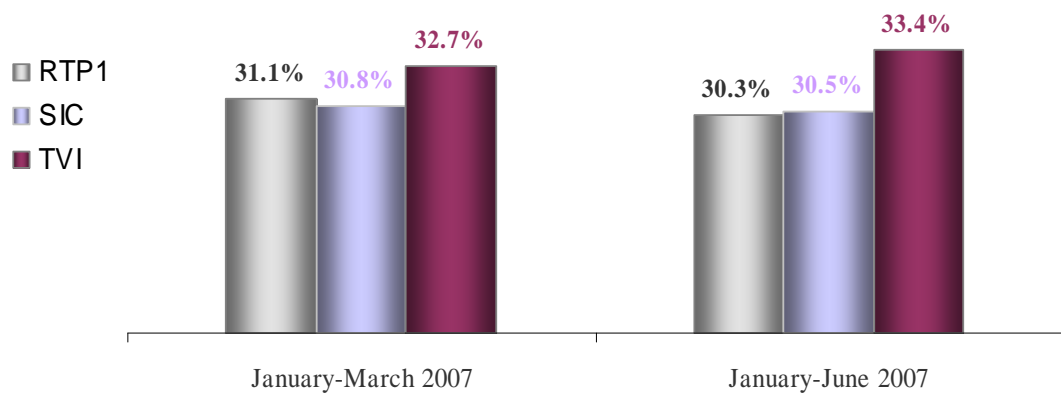
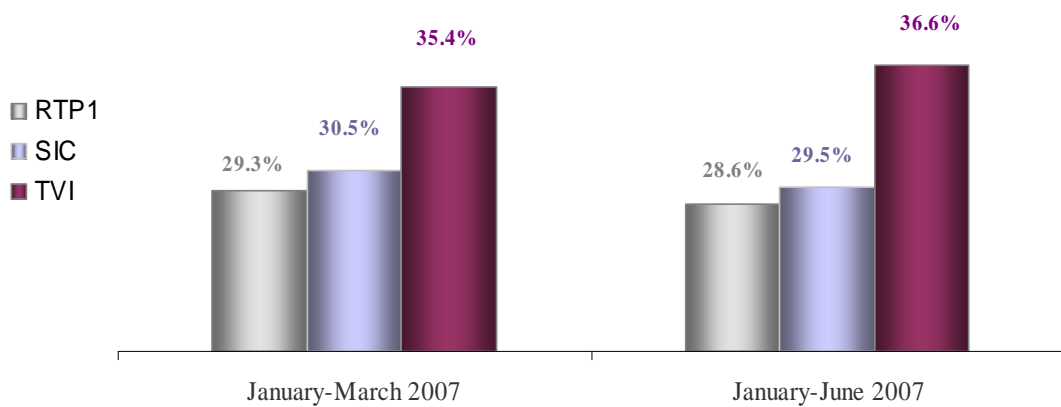


Cuatro continues to increase month after month its audience share in the segments of the market of most interest for advertisers. In these segments, its audience rates significantly exceed the general average audience rates. Specifically, the average audience obtained during June, 2007 in the commercial target and core commercial target was 10.0% and 11.3% respectively.

**Appendix VI****AUDIENCE TVI**

TVI, the free to air TV of Media Capital, maintained its leadership in Portugal, both in 24-hours audience share and in prime time.

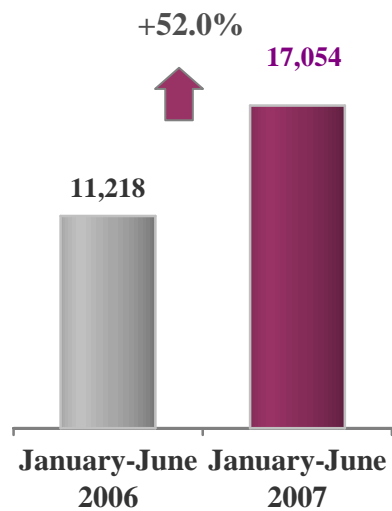
The evolution of its audience share compared with its main competitors during the first half of 2007 is as follows:

**24-hours audience share evolution****Prime time audience share evolution**

Appendix VII

**UNIC USERS PRISACOM:** Unic users average (in thousands).

Elpais.com: 3,350	Elpais.com: 6,527
As.com: 3,029	As.com: 3,773
Los40.com: 1,977	Los40.com: 2,411
Cadenaser.com: 1,230	Cadenaser.com: 1,680
Cuatro: 655	Cuatro: 1,188
Plus.es: 594	Plus.es: 804
5dias.com: 384	5dias.com: 671



**For further information:**

Grupo Prisa  
Investor Relations department  
Gran Vía 32, 6th floor  
Telephone: +34- 91-330-10-85  
Fax: +34- 91-330-10-88  
e-mail: [ir@prisa.es](mailto:ir@prisa.es)  
[www.prisa.es](http://www.prisa.es)