



Grupo PRISA

JANUARY-DECEMBER 2001 RESULTS

GRUPO PRISA INCREASES REVENUES BY 8%, AND REACHES A NET PROFIT OF EUR 76.7 MILLION.

Main events during 2001 period:

- Revenues have grown by 8.%
- Difficult Advertising market, where the better performance of Prisa versus the market is mainly due to its leadership position in most of the media in which is present
- Excellent performance of Santillana both in Latin America and Spain.
- International expansion strengthened by the acquisition of Moderna in Brazil and Radiópolis in Mexico.
- Strong performance of Diario As
- Capital expenditure of 308 million euros
- Local television business in growth stage
- Disinvestments of Inicia and Radio broadcasting
- Prisa restructures its business units and creates shared resources unit focused on cost control policy

Year 2001 has presented a difficult macroeconomic environment, with the world economy confronted by the worst results in the last decade. The three mayor world economic areas, EEUU, Europe and Japan, have suffered a strong downturn in activity, accelerated after the world events of September 11th. In this environment, companies are trying to adapt to this situation by carrying out restructuring and cost cutting programs.

As a leader in most sectors of the market where it is active, Grupo PRISA has outperformed the market. Notwithstanding this performance, the new circumstances of heightened competition and rapid change have called for restructuring of the business process. As such, a new group-wide shared Resource Centre has been created with the double objective of rationalizing spending and cutting costs by creating economies of scale produced by the group's respective business units.

The **advertising market** in Spain has experienced healthy growth rates since 1994 and double-digit growth since 1997, with the year 2000 marking a surge of record internet and telecom investments. The very positive results over this period have led to a comparatively sharp slow down in 2001 accentuated by the macroeconomic situation as described above. However, a 5.4% decrease in advertising revenues out of Prisa's total of 36% advertising-related income has been in clear contrast to the estimated 11%

decline in the national market. Especially affected by this advertising market have been TV, the national press and Internet.

Despite the current economic courses in **Latin America**, Grupo PRISA has continued experiencing strong growth rates in the region. The largest share of the region's income has been from Santillana's textbook division. In 2001 total Latin American revenues went up by 40.1 % including revenues from Editora Moderna in Brazil.

In 2001 Argentina contributed positively to the group's total figures with 39.2 million Euros in sales and 3.5 million Euros in operating profit, despite real concerns about the national economy. It is important to note that these sales derive mainly from the private sector textbook market.

MAIN FINANCIAL FIGURES

Consolidated P&L account

MN€	Jan-Dec 2001	Jan-Dec 2000	Change %
Revenues	1,196.9	1,108.3	8.0%
EBITDA	187.9	207.4	(9.4%)
EBIT	116.0	146.8	(21.0%)
Financial Results	(23.5)	(5.4)	-
Equity Method Result	9.4	5.4	74.4%
Goodwill amortization	(15.2)	(18.2)	(16.9%)
Activities ordinary result	86.7	128.5	(32.5%)
Extraordinary Results	8.0	3.1	-
Results before taxes	78.7	131.6	(40.1%)
Taxes over profits	0.9	36.0	-
Minority Interest	1.2	2.9	(56.9%)
Consolidated net profit	76.7	92.6	(17.2%)

Operating Revenues

Operating revenues increased by 8% reaching 1,196.9 million Euros compared to 1,108.3 million Euros in 2000.

The revenues breakdown per group activity is the following:

