

Case Report

ECONOMIC AND FINANCIAL ANALYSIS: THE CASE OF MEDIASET SPAIN COMUNICACIONES, S.A.

Julía María Alarcón Liñán and * Ana León-Gómez

Department of Finance and Accounting, University of Malaga: Málaga, Spain.

Received 17th April 2023; Accepted 18th May 2023; Published online 30th June 2023

ABSTRACT

Studying companies' economic and financial situation is a recent topic that is attracting the attention of the business sector as a whole. It is essential because an analysis of the company's current situation will allow the weaknesses and strengths of the company in question to be detected. It will also allow the creation of a framework for action that will strengthen the company's competitiveness in the market in which it operates. This study aims to conduct the abovementioned analysis in MediasetEspañaComunicaciones. S.A. For that purpose, we analysed the degree of impact of liquidity and solvency on the company's financial management. To this end, we have used a study with numerical data under the quantitative-explanatory approach employed by the authors Cisneros Ruiz et al. (2014). The results have allowed us to detect the weak points that the company needs to improve, and which are the strengths by which the company can achieve a better position in the current market in which it operates.

Keywords: Economic analysis, financial analysis, liquidity, solvency, Mediaset.

INTRODUCTION

MediasetSpainCommunication, S.A. (Mediaset) was incorporated in Madrid in 1989. The company is formed by a grouping of businesses aimed at developing businesses related to the audiovisual industry (MediasetSpain, Annual Corporate Report, 2020). The Group's core activity is to develop advertising spaces on different platforms covering television, the Internet and Digital. MediasetSpain's corporate purpose is to indirectly manage public television services and commercial exploitation of seven television channels (Telecinco, Cuatro, Factoría de Ficción, Boing, Divinity, Energy and BeMad) and one OTT channel: Mitele (Mediaset Annual Accounts, 2020).

Regarding finance, credit and cash flow, it is essential to note that Grupo Mediaset has generated a positive cash flow of 200 million euros. Thus, the company's cash flow exceeded 175 million euros on 31 December 2020, including 300 million euros corresponding to the undrawn credit line. As such, the company has total financing resources of more than 500 million euros (Mediaset Annual Accounts, 2020). Mediaset has thus established itself as a leading company in its sector due to its continuous growth in the audiovisual industry. In this context, this study aims to carry out an economic-financial analysis of the company Mediaset in order to find out what the economic-financial situation of this company is. To this end, we use the model proposed by Professors Cisneros Ruiz et al., (2014). These authors propose a three-step model, in which they first propose to carry out a balance sheet adjustment to adapt the items of the conventional model to the new one proposed. Secondly, they perform a static analysis as a preliminary step to finalising the company's financial situation. In this second step, they analyse whether or not the appropriate balance sheet items favour corporate solvency. Finally, the economic-financial situation of the company is studied through the dynamic solvency analysis.

The annual accounts established in the General Accounting Plan will be the basis for this analysis. Similarly, the different ratios will be calculated using Mediaset's balance sheet on 31 December 2020 (Annual Accounts of Mediaset, 2020). With the help of the annual report, the most significant variations will be explained. Lesser extent, the profit and loss account and the cash flow statement will be used.

ECONOMIC AND FINANCIAL ANALYSIS

Balance sheet adequacy

In order to carry out an economic-financial analysis of Mediaset, a classification criterion is proposed for the balance sheet to reflect the accurate and fair view of a company by the authors Cisneros Ruiz et al., (2014), who define the adequacy of the balance sheet as follows: "grouping the items by criteria of homogeneity - cyclical nature and permanence - taking into account the way in which they participate in the production process and contribute to financial equilibrium". Adequacy is, therefore, not about changing reality but about ordering it. The adequacy of assets and liabilities will be based on two criteria. Firstly, accounts shall be taken of whether they are cyclical or non-cyclical, depending on the need for renewal due to the company's ordinary activity. Secondly, their permanent or non-permanent nature will be considered, with permanent assets being understood as those that need to be immobilised or permanently financed to continue the business activity (Cisneros Ruiz, A. et al., 2014).

