

EGM Results

3rd Accumulative Wave 2009



Unidad Editorial

10 December 2009

EGM 3rd mobile year 2009 (I)

- **General Media** Readership
- **Dailies'** Readership
 - Dailies' Readership
 - General Information
 - Sports Information
 - Business Information
 - Free of charge
 - Readership Evolution
- **Supplements** Readership
- **Magazines** Readership
 - Business
 - Motor
 - Women's
 - History



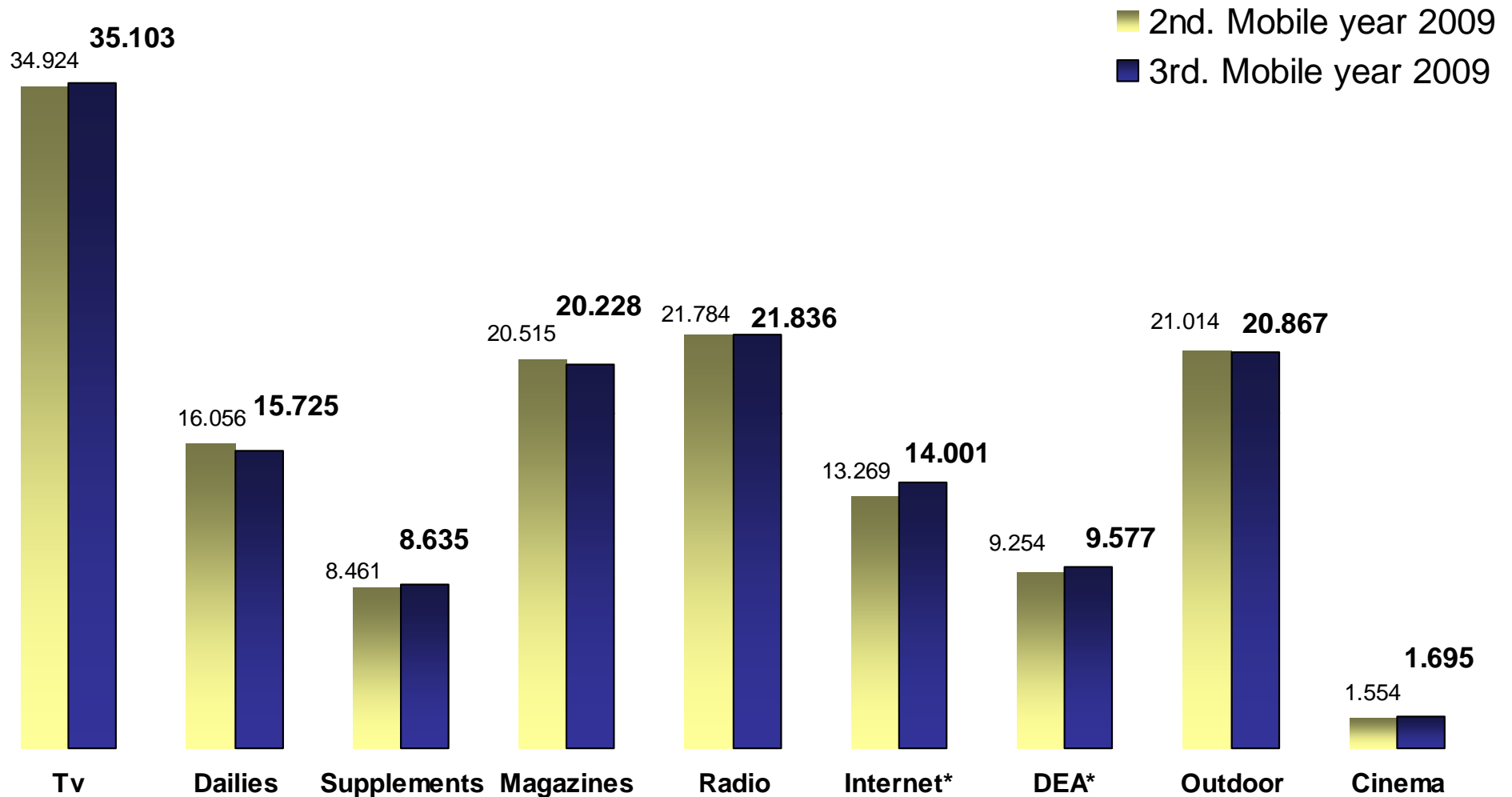
EGM 3rd mobile year 2009 (II)

- **Magazines** Readership (Cont.)
 - Art
 - Basketball
- **Internet** Readership
 - Access to the Internet
 - Electronic Dailies Ranking / Economic Electronic Dailies
 - Ranking Sites
- **Radio** Readership
 - Radio general readership
 - Generalist Radio
 - Radio Marca
 - Programmes Readership
- **TV Audiences**
 - TDT decodifier equipment
 - Veo TV Audience



General Media Readership

Readership (000)

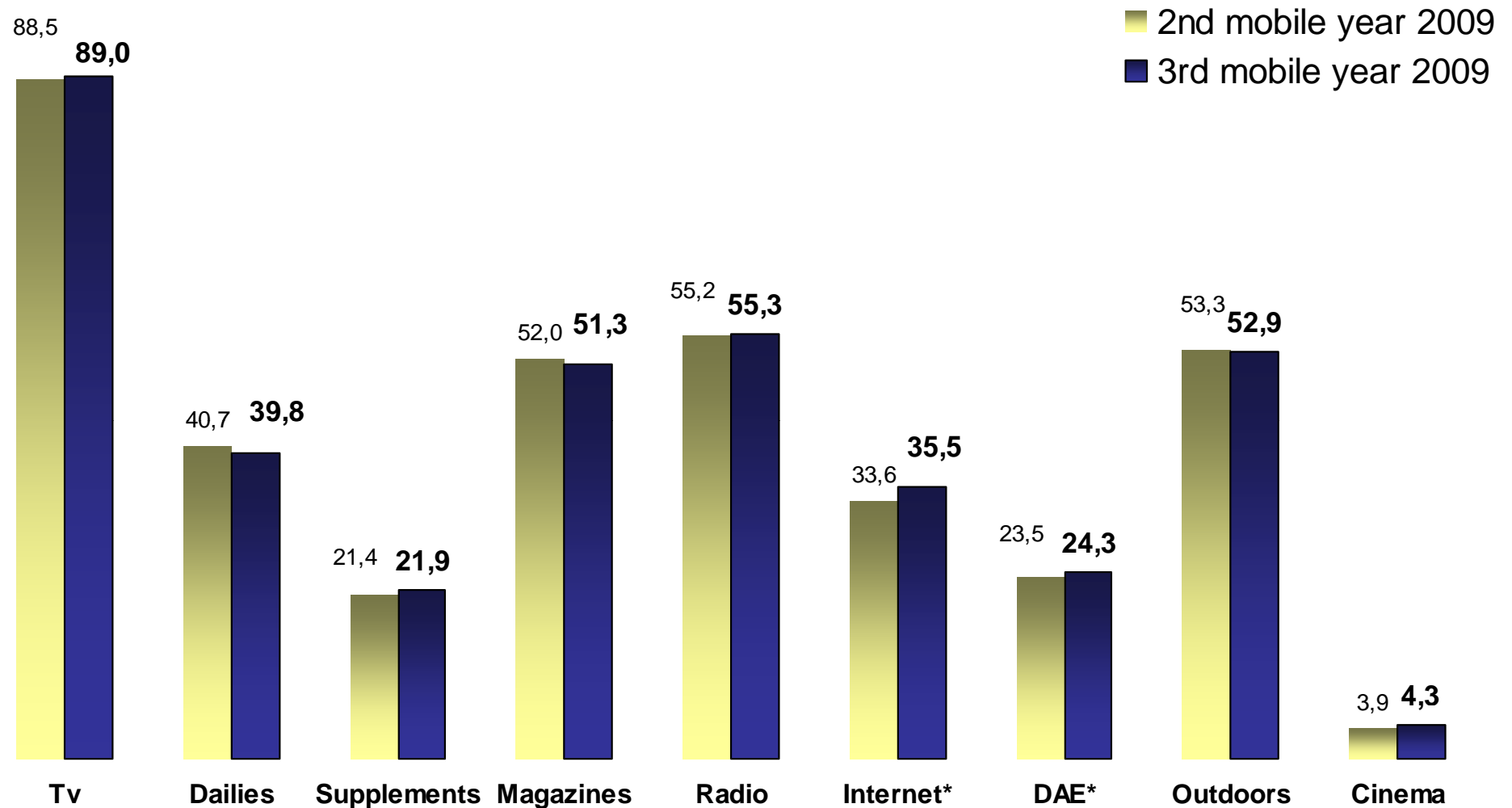


Source: EGM / * Internet use on previous day / *DEA: Access electronic dailies in the last 30 days (Wave data)



General Media Readership

Coverage (%)