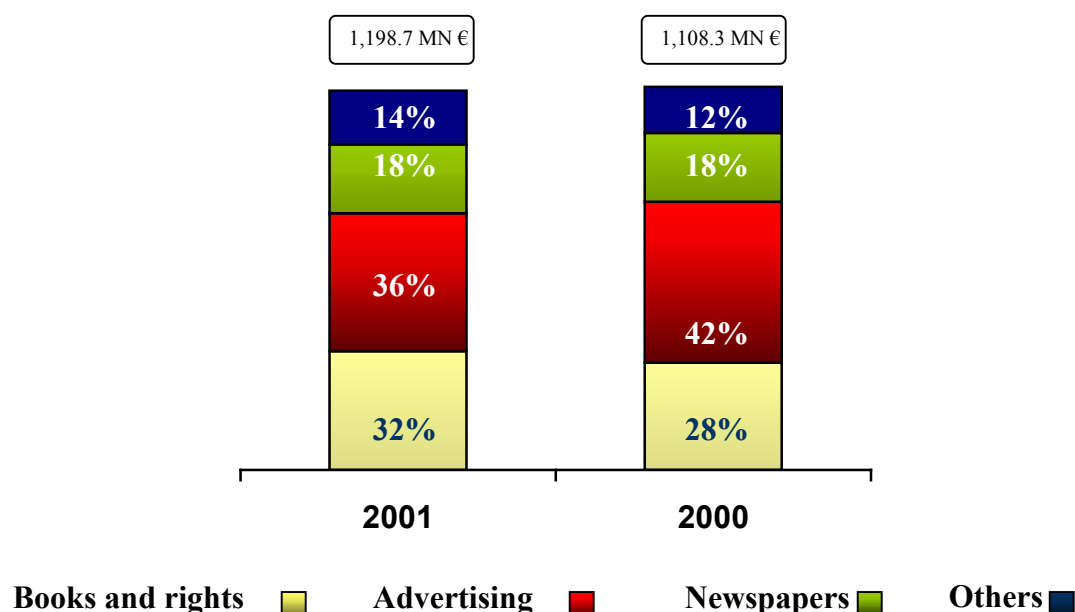
MNE	Jan-Dec	Jan-Dec	Change %
	2001	2000	
Advertising revenues	461.6	488.0	(5.4%)
Book sales and rights	380.4	310.2	22.6%
Newspaper and Magazine sales	270.5	254.6	6.3%
Music revenues	29.1	23.1	26.0%
Other revenues	203.9	175.5	16.3%
Intercompany adjustments	(148.6)	(143.1)	3.8%
Total	1,196.9	1,108.3	8.0%

- **Advertising sales** decreased 5.4%. Despite that fall, the figures achieved in 2001 are considerably higher than the ones in 1999.
- **Book sales and rights** increased by 22.6%. EDITORA MODERNA, which was consolidated for the first time in 2001, adds to the excellent performance of all educational campaigns explaining this increase.
- **Newspaper and magazine sales** grew 6.3%. The average daily circulation of the main newspapers during 2001, preceding OJD verification, was:

	Jan-Dec 2001
El País	433,407
As	181,172
Cinco Días	25,535

- **Music sales** show favourable business results. Horus, consolidated for the first time in 2001 has brought in 4.8 million euros.
- **Other operating revenues** have grown 16.3% thanks to improvements principally in Printing and Local Television revenues.

The income distribution as per business sector has undergone a marked change, with advertising going from 42% of revenues to 36% as compared to the same period in 2000, giving importance in the whole breakdown to book and right sales, which changed to 32% from the previous year 28%.



The Ebidta reached 187.9 million Euros, 9.4% lower than in 2000.

The EBIT reached 116.0 million Euros as compared to the 146.8 million Euros registered in the previous year, underlying a decrease of 21.0% mainly due to:

- A diminished performance in advertising, (5.4% lower).
- A negative contribution to EBIT of new businesses, among others, Local TV (EUR -12.1 million), Prisacom (EUR -12.4 million) and Regional Press (EUR -6.7 million). These new businesses are in the launching phase with good potential for a future growth.

The financial result was of 23.5 million negative euros as a consequence of the higher level of indebtedness, as compared to 2000.

Before taxes net profit reached 78.8 million Euros.

The goodwill amortization period has changed from 10 to 20 years in some of the group's goodwill in order to be adapted to the new environment.

Net profit reached 76.7 million Euros as compared to 92.6 million Euros earned in the previous year, representing a decrease of 17.2%.

A change in the Spanish Tax legislation related to capital gains has allowed taking a 17% deduction. This effect, together with a deduction income coming from new

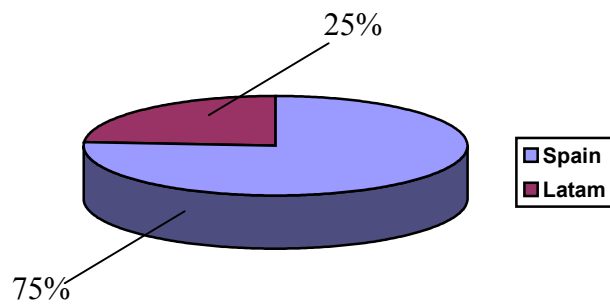
investments in Moderna and Radiópolis, explain the decrease in the corporate tax to 0.9 million Euros.