Table 1. Balance sheet structure suitable for financial analysis.

ASSET	PASSIVE
Liquid assets (AL)	Non-commercial short-term liabilities (Ponc)
Commercial asset (Aco)	Trade liabilities (Pco)
Active Long Cycle (ACL)	Long-term debt (DLP)
Asset non-cyclical (ANC)	Own resources (PR)

Source: Garcia and Fernandez(1992)

*Corresponding Author: Ana León-Gómez,

Department of Economics and Business Administration, University of Malaga: Málaga, Spain.

Adequacy of economic structure

According to Professors Cisneros Ruiz *et al.*, (2014), the adequacy of the economic structure is based on the following criteria:

Liquid assets

It is the set of liquid means and financial assets that Mediaset would have at its disposal that can be easily converted into cash or for speculative purposes.

Commercial assets

This type of asset has two characteristics: firstly, it is cyclical because its recovery takes place in the short term and therefore requires immediate renewal as it involves the company's operating activity; and secondly, it is permanent as it involves the permanent immobilisation of resources for the company, i.e., the company must always have funds invested in them.

Long-cycle asset

In this case, it is a non-cyclical asset as it does not form part of the company's operating activity and therefore does not need to be renewed immediately but is recovered over the long term. Moreover, it is a non-permanent asset as it is depreciated and therefore loses value, so this loss of value means that it has to be renewed through the sale of the asset in question.

Non-cyclical asset

Finally, non-cyclical assets include assets that do not fit the above categories. The investment is not recovered through its ordinary activity as it is unrelated to its activity and is, therefore, of a permanent nature. They are generally recovered through the sale of the asset itself.

Table 2. Adequacy of the asset based on the Mediaset balance sheet established by the General Accounting Plan (thousands of euros)

Adequacy	ASSET	2019	2020
-	NON-CURRENT ASSETS	934,617	977,995
-	intangible assets	458,140	379,502
ACLs	Patents, licenses, trademarks and the like	139,000	122,500
ANC	goodwill	172,787	143,989
ACLs	computer applications	3,663	2,996
ANC	audiovisual property rights	142,690	110,017
-	Immobilised material	52,893	47,787
ANC	land and buildings	26,034	25,523
ACLs	Technical facilities and another immobilized material	25,320	19,820
ANC	Fixed assets in progress and advances	1,539	2,444
-	Long-term investments in group companies and associates	150,868	122,434
ANC *1	Heritage instruments	121,388	94,749
ANC *1	Loans to group companies	27,680	27,685
ANC *1	Loans to associated companies	1800	-
-	Long-term financial investments	209,473	348,155
ANC *1	Heritage instruments	178,257	312,479
ANC *1	Derivatives	31,200	35,665
ANC *1	Other financial assets	16	eleven
aco*2	Deferred tax assets	63,243	80,117
-	CURRENT ACTIVE	433,709	535,437
-	Stock	12,854	12,985

Aco	Finished products	12,821	12,956
aco*3	Advances to suppliers	33	29
-	Commercial debts and other bills to receive the pay	244,589	217,674
Aco	Clients for sales and provision of services	4,377	7,397
Aco	Clients, group companies and associates	223,449	205,065
Aco	Several debtors	1,113	1,019
Aco	Staff	53	51
Aco	Current tax assets	15,597	4,131
aco*2	Other credits with Public Administrations	-	eleven
-	Short-term investments in group companies and associates	43,359	101,242
AL *4	Loans to group companies	25,725	26,806
AL *4	Other financial assets	17,634	74,436
-	Short-term financial investments	612	347
AL *4	short term credits	285	285
AL *4	derivatives	265	-
AL *4	Other financial assets	62	62
Aco	Short-term accruals	32,207	27,252
-	Cash and other equivalent liquid assets	100,088	175,937
AL	Treasury	100,088	175,937

Source: Mediaset balance sheet as of 31 December 2020 (CNVM, 2020).

Where: AL: Liquid Asset; Aco: Trading Asset; ACL: Long Cycle Asset; ANC: Non-Cyclical Asset.

*1: It will be a non-cyclical asset since they are investments that Mediaset has made in the long term.