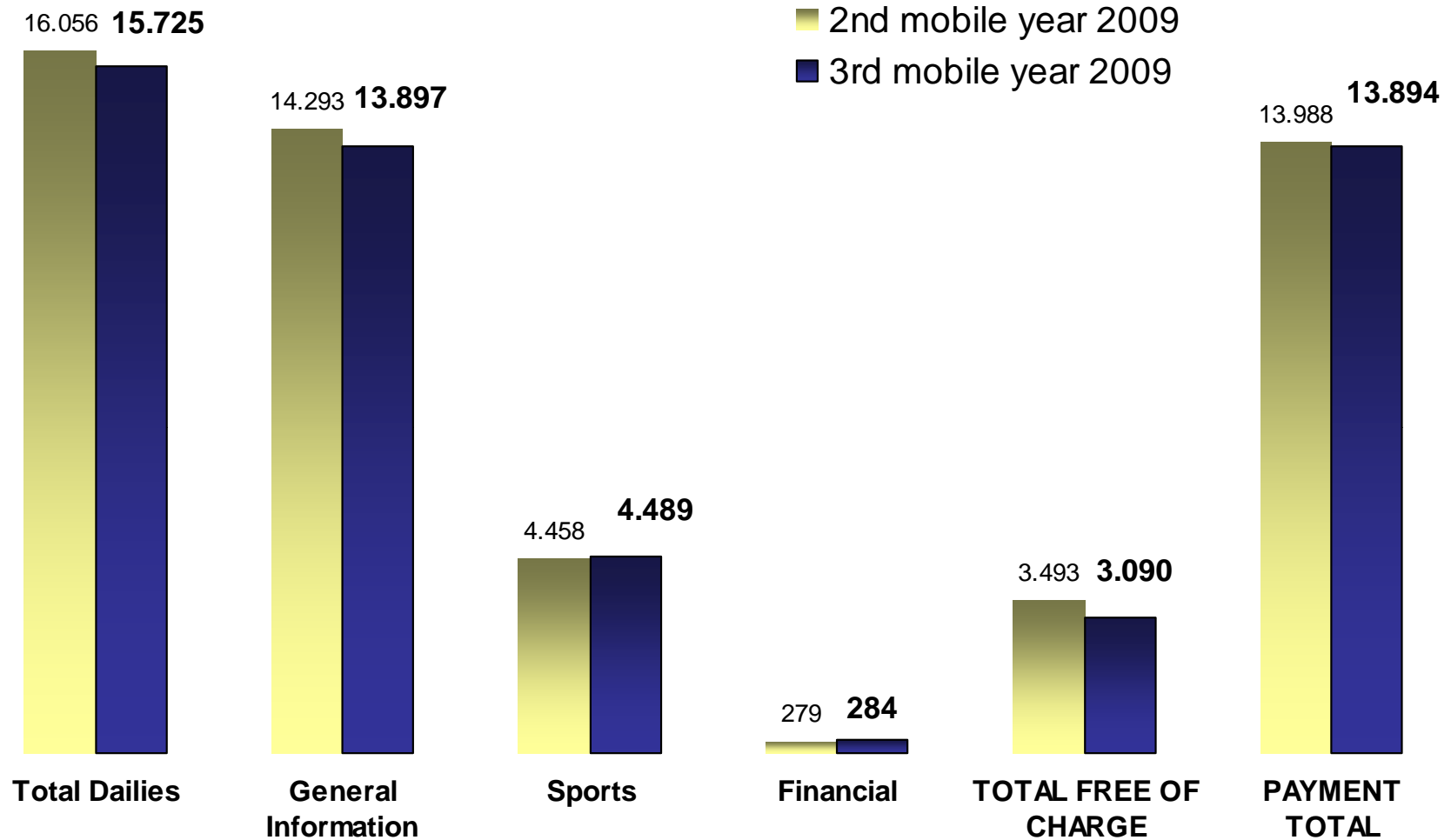


Source: EGM / * Internet use on previous day/ *DAE: Access to electronic dailies in the last 30 days (Wave data)



General Dailies Readership

Total Dailies / Readership (000)



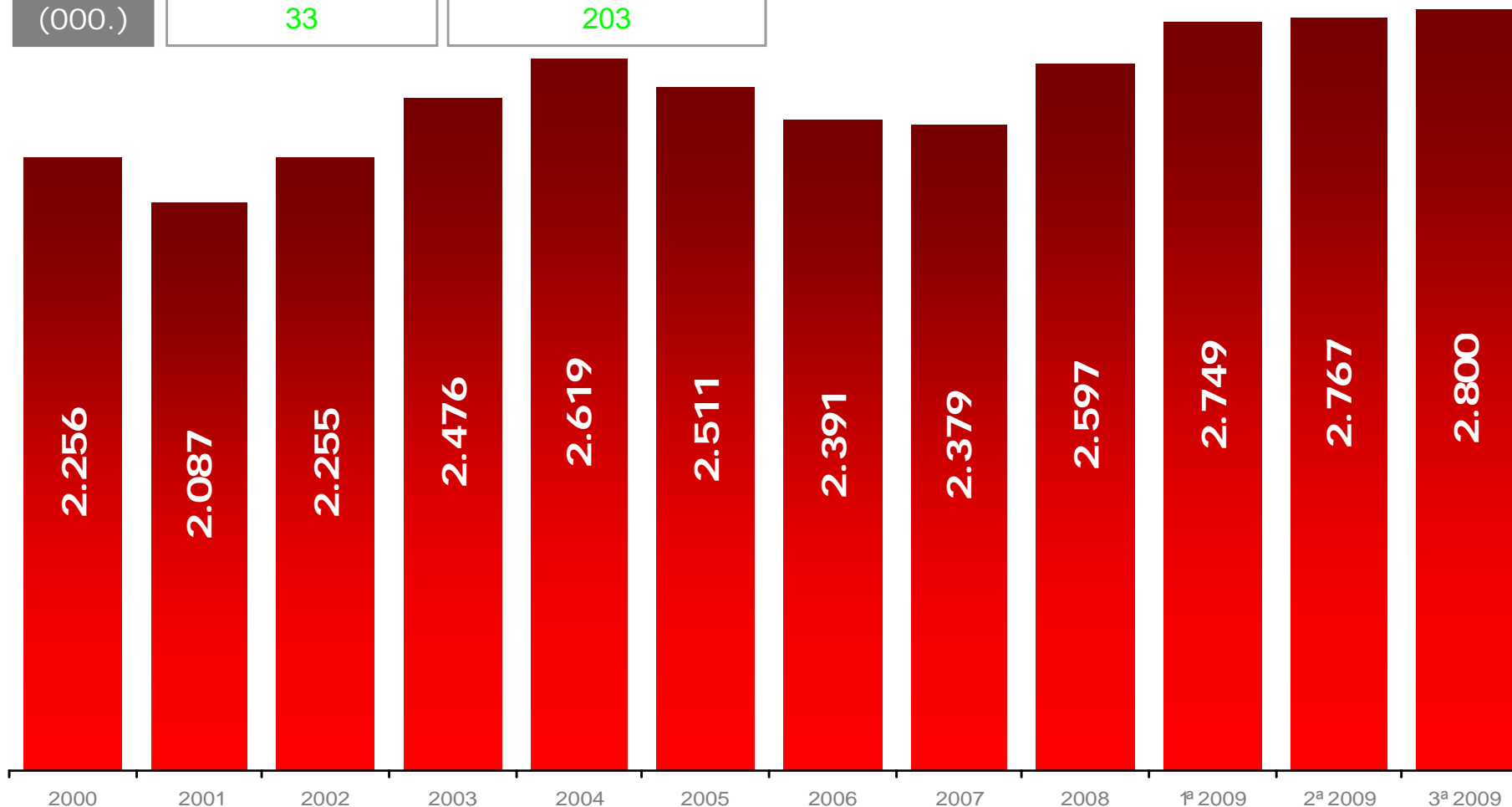
Source: EGM



MARCA

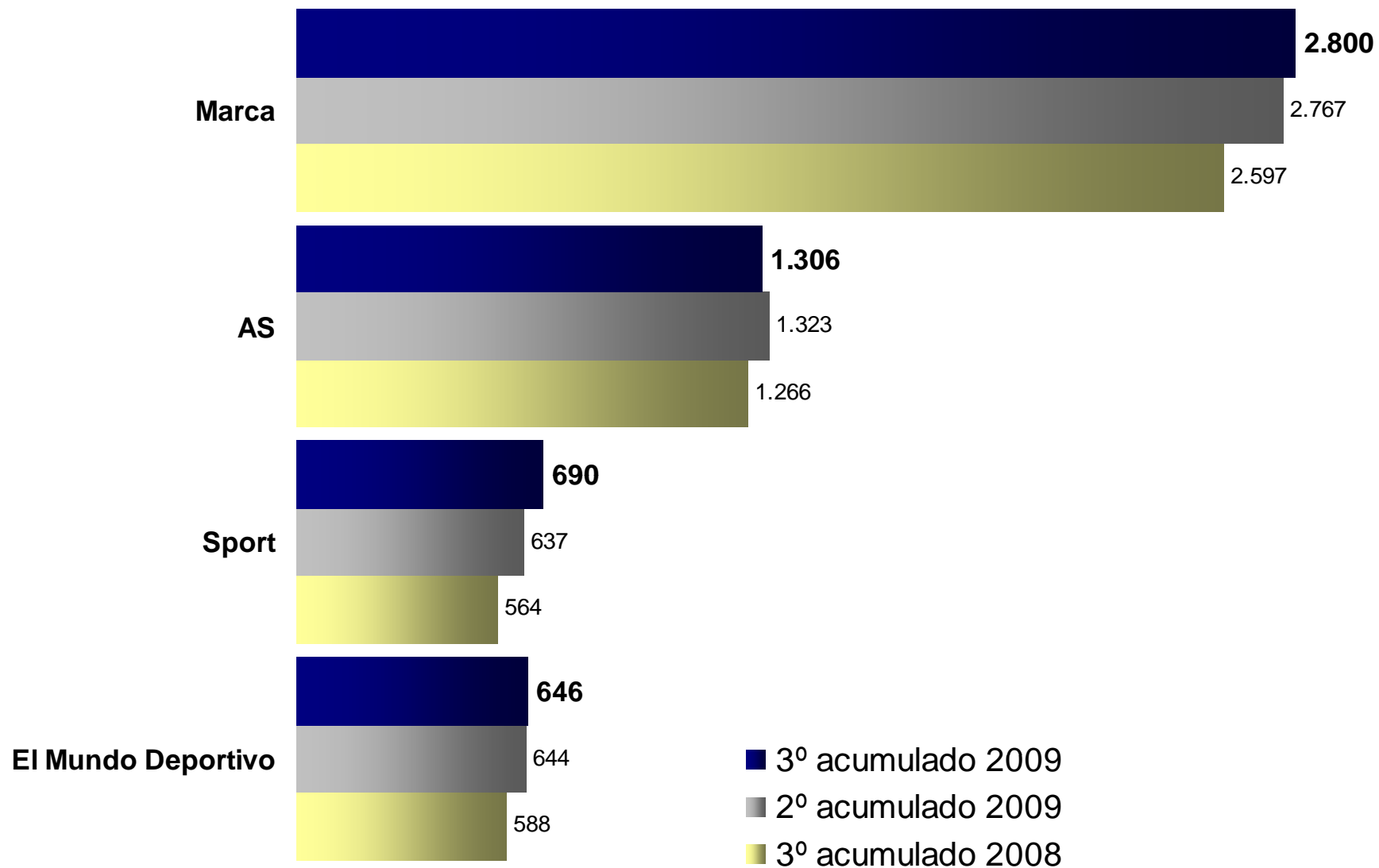
Readership Evolution / Readership (000)