LATIN-AMERICAN CONTRIBUTION

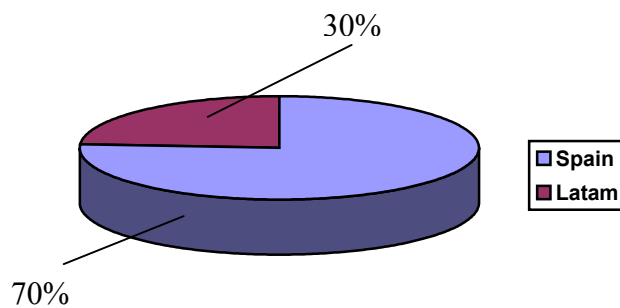
In 2001 Santillana contributed to the largest portion of the income generated in Latin America.

The Latin American contribution to revenues and to the Operating results is as follows:

Revenues



Operating result: EBIT



CAPITAL EXPENDITURE

The breakdown of 2001 investments by Business Unit has been the following:

MNE	2001 INVESTMENTS
Publishing	125
Prisa and Others	95
Printing	24
El Pais	20
Local TV	13
Radio	10
Specialized Press	7
Music	10
Prisacom	4
Total	308

In year 2001 Grupo Prisa committed a large proportion of its investments to international development through the acquisition of the Brazilian Editora Moderna (EUR 80 million) and the 50% of the Mexican Radiópolis (EUR 69 million).

NET DEBT POSITION

Investments obtained in the last years have caused an increase in the debt cycle, with a total debt of 371 million Euros as of December 2001, which implies an increase of 168 million Euros compared to December 2000.

The net debt/EBITDA ratio as of December 31st 2001 is 1.97.

EVOLUTION BY BUSINESS UNITS

The evolution in revenues and EBIT of the different Business Units of Grupo Prisa during 2001 was as follows:

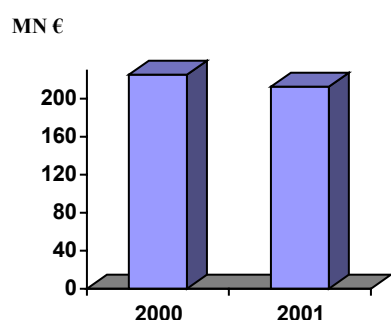
REVENUES			
MM€	Jan-Dec 2001	Jan-Dec 2000	Change (%)
El País	291.3	322.8	(9.8%)
Other Printed Media	226.1	212.1	6.6%
Radio	186.1	183.7	1.3%
Local TV	7.7	1.0	-
Santillana	389.0	312.2	24.6%
Internet	8.8	5.5	60.4%
Music	39.1	23.5	66.5%
Printing	97.1	90.2	7.7%
GDM	82.5	85.8	(3.9%)
Others	17.8	14.7	21.5%
Consolidated Adjustments	(148.6)	(143.2)	3.8%
Total	1,196.9	1,108.3	8.0%

EBIT			
	Million Euros		
	Jan-Dec 2001	Jan-Dec 2000	Change (%)
El País	57.0	73.5	(22.5%)
Margin s/sales	19.6%	22.8%	
Other Printed Media	(8.9)	(1.2)	-
Margin s/sales	(3.9%)	(0.6%)	
Radio	31.5	34.3	(8.2%)
Margin s/sales	16.9%	18.7%	
Local TV	(12.1)	-	-
Margin s/sales			
Santillana	45.0	33.4	34.9%
Margin s/sales	11.6%	10.7%	
Internet	(12.4)	(11.7)	(5.7%)
Margin s/sales		-	
Music	2.0	(0.8)	-
Margin s/sales	5.1%	(3.3%)	
Printing	14.1	14.7	(4%)
Margin s/sales	14.5%	16.3%	
GDM	7.2	8	(9.1%)
Margin s/sales	8.8%	9.3%	
Others	(7.4)	(3.3)	
Total	116.0	146.8	(21%)

