

MEDIASET

Company
Mediaset**Industry**
Entertainment**Corporate Performance Management**

- Statutory consolidation
- Management consolidation and reporting
- Budgeting and forecasting
- Activity based costing
- Financial planning
- Profitability analysis

Key facts

- Integrated CPM for 5 Italian companies and one publicly listed Spanish company
- 65 users for consolidation and forecasting
- 250,000 shareholders
- 2006 revenues: € 3.7 billion

Industry and group requirements

- Organizing different business units (e.g. analogue television, pay-per-view services, multimedia content)
- Supervising copyrighted investments
- Overseeing technical investments (e.g. signal distribution)
- Managing advertisements

Benefits

- Better utilization of process resources
- Less manual work in data monitoring and reporting
- More time for strategic and operational analysis
- Higher information quality
- Lower total cost of ownership (TCO)

"Tagetik's unified approach to CPM has helped us comply with the new international standards - and accelerate our consolidation cycle in the process!"

Mediaset

Mediaset chose Tagetik 3.0 because it wanted to unify the processes for statutory and management consolidation, budgeting, forecasting and reporting in a single, sophisticated solution.

Situation analysis and specific requirements

As Mediaset needed to comply with new international accounting standards, it didn't just change its consolidation process - it decided to revamp its information systems as a whole. That's when Italy's leading commercial television network launched a project to unify financial data in a single database, expedite the closing cycle, and reduce overall maintenance time and costs.

Mediaset also expected the new system to standardize the overall data quality across all business units- ranging from digital and pay-per-view television, to multimedia content and advertising - and group companies including its Spanish subsidiary TeleCinco which is separately listed on Madrid stock exchange.

Objectives

In order to meet these project objectives, Mediaset required a single solution which would:

- Comply with the new international standards
- Standardize reporting and analysis across all business units and companies
- Ease monitoring and control tasks through perfect traceability
- Improve data quality through a single, centralized database

Results

Thanks to Tagetik 3.0, Mediaset improved the overall data quality in a fully traceable, flexible solution. Since the software integrates all processes in a single, centralized database, the media giant can easily drill down to detailed data, such as a single adjustment, at any time during the process. In addition to merging data for management reporting, Tagetik 3.0 also supports statutory consolidation in line with international accounting standards as well as Italian stock market regulations.

Mediaset especially profits from the software's mapping features which loads peripheral data and streamlines consolidation scripts. Moreover the software facilitates the Web-based intercompany reconciliations helping the company monitor the data entry process from different locations. In the planning process, Mediaset can now monitor KPIs to verify the financial sustainability of strategic objectives as well as manage intercompany and inter-business transactions, value added tax within the group, cash pooling and investment depreciations more effectively.

MEDIASET



Mediaset is Italy's largest commercial television group and a major communications company worldwide. The company, which has been listed on the Milan Stock Exchange since 1996, generated over € 3.7 billion in revenues for the 2006 fiscal year. The Mediaset Group is engaged in the following activities:

- General analogue television
- Free digital theme channels free digital terrestrial
- Digital pay-per-view offerings
- Multimedia services

The history of Mediaset Group begins less than thirty years ago, in 1978, when founded a local tv named Telemilano. Two years later, in 1980, becomes Channel 5 and begins broadcasts throughout the country. A Channel 5 are flanked then Italy 1 (acquired from the Rusconi in 1982) and Retequattro (acquired dall'Arnoldo Mondadori Editore in 1984). E 'since 1984 that the pole television Fininvest Group (known as RTI) took the shape it has today: three national networks analog, accompanied by an advertising company Publitalia'80 named exclusive and two additional companies: Videotime, which exercises all the activity and production technology tv, and Industrial Electronics, which ensures the spread of television signal through the management of the network transmission. From that moment the weight of television pole trade has gradually grown in terms of ratings, revenues and operating income. Since 1996, RTI, Videotime and Electronic Industrial constitute a single group called Mediaset, which was quoted on the stock market, opening the shareholder to major investors Institutional and small shareholders (about 250,000). In 1997, Mediaset expands abroad with a stake in Telecinco, the Spanish private broadcaster. In 1999, the Group Mediaset enlarging its activities worldwide web Mol-Mediasetonline (today Mediaset.com), portal dedicated to TV Canale 5, Italia 1 and Retequattro, then enriching its presence with Tgcom, daily information online, accessible by various media communication (Internet, television, radio, teletext Mediavideo and mobile). In Throughout 2004 is listed on the Madrid Stock Exchange also Telecinco, of which the Group Mediaset since 2003, is a shareholder of reference. But 2004 is also the year of debuts Italy of digital terrestrial television, an innovative system for distributing signal admissible under the normal TV antenna and a small unit for decoding signal. In 2005 the Group launches Mediaset Premium service for digital television land that allows you to have the football team Serie A live TV, without subscription.

Mediaset Premium launched subsequently offered on pay per view cinema, theatre and live events. Also in 2005 Mediaset was awarded for the first time in Italian television history, the rights of the clear highlights of Serie A championship and reached with Tim (Telecom Italia Group) an agreement which lays the foundations for the launch commercial TV in Italy of mobile digital terrestrial technology DVB-H (Digital Video Broadcast-Handheld) that offers mobility, quality transmission across similar to those offered by the digital terrestrial television.

www.mediaset.it

About Tagetik

Tagetik is a global software vendor of the first unified Performance Management & Financial Governance solution to help CFOs and CIOs simplify complex business processes.

A complete financial closed-loop software, Tagetik 3.0 unifies key processes and applications - such as budgeting & forecasting, cash flow planning, working capital analysis, financial consolidation, financial governance, strategy management, profitability modeling, financial & statement reporting - to manage and control overall performance, support compliance initiatives, harmonize different views of critical financial data, enable maximum visibility down to business transactions. In this way, the CFO can support the CEO in monitoring the implementation of strategies, ensure their sustainability and control corporate performance.

Since the software leverages "built-in" processes and cross-platform technology - fully web-based and integrated with any ERP, our customers can profit by up to 50% reduction of the total cost of ownership (TCO). Tagetik employs over 300 market experts in 11 countries (Italy, North America, UK, France, Austria, Germany, Portugal, Spain, South East Asia, Switzerland, The Netherlands) and shares its successful strategy with 350 worldwide satisfied customers representing all industries including: Unicredit Group, Telecom Italia, Fininvest, Mediaset, Barilla, De Agostini, BNL, Altair Engineering, Houghton Mifflin Harcourt, Artemide, Banco Privado Portugues, Talanx AG, Nationale Suisse, Krauss Maffei, Menarini Group, Volex Group, M+W Zander, IFIL, Aries Complex, Astaldi, Acea, SDA Express Courier, Yamaha Motor Italia, Techint, Milan AC, RAI, Costa Crociere.

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