	Wave increase	Year increase
%	1.2	7.8
(000.)	33	203



Sports Information Dailies

Readership Evolution / Readership (000)

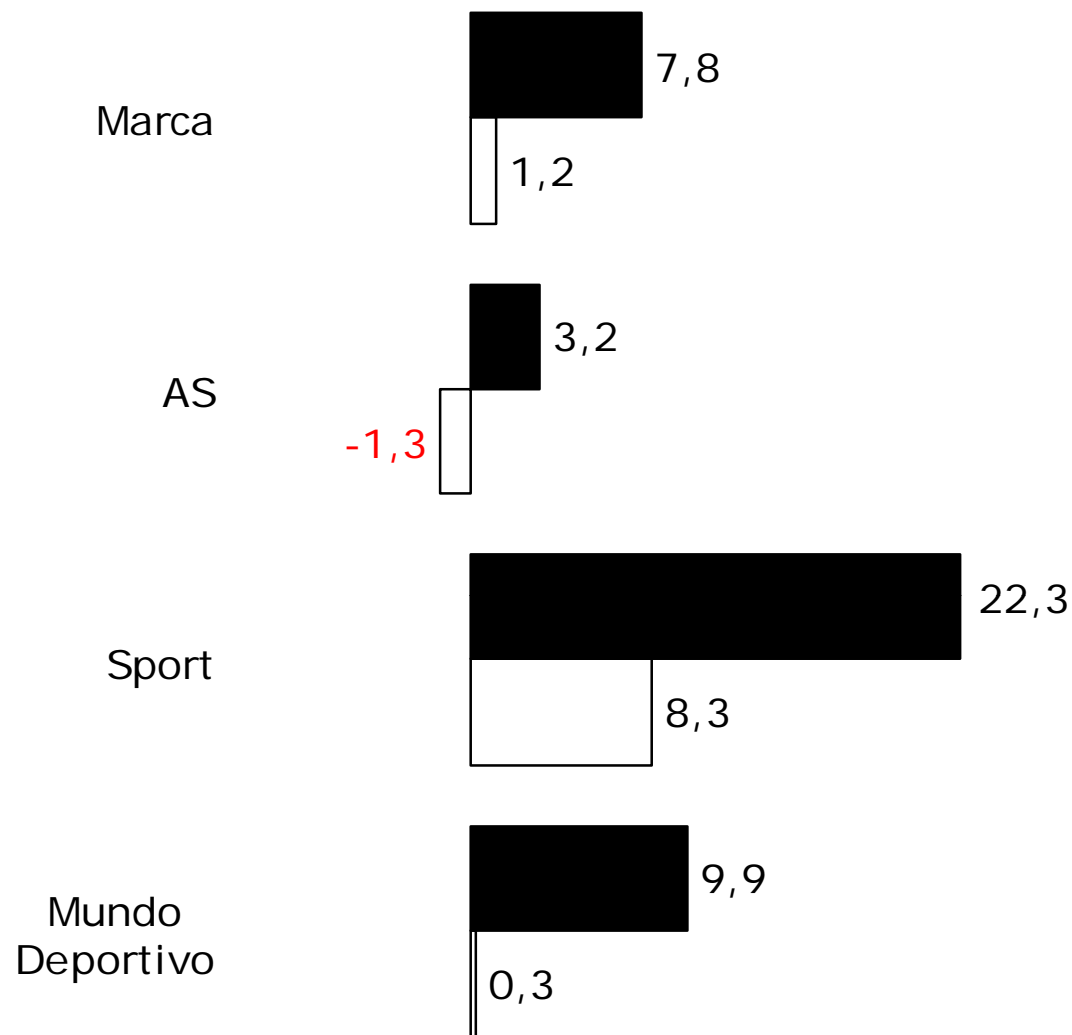


Source: EGM



Sports Information Dailies

Difference (%)



□ 3 09 vs. 2 09 ■ 3 09 vs. 3 08

Source: EGM



Readership evolution

Mobile Years / Readership (000)

Sports dailies	3ª Mobile	2ª Mobile	1ª Mobile	3ª Mobile	2º Mobile	1º Mobile
	2009	2009	2009	2008	2008	2008
Marca	2.800	2.767	2.749	2.597	2.606	2.550
As	1.306	1.323	1.317	1.266	1.272	1.243
El Mundo Deportivo	646	644	605	588	616	606
Sport	690	637	586	564	586	606

Sports dailies	3ª Mobile 2009	2ª Mobile 2009	3ª Mobile 2008	Dif. Previous Wave (Abs)	Dif. Previous Wave (%)	Dif. Wave Previous Year (Abs)	Previous Year Wave Dif. (%)
Marca	2.800	2.767	2.597	33	1,2	203	7,8
As	1.306	1.323	1.266	-17	-1,3	40	3,2
El Mundo Deportivo	646	644	588	2	0,3	58	9,9
Sport	690	637	564	53	8,3	126	22,3