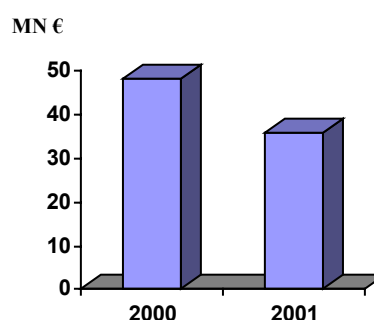
EL PAÍS

MN €	Jan-Dec 2001	Jan-Dec 2000	Change (%)
Revenues	291.3	322.8	(9.8%)
Total operating expenses	234.3	249.3	(6.0%)
EBIT	57.0	73.5	(22.5%)
%/Sales	19.6%	22.8%	
EBITDA	66.6	83.8	(20.5%)

Operanting Revenues



Operating Profit (Ebit)

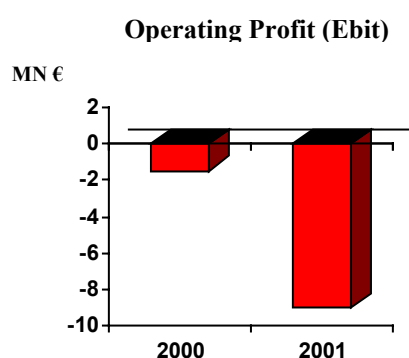
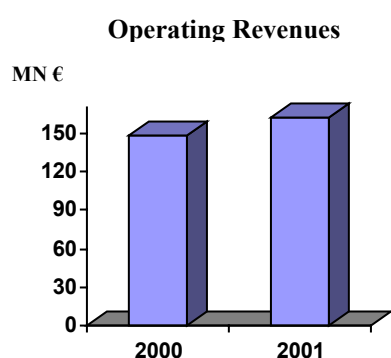


Major events during 2001:

- **The advertising revenues**, which accounted for 57% of total revenues, experienced a drop of 16.1%. Nevertheless, advertising figures obtained in 2001 were above 1999's levels.
- **Circulation revenues**, which represented 40% of total revenues, increased by 6%. The average daily circulation was 433,413 copies, 0.7% lower over the same period of the previous year. The weekend average circulation reached 732,682 copies, 3.3% higher than the previous year.
- **Market newsprint** experienced a growth of 20% during 2001. This upward movement was lower in El País, due to prior year accumulated inventories, acquired at a lower cost, and a pagination diminution, which drove purchases and consumption to decline by 9.1% regarding previous year.
- Despite the decrease in advertising revenues, El País posted an EBIT margin of 19.6% due to a **control and saving cost policy**, implemented during the period.

OTHER PRINTED MEDIA

MN €	Jan-Dec 2001	Jan-Dec 2000	Change(%)
Total Operating Revenues	226.1	212.1	6.6%
Total operating expenses	235	213.2	10.2%
EBIT	(8.9)	(1.2)	-
%/Sales	(3.9%)	(0.6%)	-
EBITDA	(3.3)	3.4	-

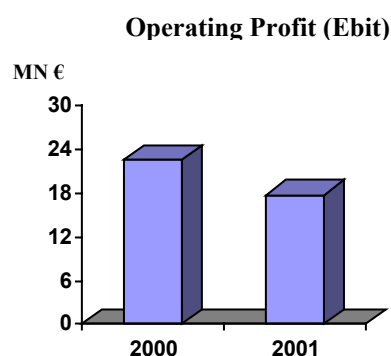
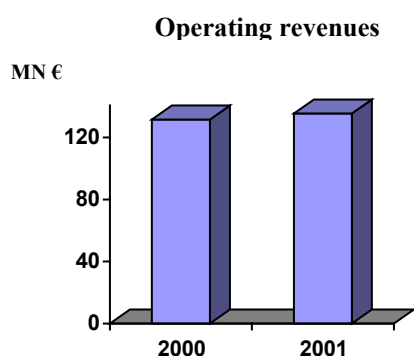


The major events during 2001 were the following:

- EBIT deterioration is mainly due to regional press, which contributed a negative EBIT of 6.7 million euros during 2001.
- **Diario As** reached an average daily circulation of 181,172 copies, 15% higher than the one posted for the former year.
- The average daily circulation achieved by **Cinco Días** was 25,535 copies, in comparison to 28,287 copies reached during 2000.
- **Grupo Garafulic**, a leading Bolivian multimedia company in the press and TV segments, was incorporated to the consolidation perimeter for the first time in 2001.