*2: It will be a commercial asset since its origin comes from taxes arising from profits from ordinary activity.

*3: Advances to suppliers can be classified as a commercial asset or as a commercial liability.

*4: it is a liquid asset because it is an easily convertible financial investment.

Table 3. The total balance of Mediaset assets in 2019 and 2020 after adaptation (thousands of euros)

ASSET	2019	2020
AL (Liquid assets)	144,059	277,526
Aco (Commercial asset)	352,893	338,028
ACL (Asset Long Cycle)	167,983	145,316
ANC (Active Non-Cyclic)	703,391	752,562
TOTAL	1,370,345	1,515,452

Source: Own elaboration (2021)

Adequacy of financial structure

According to Professors Cisneros Ruiz *et al.* (2014), the adequacy of the financial structure is based on the following criteria:

Commercial liabilities

It is made up of the debts arising from the expenses necessary to carry out the company's operating activity. It is also a permanent type of financing as its renewal is automatic, which means that there will be commercial financing as long as there is a company.

Non-trade liabilities

These items are a non-permanent source of financing, as they are not renewed automatically but require a contract for their renewal. In

addition, an exact financial cost characterises this type of financing, i.e., interest must be paid. They can be classified into two types according to their maturity short-term non-trade liabilities or long-term debts.

Own resources

It is made up of those sources of financing that are not demandable for the company, and, therefore, it is permanent financing since we can count on it indefinitely.

Table 4. Adequacy of the liability based on the Mediaset balance sheet established by the General Accounting Plan (thousands of euros)

Adequacy	EQUITY AND LIABILITIES	2019	2020
-	NET WORTH	807,933	976,014
-	OWN FUNDS	805,933	948,389
-	Capital	163,718	163,718
PR	Deeded capital	163,718	163,718
PR	Share premium	313,235	313,235
-	Bookings	254,616	422,968
PR	Legal and statutory	32,744	32,744
PR	Other reserves	221,872	390,224
PR	Own shares and equity interests	-94,554	-94,038
PR	Result of the exercise	168,918	142,506
PR	Value change adjustments	2,000	27,625
-	NON-CURRENT LIABILITIES	380,174	619,530
-	Long-term provisions	9,501	11,996
DLP	Supplies for risks and spences	9,501	11,996
-	Long term debts	180,342	296,772
DLP	derivatives	26,587	94,257
DLP	other financial liabilities	153,755	202,515
Pco ₁	Deferred tax liabilities	488	1,994
-	CURRENT LIABILITIES	574,916	397,472
-	Short term debts	66,445	44,224
pcnc	Debts with credit institutions	-	40
pcnc	Financial derivative liabilities	152	606
pcnc	other financial liabilities	66,293	43,578
pcnc	Debts with group companies and associates in the short term	164,903	50,785
-	Commercial debtors and other accounts payable	138,409	126,592
pco	Suppliers	93,882	75,148
pco	Suppliers, group companies and associates	15,471	21,085
pco	Various creditors	174	29
pco	Personnel (salaries pending payment)	8,809	9,829
pco	Other debts with Public Administrations	20,073	20,501
PR	Short-term accruals	305	5,055

Where: Pcncc: Non-commercial short-term liabilities; Pco: commercial liabilities; DLP: Long-term debt; PR: Own resources

* 1: It will be a commercial liability since its origin comes from taxes originated by the benefits of ordinary activity.

Source: Balance sheet as of December 31, 2020, of Mediaset (CNVM, 2020).

Table 5. Total balance of Mediaset's liabilities in 2019 and 2020 after its adaptation (thousands of euros)

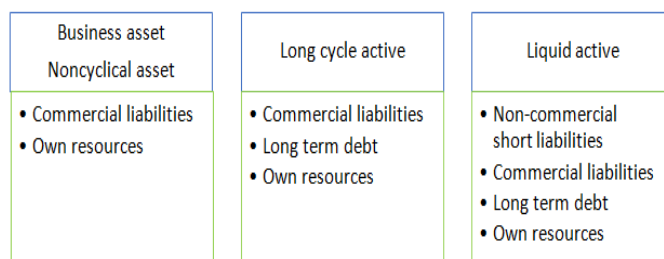
PASSIVE	2019	2020
PCNC (Non-commercial short-term liabilities)	231,348	95,009
Pco (Trade liabilities)	138,897	128,586
DLP (Long-term debt)	189,843	308,768
RP (Own Resources)	808.238	981,069
Total	1,370,345	1,515,452