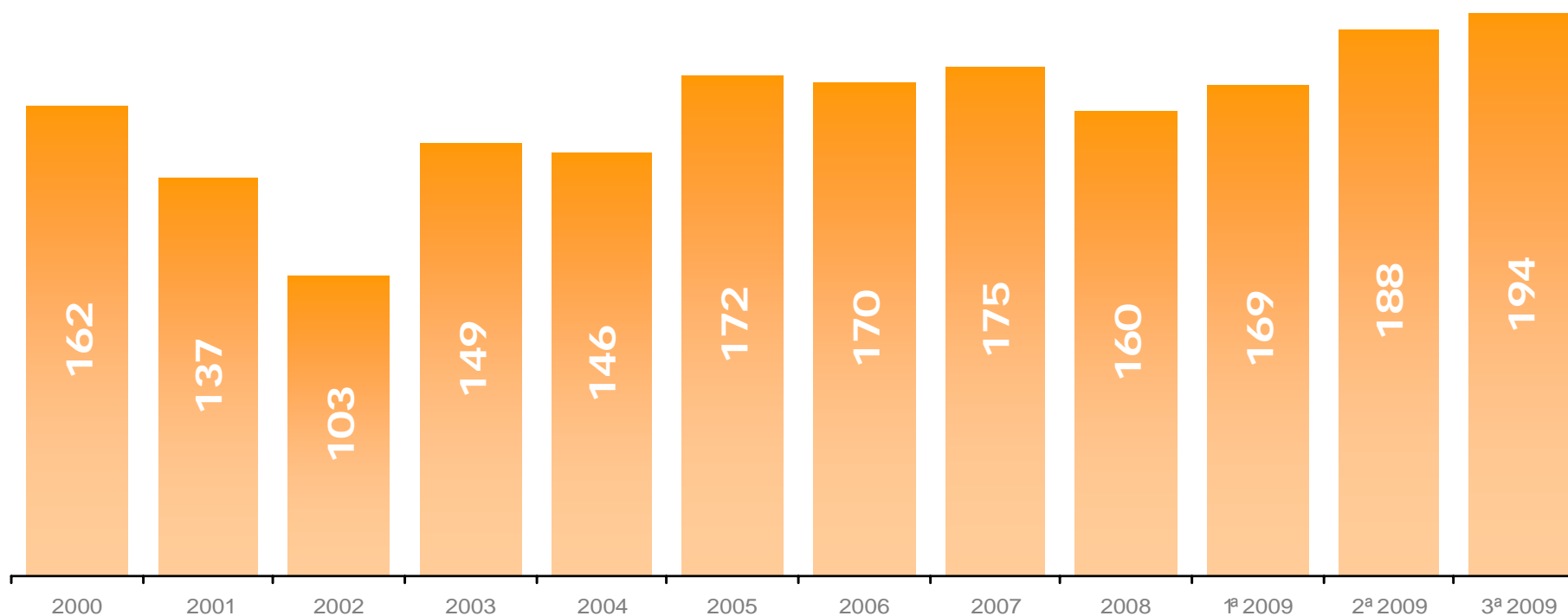
Source: EGM



EXPANSIÓN

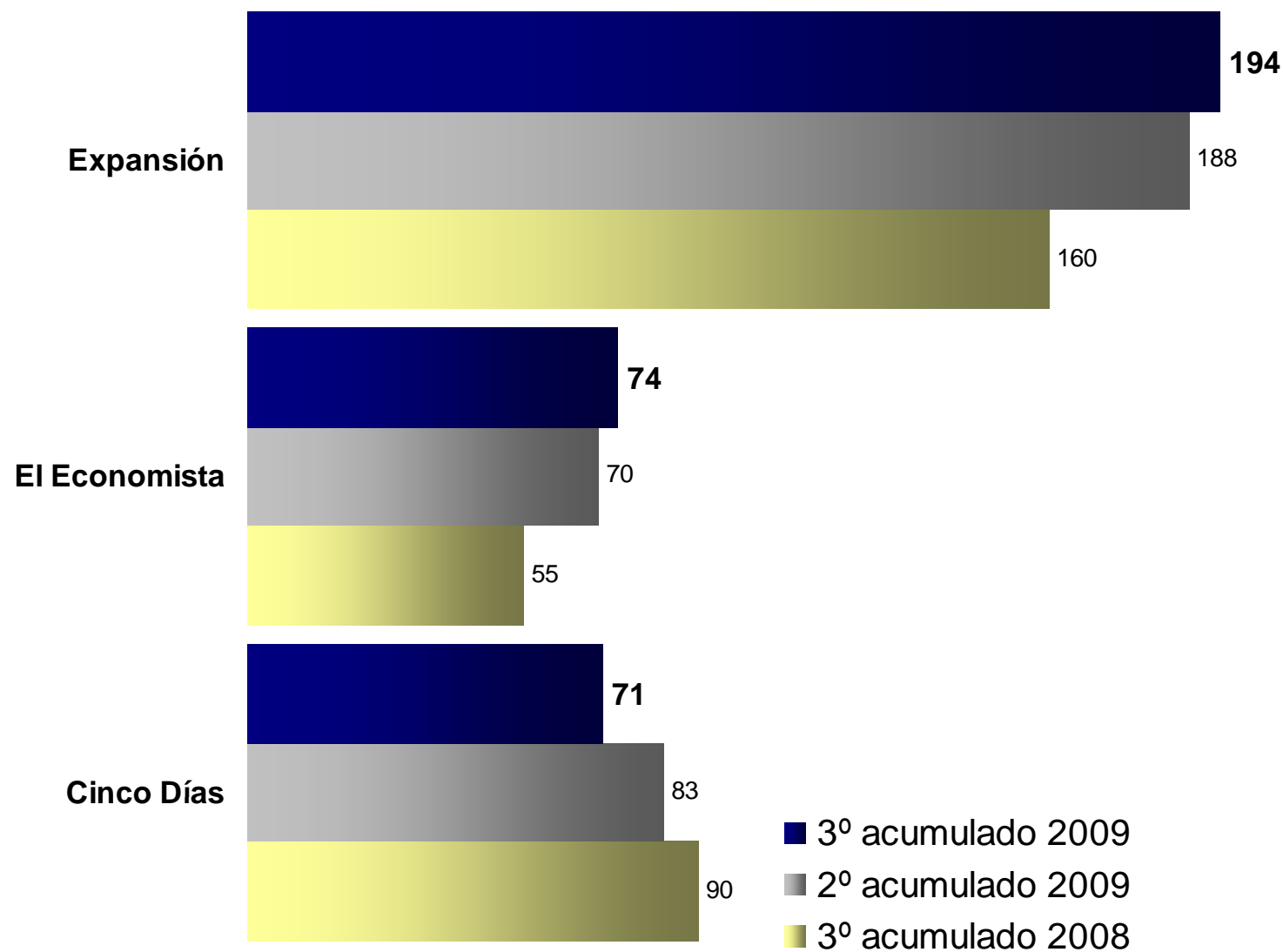
Readership Evolution / Readership (000)

	Wave increase	Year increase
%	3.2	21.3
(000.)	6	34



Financial Information Dailies

Readership Evolution / Readership (000)

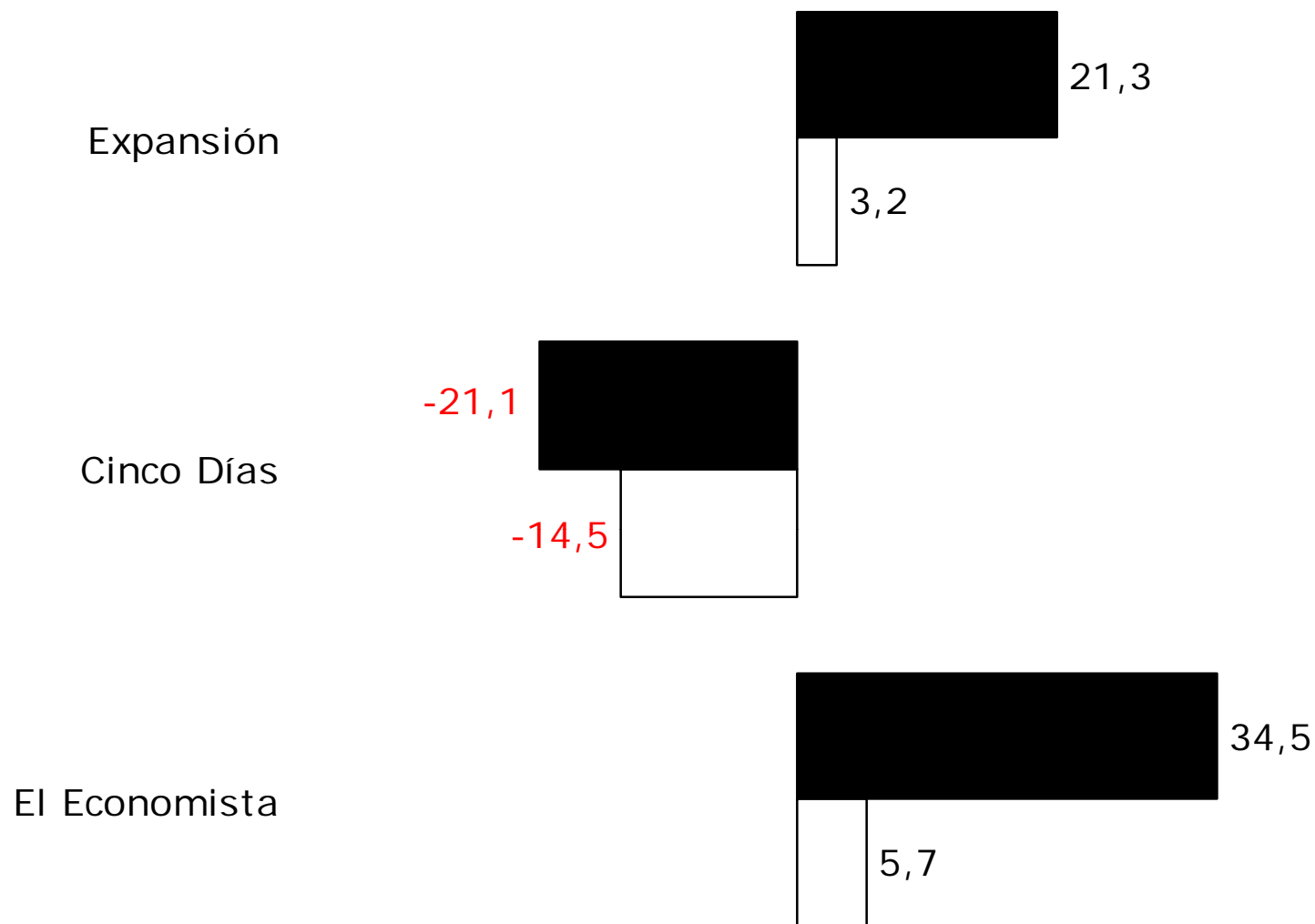


Source: EGM



Financial Information Dailies

Difference (%)



□ 3 09 vs. 2 09 ■ 3 09 vs. 3 08

Source: EGM



Readership Evolution

Mobile years / Readership (000)

Business Dailies	3ª Mobile 2009	2ª Mobile 2009	1ª Mobile 2009	3ª Mobile 2008	2º Mobile 2008	1º Mobile 2008
Expansión	194	188	169	160	165	161
Cinco Días	71	83	84	90	88	83
El Economista	74	70	55	55	46	63

Business Dailies	3ª Mobile 2009	2ª Mobile 2009	3ª Mobile 2008	Dif. Previous Wave (Abs)	Dif. Previous Wave (%)	Dif. Wave Previous Year (Abs)	Dif. Wave Previous Year (%)
Expansión	194	188	160	6	3,2	34	21,3
Cinco Días	71	83	90	-12	-14,5	-19	-21,1
El Economista	74	70	55	4	5,7	19	34,5

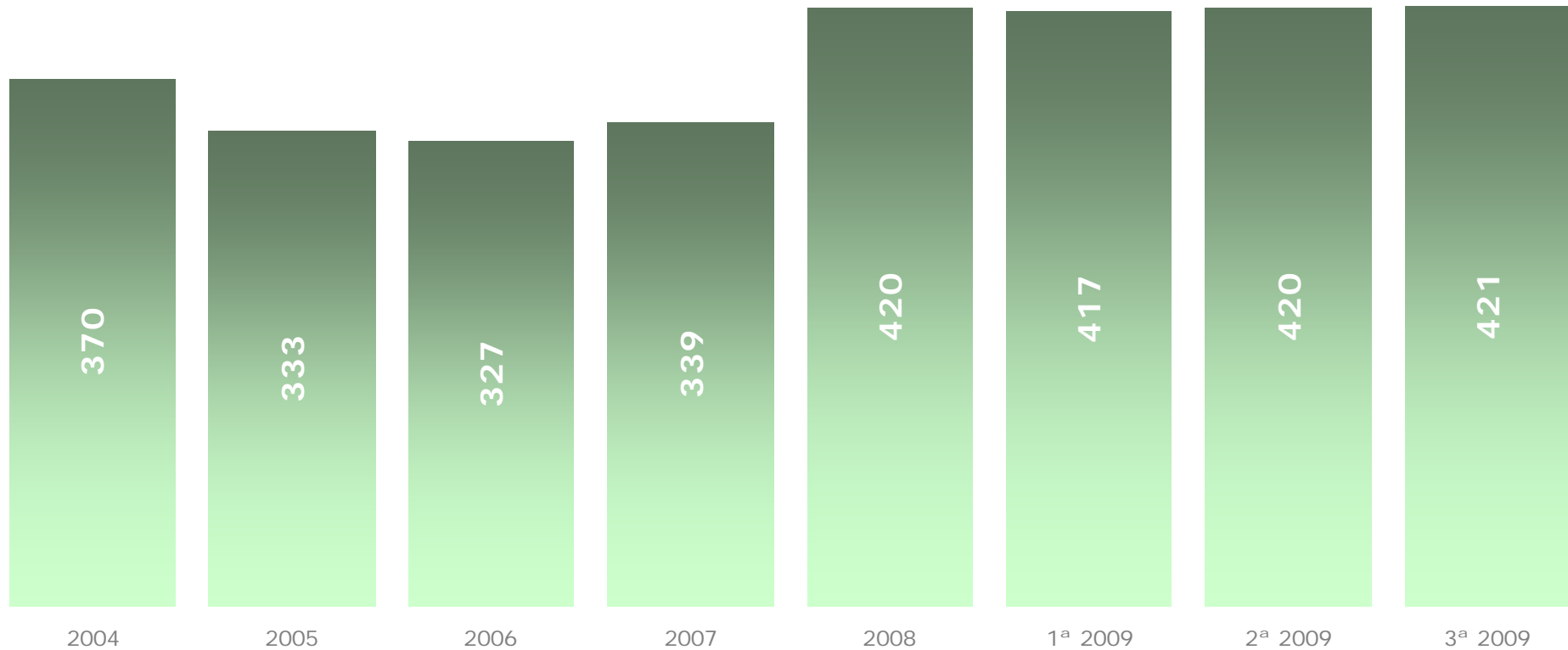
Source: EGM



TELVA

Readership Evolution / Readership (000)