RADIO/CADENA SER

MN €	Jan-Dec 2001	Jan-Dec 2000	Change(%)
Total Operating revenues	186.1	183.7	1.3%
Total Operating expenses	154.7	149.4	3.5%
EBIT	31.5	34.3	(8.4%)
%/Sales	16.9%	18.7%	
EBITDA	36.5	39.7	(7.1%)



The main events that took place in 2001 were the following:

- Within the Spanish **advertising market**, the radio sector was the best performer in 2001. Prisa's leadership position in this business segment allowed it to outperform its competitors, increasing its revenues by 1.3% in relation to the prior year.
- **The sale of the High Frequency Network** to Medialatina, contributed 24 million Euros to consolidated group accounts. Higher expenses incurred because of the hiring of the High Frequency Network after its sale explain the ebit decline.
- Regarding **audience**, once more the last Media General Study confirmed that SER is the absolute leadership.

LOCAL TVs

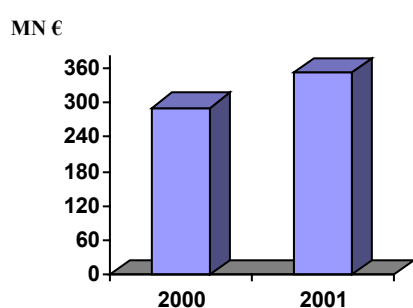
MN €	Jan-Dec 2001
Total Operating revenues	7.7
Total Operating expenses	19.8
EBIT	(12.1)
%/Sales	
EBITDA	(11.0)

Local TV business started in 2000 and it is currently in full expansion stage. As of 31st December 2001, Prisa owns direct and indirect stakes in 28 Local TVs distributed throughout the Spanish territory and supplies programs to 57 Spanish towns, which represent 29% of total population.

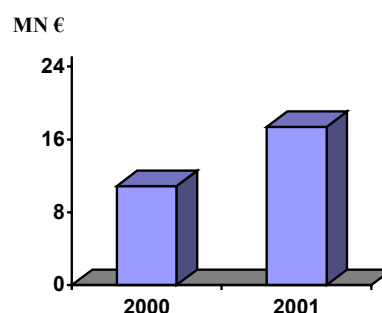
PUBLISHING

MN €	Jan-Dec 2001	Jan-Dec 2000	Change(%)
Total Operating revenues	389.0	312.2	24.6%
Total Operating expenses	343.9	278.8	23.4%
EBIT	45.0	33.4	34.9%
%/Sales	11.6%	10.7%	
EBITDA	78.4	58.6	33.9%

Operating revenues



Operating Profit (Ebit)



The most relevant events during 2001 were the following:

- Excellent performance of the **educational campaigns** both in Spain and Latin America despite the difficult Latin American environment.
- The restructuring of the **Crisol book chain** positioned the company in a more favourable situation for the future.
- **Moderna Publishing** incorporated for the first time to the Group in 2001, contributing 48.9 million Euros revenues and 2.8 million Euros EBIT.
- **Revenues breakdown by business unit** in 2001 was as follows:
 - 35% Spain
 - 65% Latam

MUSIC

MN €	Jan-Dec 2001	Jan-Dec 2000	Change(%)
Total Operating revenues	39.1	23.5	66.5%
Total Operating expenses	37.1	24.3	53.0%
EBIT	2.0	(0.8)	-
%/Sales	5.1%	(3.3%)	
EBITDA	3.9	(0.4)	-

Music business, which was set up in the latest 1999, has experienced a strong pace of growth in 2001, reaching a positive EBIT of 2.01 million Euros.

The most important events for 2001 are the following:

- **Record label Horus** acquisition.
- Success with the launching of discs such as Paulina Rubio's, Tamara's or Raúl's.
- Sale of more than **2 million cd's**.

PRISACOM

MN €	Jan-Dec 2001	Jan-Dec 2000	Change(%)
Total Operating revenues	8.8	5.5	60.4%
Total Operating expenses	21.2	17.2	23.2%
EBIT %/Sales	(12.4)	(11.7)	(5.7%)
EBITDA	(10.3)	(10.5)	(2.5%)

The most relevant highlights were the following:

- As of 31st July 2001, Prisa sold to Tiscali its ISP Inicia for a total amount of EUR 8.2 million. In addition, some EUR 10 million derived from several commercial agreements are included in this operation.