Source: Own elaboration (2021)

Static Analysis

The next step in the model proposed by Professors Cisneros Ruiz *et al.*, (2014) is to study solvency through the appropriate balance sheet items, where we will obtain Mediaset's technical solvency situation. The analysis of this type of solvency consists of determining the company's capacity under analysis to generate sufficient resources to meet its payment commitments. To this end, whether the company's assets are adequately financed through its financial structure will be studied. This way, it will be shown whether the economic-financial structure can achieve financial equilibrium. Before starting, it is necessary to highlight two premises to achieve financial equilibrium according to the proposed model. On the one hand, permanent assets must be financed with permanent financing, while short-term non-trading liabilities only finance liquid assets. The second premise is that any liability can finance liquid assets without causing financing problems for the company. However, for the company to achieve a static financial equilibrium, it is advisable that short-term non-trade liabilities only finance liquid assets (Ruiz Palomo, 2013).

Figure 1. Most appropriate sources of financing for each asset.



Source: Ruiz Palomo (2013)

For the static analysis, it will be studied if Media set meets the following premises:

$$\frac{NF+ANC}{RP} \leq 1 \quad \text{Equation (1)}$$

$$LN = \frac{AL}{Pcnco} \geq 1 \quad \text{Equation (2)}$$

Where: NF: Financing needs; LN: Net Liquidity

Through equation (1), it is verified if the permanent asset is financed with items of the same nature. For this, it is necessary to establish that permanent assets are made up of commercial assets and non-cyclical assets, while permanent financing is made up of commercial liabilities and own resources. In addition, Mediaset's financing needs will be determined by calculating the difference between commercial assets and liabilities.

$$NF = Aco - Pco \quad \text{Equation (3)}$$

Table 5. Result of Mediaset's financing needs in 2019 and 2020 in absolute terms (thousands of euros)

Financing needs	
2019	2020
213,996	209,442

Concerning the financing needs in both years are positive in absolute magnitudes, this means that the company's commercial indebtedness to cover commercial assets is insufficient. It is, therefore, necessary that Mediaset can also count on financial liabilities or own resources to finance itself. Positive financing needs are not always a problem for the company's financial situation; it will depend on the type of financing that covers the commercial assets. Bearing that the commercial asset is a permanent asset, it is advisable that own resources cover these financing needs and, therefore, the commercial asset would be adequately financed. For this reason, the equity needs will be calculated below, and it will be checked whether Mediaset is being adequately financed. This ratio is necessary to check whether precisely the positive financing needs are correctly financed and are as follows:

$$\text{In absolute terms: } NF + ANC \leq RP \quad \text{Equation (4)}$$

$$\text{In relative terms: } \frac{NF+ANC}{RP} \leq 1 \text{Equation (5)}$$

Table 6. Result of Mediaset's own resources needs in 2019 and 2020 in absolute terms (thousands of euros) and relative terms.

Own resource needs			
2019		2020	
absolute	relative	absolute	relative
917,387	1.14	962,004	0.98

During Mediaset's 2019 financial year, the absolute magnitudes did not meet the established requirement, as do the relative magnitudes, with the value being higher than 1 point. Therefore, it would not be correctly financed during the first financial year, as it indicates that its resources cannot finance the permanent assets. On the other hand, during 2020, both ratios obey the established premise, i.e., the permanent assets, despite having positive financing needs, are correctly financed. Consequently, the commercial assets could be covered by equity. This change in 2020 compared to 2019 is mainly due to the increase in equity in its item "Other reserves" of 168,352 thousand euros. Next, we apply the Surplus/Equity Deficit ratio to determine whether Mediaset has met its financing needs and financed its non-cyclical assets, whether it has a surplus or a deficit of equity.