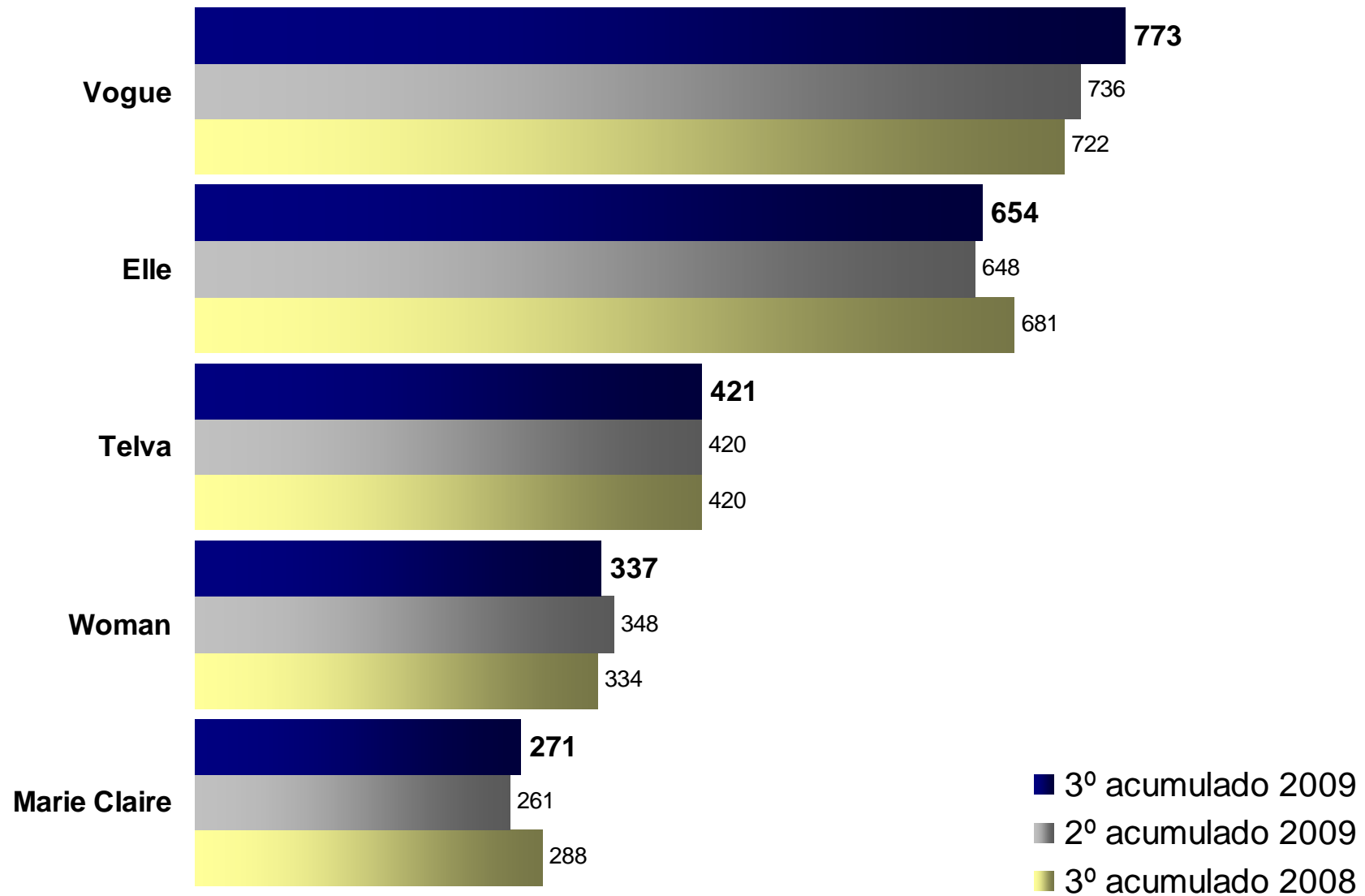
	Wave increase	Year increase
%	0.2	0.2
(000.)	1	1



Women's Magazines

Readership Evolution / Readership (000)

TELVA

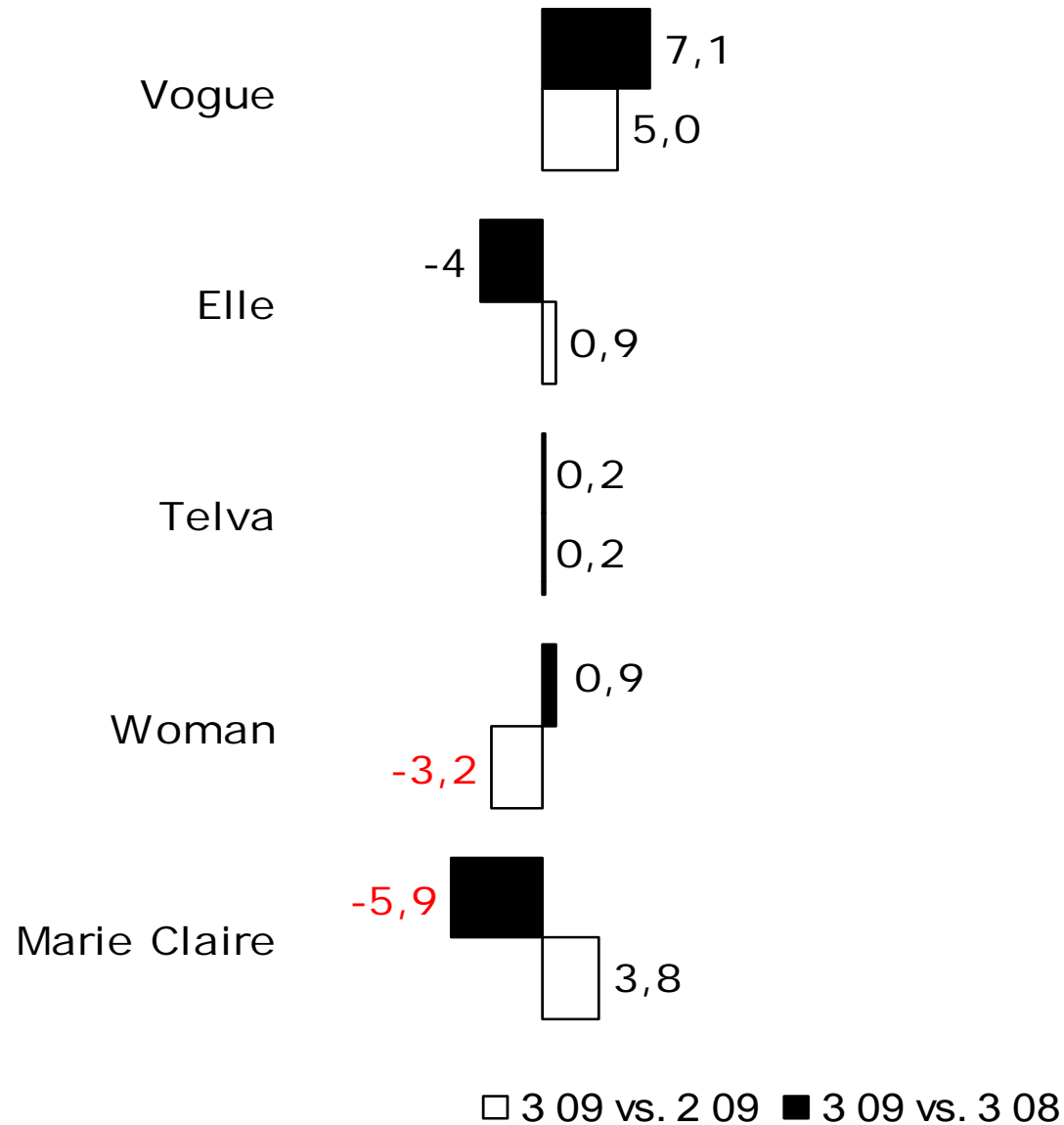


Source: EGM



Women's Magazines

Difference (%)