ADVERTISING SALES AGENCY (GDM)

MN €	Jan-Dec 2001	Jan-Dec 2000	Change(%)
Total Operating revenues	82.5	85.8	(3.9%)
Total Operating expenses	75.2	77.8	(3.4%)
EBIT	7.2	8.0	(9.1%)
%/Sales	8.8%	9.3%	
EBITDA	7.7	8.4	(8.2%)

In order to analyse this business unit according to its nature, it is important to calculate net operating revenues:

MN €	Jan-Dec 2001	Jan-Dec 2000	Change(%)
Advertising sales	82.5	85.8	(3.9%)
Supplies	60.4	63.4	(4.8%)
Total net revenues	22.1	22.4	(1.4%)

- Even though total advertising managed by GDM decreased by 3.9% over the period, total net operating revenues only declined by 1.4% due to higher average profitability of the current clients portfolio in comparison to year 2000. Approximately 20% of the total advertising managed by GDM comes from third parties.

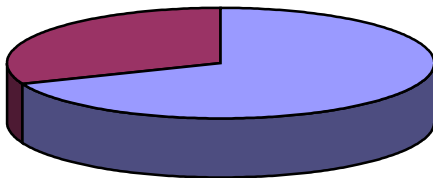
PRINTING

MN €	Jan-Dec 2001	Jan-Dec 2000	Change(%)
Total operating income	97.1	90.2	7.7%
Total operating expenses	83.1	75.5	9.9%
EBIT	14.1	14.7	(4.0%)
%/Sales	14.5%	16.3%	
EBITDA	22.6	23.4	(3.5%)

As very significant aspects of the printing business, it could be highlighted the following:

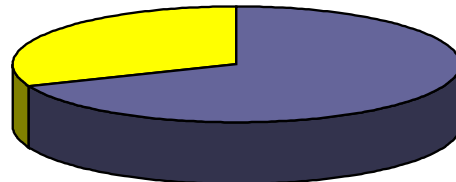
- Prisaprint increased significantly its exporting activity especially to Europe and America. As of 30th September 2001, sales breakdown was as follows:

**International
32%**



National 68%

Group Clients 36%



**Third Parties
64%**

ASSETS	Euro million	
	31/12/2001	31/12/2000
<u>SUSCRIBED SHARES NOT PAID-IN</u>	0.19	0.02
Start-up expenses	15.37	8.08
Intangible assets	112.48	83.45
Tangible fixed assets	311.62	265.41
Long-term financial investments	171.73	167.84
Treasury stocks	24.72	8.78
<u>TOTAL FIXED ASSETS</u>	635.91	533.57
<u>GOODWILL IN CONSOLIDATION</u>	288.04	155.07
<u>DEFERRED CHARGES</u>	4.37	6.28
Inventories	103.21	98.50
Accounts receivable	342.89	317.49
Short-term financial investments	64.48	98.25
Cash	31.22	23.84
Prepayments	8.24	4.61
<u>TOTAL CURRENT ASSETS</u>	550.02	542.69
<u>TOTAL ASSETS</u>	1,478.53	1,237.63
<u>LIABILITIES</u>		
Capital Stock	21.88	21.88
Controlling Company reserves	410.10	369.77
Consolidation reserves	98.74	65.08
Conversion differences	-13.29	-3.51
Income attributed to the controlling company	76.68	92.63
Interim dividends paid in the year	-	-
<u>TOTAL SHAREHOLDERS' EQUITY</u>	594.12	545.86
<u>MINORITY INTERESTS</u>	27.22	23.42
<u>DEFERRED REVENUES</u>	1.60	1.06
<u>PROVISIONS FOR CONTINGENCIES AND EXPENSES</u>	24.65	23.87
Payable to credit entities	332.11	118.30
Other long-term debts	8.37	39.81
<u>LONG-TERM DEBT</u>	340.47	158.10
Payable to credit entities	134.52	207.85
Trade accounts payable	173.59	152.39
Other short-term debts	177.61	122.59
Accrual accounts	4.77	2.49
<u>TOTAL CURRENT LIABILITIES</u>	490.48	485.32
<u>TOTAL SHAREHOLDER'S EQUITY AND LIABILITIES</u>	1,478.53	1,237.63

