
PRESS RELEASE

**NIelsen ADVERTISING FIGURES FOR OCTOBER:
MEDIASET BETTER THAN MARKET IN TV AND ITS MAIN COMPETITOR**

NOVEMBER REVENUES: +7%

Nielsen figures for the month of October 2014 certify a change of direction in Mediaset's advertising revenues (-5.2%) compared with both the total television market (-7.0%) and its main competitor (-14.9%). A decidedly better result than the month of September (-6.2%) announced along with the results of Mediaset's third quarter.

As regards the month of November, Publitalia, Mediaset's advertising sales arm, today announced, during a meeting with advertising clients, its expectations for the full year: Mediaset's total sales in November were up by over 7% compared with November 2013. This very positive result for Mediaset is a welcome sign of the long-awaited recovery in advertising investments.

The November figures takes Mediaset's cumulative trend between January and November to -3.8%, which is now expected to be the final figure for 2014.

These results show that Mediaset's commercial strategy, which aims to sustain the medium to long-term value of advertising space, is beginning to generate the desired effect. In marked contrast to the misguided policy of super-discounts practised by some managers of big broadcasters interested only in short-term results, even at the cost of undermining the company and the market as a whole.

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