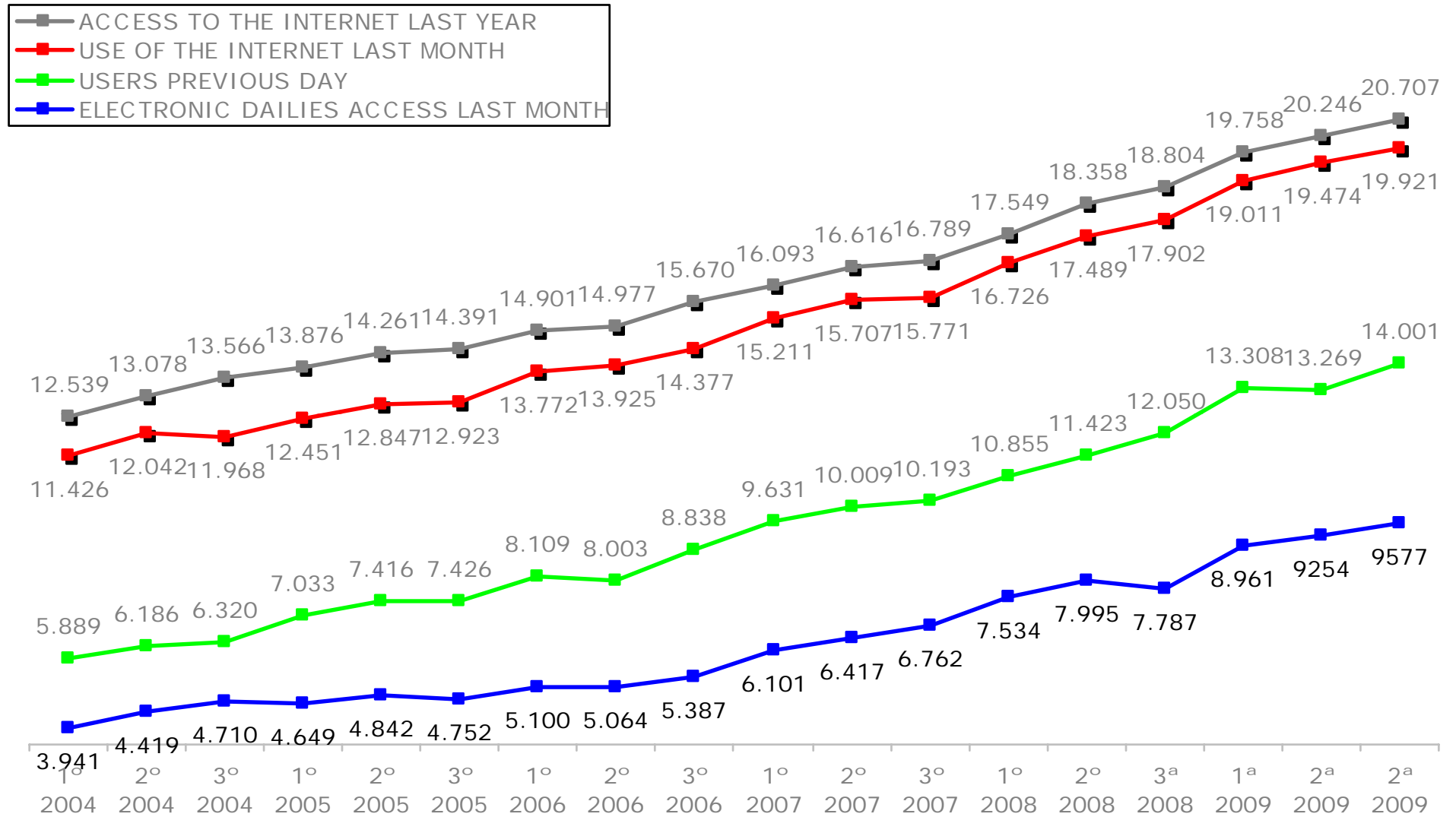


Source: EGM



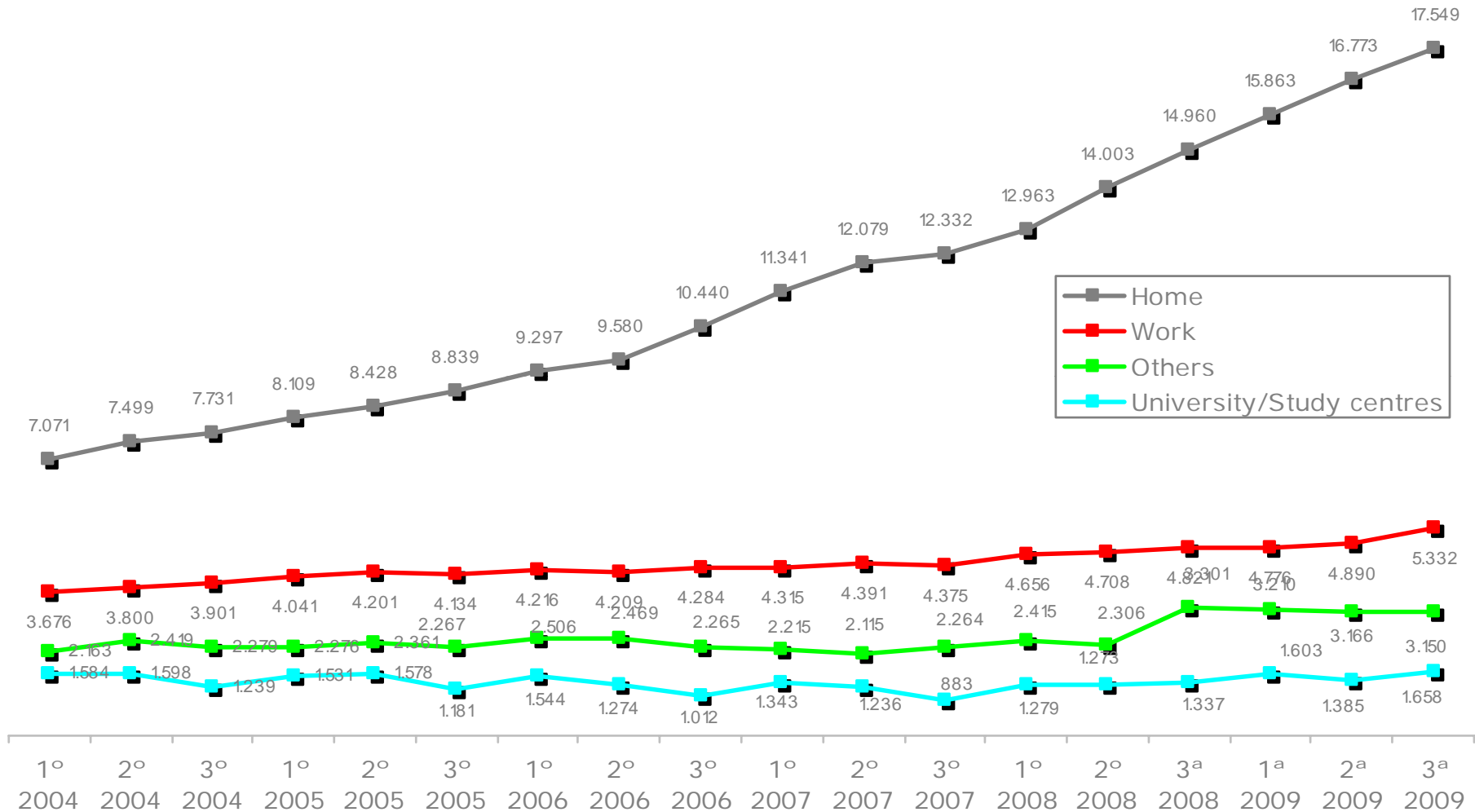
Access to the Internet

Wave data (000)



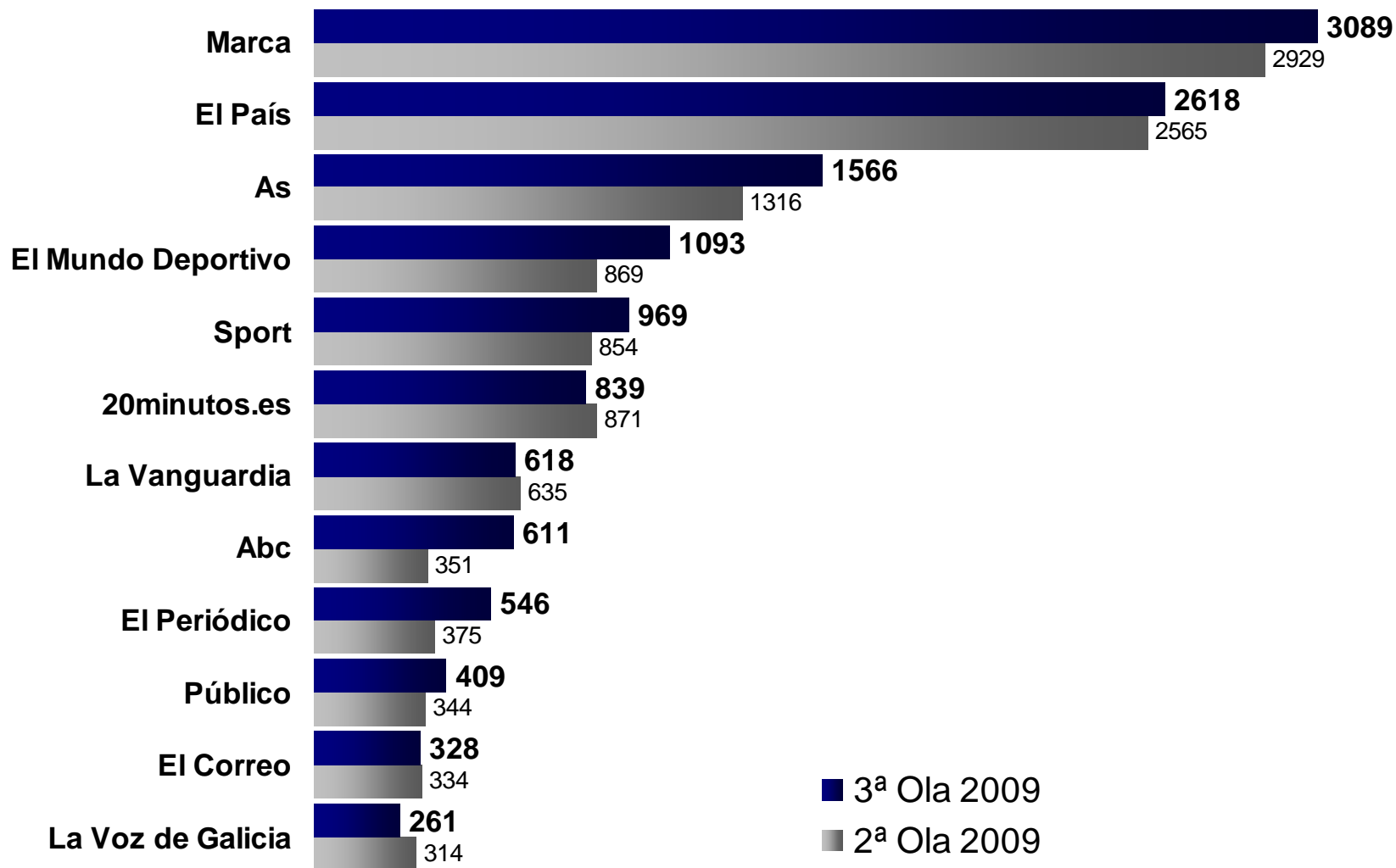
Access to the Internet

Wave data last month (000) – Connection place



Electronic Dailies Ranking

Unique visitors / Last 30 days (000)