PROFIT AND LOSS ACCOUNT	Euro million		
	31/12/2001	31/12/2000	%
Net sales	1,158.31	1,085.86	6.7%
Other operating revenues	38.61	22.40	72.4%
TOTAL PRODUCTION VALUE	1,196.92	1,108.26	8%
Supplies	-376.18	-342.79	9.7%
External and operating expenses	-320.89	-292.83	9.6%
ADJUSTED ADDED VALUE	499.85	472.64	5.8%
Other expenses and revenues	-	-	
Personnel expenses	-311.94	-265.23	17.6%
GROSS OPERATING INCOME	187.91	207.41	-9.4%
Amortization and Depreciation	-59.72	-53.50	11.6%
Variation in operating provisions	-12.19	-7.09	71.9%
NET OPERATING INCOME	116.00	146.82	-21%
Financial income	19.90	18.76	6.1%
Financial expenses	-42.07	-23.80	76.8%
Financial amortizations and provisions	-1.28	-0.39	228.2%
Income of companies carried by the equity method	9.35	5.36	74.4%
Goodwill amortization	-15.16	-18.24	-16.9%
INCOME BEFORE EXTRAORDINARY ITEMS	86.74	128.51	-32.5%
Gains (losses) on fixed assets disposals	26.30	2.18	-
Variation in investment security provisions	-15.61	-6.21	151.4%
Other extraordinary results	-18.65	7.09	-
CONSOLIDATED INCOME BEFORE TAXES AND MINORITY INTERESTS	78.78	131.57	-40.1%
Corporate income tax	-0.86	-36.05	-97.6%
CONSOLIDATED NET INCOME	77.93	95.52	-18.4%
Minority interest	-1.25	-2.89	-56.8%
NET INCOME ATTRIBUTED TO THE CONTROLLING COMPANY	76.68	92.63	-17.2%

GRUPO PRISA'S NEWS DURING 2001 PERIOD

1/23/01 - PRISA acquires Box News and increases its activity in the free publication sector

PRISA has acquired 57.5% of the company Box News Communication for a total amount of 1.03 million euros, which means that it has increased its shareholding in this company to 80%.

2/16/01-PRISA acquires the record label HORUS

PRISA has acquired 60% of the capital of the independent Record Label Horus, for a total amount of 5.88 million euros. PRISA has also covered a capital increase in that company of 1.65 million euros.

3/1/01-PRISA presents its results of year 2000

Grupo Prisa obtained a consolidated net profit of 93 million euros in 2000, as compared to the 86 million euros recorded in the previous financial year, which implies an 80% increase of the net profit.

3/8/01- PRISA the audiovisual production company Plural Entertainment

PLURAL ENTERTAINMENT is the GRUPO PRISA's new audiovisual production company, founded with the aim of developing and producing audiovisual contents in all the production areas.

3/23/01- PRISA acquires the Brazilian publishing company Moderna.

PRISA, through SANTILLANA's publishing group, has consolidated the 100% of the Brazilian publishing company Moderna, mainly dedicated to educational books. PRISA has internationally expanded after the aforementioned/latter operation, boosting editorial activities in Latin America.

4/19/01- PRISA's hosts the General Shareholders meeting.

Aprobada la distribución de un dividendo de 0,11 euros por acción GRUPO PRISA's chairman, Jesús de Polanco, highlighted on Thursday 19 April before the general shareholders meeting the successful results obtained during 2001. Prisa obtained EUR 93 million of net income, which allows the approval of a dividend of 23,08 million euros, equivalent to 0,11 euros per share.

6/15/01 Gran Vía Musical, Sony Music and Emilio Estefan have forged a new Latin music label.

Gran Vía Musical, Sony Music and the discographic Crescent Moon, funded by Emilio Estefan Jr., have reached an agreement in order to create a new joint venture label to discover, develop and establish Latin music artists around the world.

6/27/01 La SER finishes the season with a total dominance of the radio panorama.

Cadena SER (www.cadenaser.com) ends the season with a total dominance of the Spanish radio panorama. Its more than 4 million listeners and the leadership of all its programmes, certified in the latest study by the EGM (an Audit Bureau of Circulation), made public today, place Cadena SER at a great distance from the other networks and from the rest of the competitors (Onda Cero, Radio Nacional de España and COPE had 2.5 million, 1.79 million and 1.72 million listeners respectively).

7/31/01 PRISA sells the ISP Inicia and signs a collaboration agreement for the Internet with Tiscali.