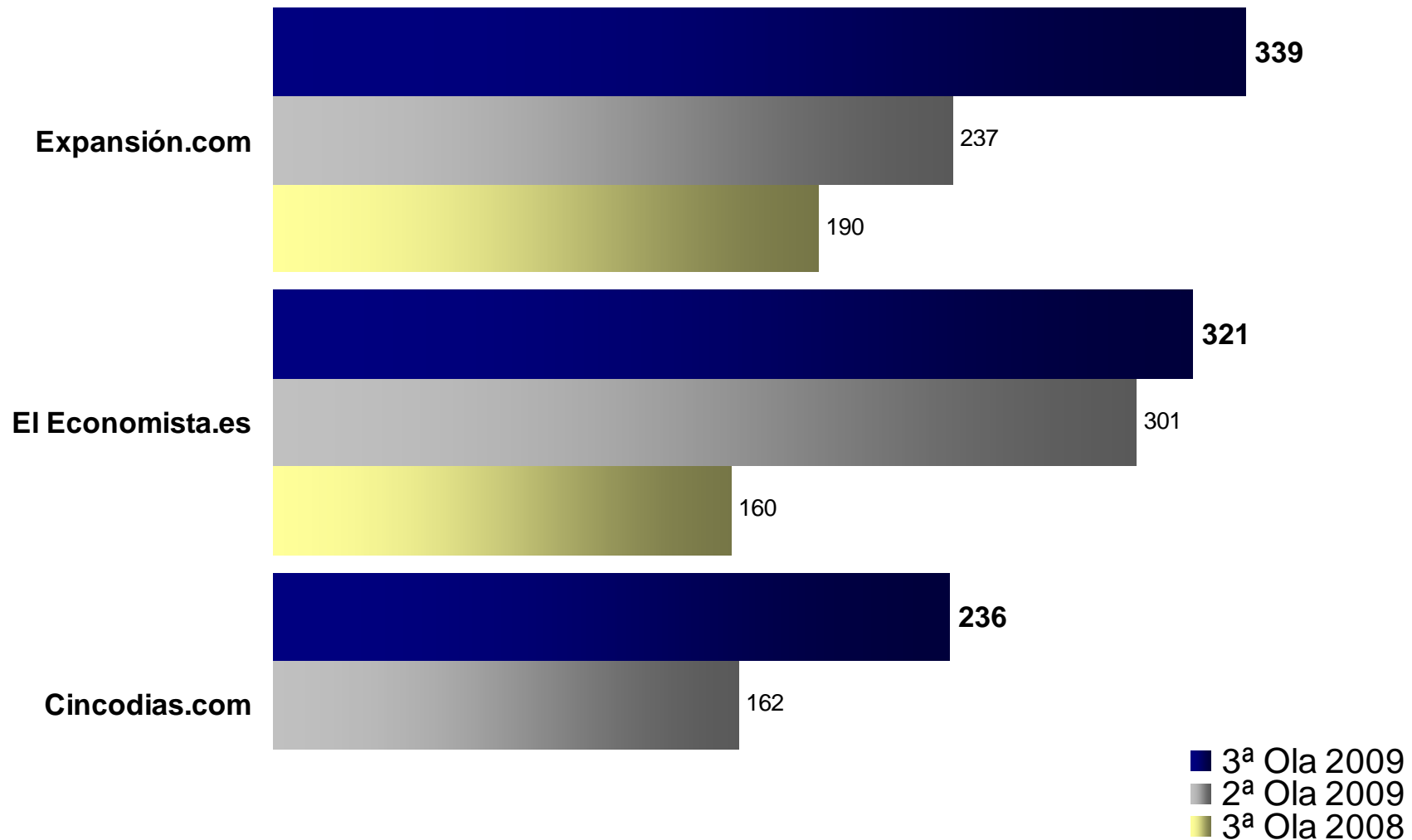


Source: EGM



Economic Electronic Dailies Ranking

Unique visitors / Last 30 days (000)

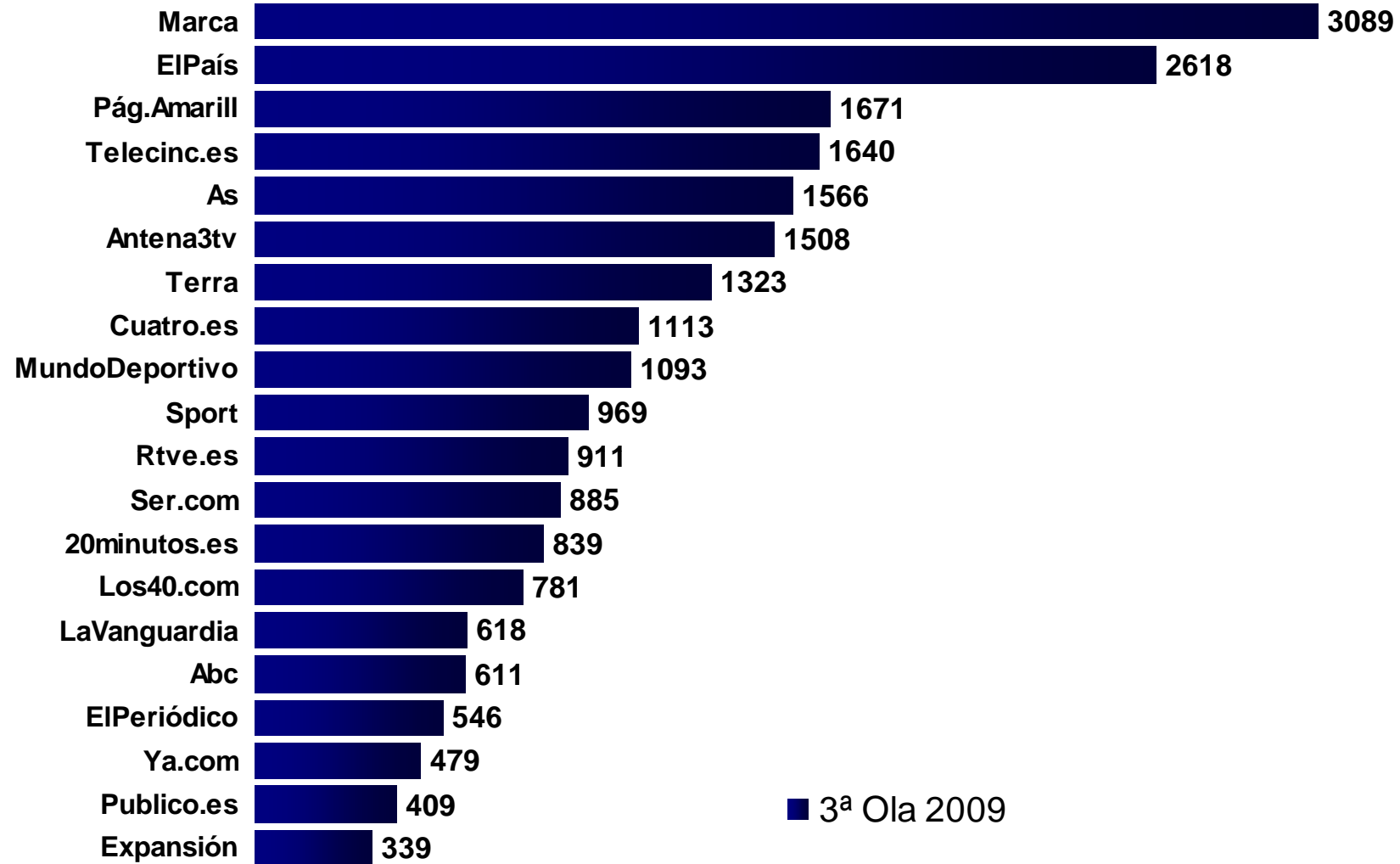


Source: EGM



Ranking Sites

Unique visitors / Last 30 days (000)/ Top 20

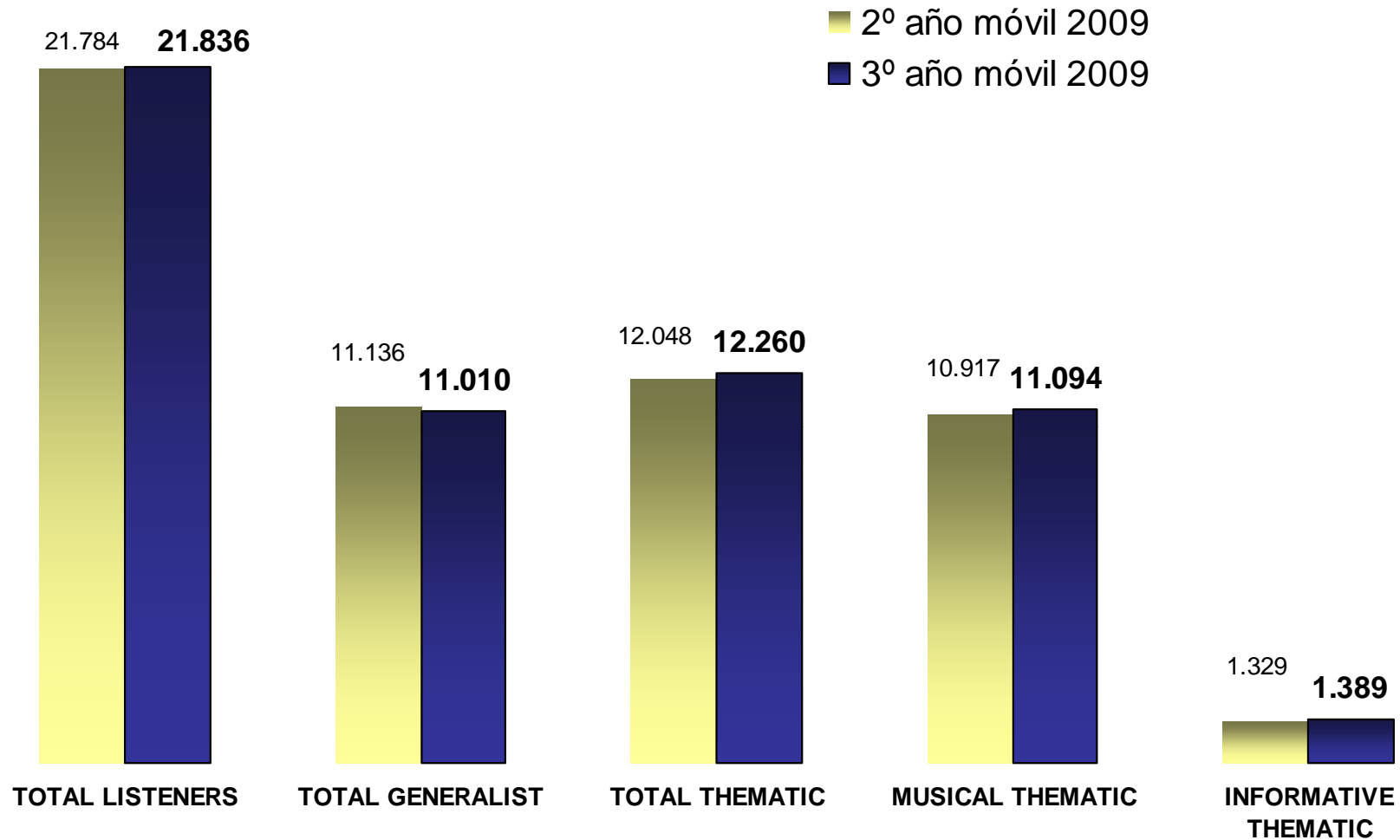


Source: EGM



Readership General de Radio

Readership (000)



Source: EGM

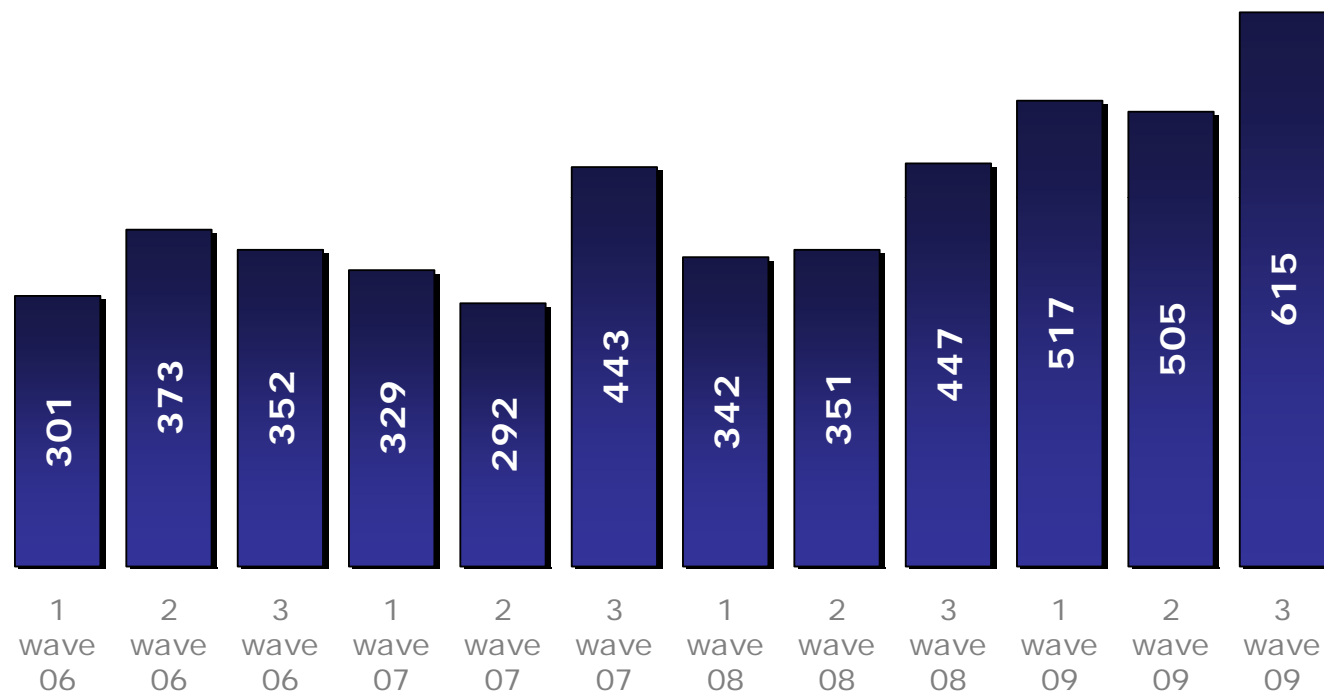




Radio Marca

Previous day data (Monday to Friday) / Readership (000)

	Wave increase	Year increase
%	21.8	37.6
(000.)	110	168



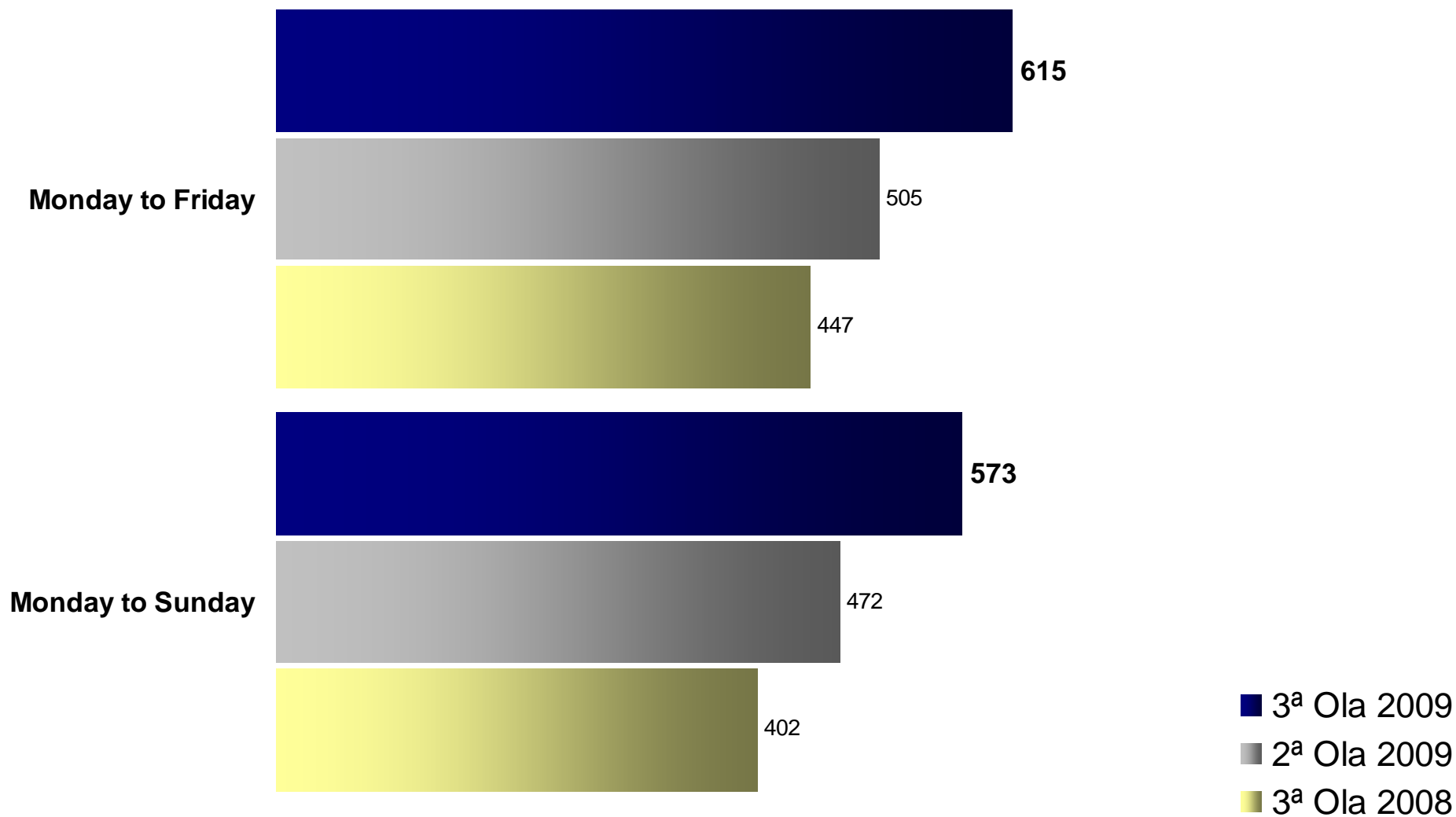
Source: EGM / Datos referidos a Wave





Radio Marca

Readership Ranking/Previous date data/Readership (000)



Source: EGM / Datos referidos a Wave