-PRISA will receive EUR 8.2 million for the ISP Inicia and will concentrate its Internet activity on the preparation, distribution and exploitation of contents with more added value. As part of the agreement, Tiscali will invest 1,663.8 million pesetas in advertising in PRISA's media.

-Tiscali significantly consolidates its presence in Spain and becomes one of the main ISPs due to the number of subscribers and services.

8/2/01 Grupo PRISA reaches an agreement with Amena to develop interactive services and contents.

The agreement will result in EUR 12 million investment in the next two years. Prisa, through Prisacom, a company dedicated to the development of digital contents and services, and Amena, a mobile telephony operator from the Grupo Auna, have signed an agreement for the joint development of services associated with mobility and interactivity with users, in which differentiated contents and information are essential.

9/21/01 Grupo Santillana signs an agreement with the Complutense university aimed at training teachers.

The agreement foresees the creation of an educational distance centre for the Spanish and Latin American teachers.

Santillana de ediciones' chairman, Jesús de Polanco, and the Complutense University rector, Rafael Puyol, have signed a collaboration outline agreement aimed to train teachers constantly.

9/25/01 Prisa restructures its Business Units.

PRISA has carried out an important restructurisation process of its Business Units in order to have more operative organization and to promote a general cost control policy . The most important new developments consist of creating an Education and Training Unit, two Media Nits (Press, Radio and Television), one in Spain and another Internacional, and the Leisure and Entertainment Unit.

10/15/01-Strategic alliance between PRISA and TELEVISA for the development of radio in Mexico

The Grupo PRISA has reached a strategic agreement with TELEVISA, the largest media company in the Spanish language, for the joint development of the radio market in Mexico, by acquiring 50% of RADIÓPOLIS for 50 million dollars and an additional outlay of 10 million dollars for a capital increase of the company.

10/25/01 - Plural Entertainment signs an agreement with Argos for joint production in Mexico, United States and Spain

Plural Entertainment, a company in the Grupo PRISA, and Argos Comunicación, one of the most important independent production companies in Latin America, have signed a collaboration agreement in Mexico DF for joint audiovisual productions. Both companies will exchange information on all the projects of either of them in Spain, Mexico and the United States

11/07/01- Localia TV signs an agreement with Buenavista Internacional.

The Northern American unit Buenavista Internacional and Localia TV have signed an important agreement to acquire programmes for their emission through Localia TV's network.

11/12/01 - Cadena SER has almost 4.5 million listeners in a spectacular climb of 411,000

The preview of the Estudio General de Medios (EGM [an audit bureau of circulation]) corresponding to the autumn wave shows an important leap in Cadena SER's audience levels, which at the beginning of this season, is still leading the Spanish radio offer. All its programmes are the most listened to and Hoy por Hoy, presented by Iñaki Gabilondo, obtains a new record of morning radio audience.

11/13/01 - Santillana University and UAM/EL PAÍS School of Journalism Foundation create a Master of Digital Journalism

Santillana University and the UAM/EL PAÍS School of Journalism Foundation have signed a collaboration agreement today to create a new postgraduate degree, the Master of Digital Journalism, which will be taught entirely over the Internet from the next course. This initiative is an extension of the activities of the UAM/EL PAÍS School of Journalism, which has already given 15 courses of its Master in Journalism, and it is within the framework of the project of Santillana University, a department in the Grupo Santillana specialised in university training.

12/4/01 - Moderna takes part in an important educational project in Brazil

The Publishing House Moderna, acquired by the Grupo PRISA via Santillana (www.gruposantillana.com) in March 2001, is taking part in an important educational project in Brazil. This country's Ministry of Education announced the purchase of six collections of books of children's literature yesterday for the eight million students in the 4th and 5th years. One of these collections was the one offered by the Publishing House Moderna, which has been awarded with a total of eight million books, divided into five titles.

12/11/01 - The EGM confirms La SER as the absolute leader of the new radio season. Outstanding are the new record of Iñaki Gabilondo and the strength of El Larguero and Carrusel Deportivo

The definitive data of the autumn wave of the Estudio General de Medios [EGM – an audit bureau of circulation], announced today, confirms the sharp recovery in radio audience (646,000 listeners more than in the previous wave), with La SER as the absolute leader with 4,359,000 daily listeners. All the programmes of this network are the most listened to and Hoy por hoy has again set a new audience record as it is followed every day by 2,360,000 listeners.