$$\text{In absolute terms: } ERP = RP - (NF + ANC) \text{Equation (6)}$$

$$\text{In relative terms: } \frac{\text{Financing needs}}{RP} < 1 \quad \text{Equation (7)}$$

Table 7. Result of surplus/deficit of Mediaset own resources in 2019 and 2020 in absolute terms (thousands of euros) and relative terms

Surplus/deficit of own resources			
2019		2020	
absolute	relative	absolute	relative
-109,149	1.14	19,065	0.98

In this case, Mediaset's results again vary from one year to the next. During the first year under study, there is a deficit of 109,149 thousand euros if expressed in absolute figures or relative terms, the value in relative terms being more significant than 1 point, i.e., the permanent assets are not financed by own resources. On the other hand, in 2020, there was a surplus of 19,065 thousand euros in absolute values and relative terms, which is less than 1. This surplus is a consequence of the increase in equity mentioned above for the item "Other reserves". Regarding the second requirement, and as mentioned above, it is recommended that the non-trading short-term liabilities be financed only with liquid assets. Therefore, we check whether this premise is fulfilled through equation (2), Net Liquidity.

$$\frac{AL}{Pcnc} \geq 1 \quad \text{Equation (2)}$$

Mediaset's net liquidity during 2019 is negative (-87,289 thousand euros), which translates as a static imbalance or expectations of insolvency. In other words, it indicates that 87,289 thousand euros of short-term non-trade liabilities are financing non-liquid assets, or, in other words, liquid assets account for 62% of short-term financial debts. Therefore, if the company faced paying this debt at that time, it would need more cash. On the other hand, in 2020, net liquidity is positive (182,517 thousand euros), i.e., there is a static financial equilibrium as the short-term non-trade liabilities only finance liquid assets. This variation compared to 2019 is due to the increase in liquid assets by "Equity instruments" and, to a lesser extent, to the decrease in non-trading short-term liabilities by the item "Short-term payables to group companies and associates" (Mediaset annual accounts for the year ended 31 December 2020, 2020).

As a summary of this first static analysis and recalling the two premises held by the authors Ruiz Palomo (2013) and Ruiz Cisneros et al. (2014) to find whether a company has solvency expectations, table 8 shows the main conclusions:

Table 8. Premises to obtain financial equilibrium in the static analysis.

	2019	2020
$\frac{NF + ANC}{RP}$	$\frac{213,996 + 703,391}{808,238}$	$\frac{209,442 + 752,562}{981,069}$
≤ 1	$= 1.14 \geq 1$	$= 0.98 \leq 1$
$LN = \frac{AL}{Pcnc}$	$LN = \frac{144,059}{231,348} = 0.62$	$LN = \frac{277,526}{95,009} = 2.92$
≥ 1	≤ 1	≥ 1

Firstly, it can be seen in Table 8 that Mediaset did not meet the first premise in 2019. In financial terms, the fact that Mediaset exceeds the first premise of equation (1) means that the company does not have sufficient equity to finance its activity. However, it could resort to other types of external financing. As a second assumption, Ruiz Palomo (2013) states that "for the company to have money to pay its debts, the non-permanent assets must be liquidated before the non-permanent sources of financing come due". In this case, in 2019, net liquidity is less than 1, which does not necessarily mean that the company is insolvent; it just means it will have to generate funds for 38% of Mediaset's short-term financial debt before it matures.

However, 2020 the company presented more positive values by fulfilling both premises. Regarding the first one, Mediaset obtains a value below one point, so the company adequately finances its activity. Moreover, net liquidity in 2020 is positive, i.e., there are expectations of solvency in the short term. As a result, it will be able to meet the financial debts maturing in 2020 with its liquid assets.

Dynamic Financial Analysis

Finally, this model proposes a dynamic analysis to definitively diagnose whether the company's situation is technically solvent, i.e., whether it can meet its financial requirements. To do so, we will use the following coefficient:

$$\text{Technical solvency} = \frac{T_{ao}}{\text{Financial requirements}} = \frac{\frac{RG \mp VNF}{\alpha f + \text{Dividends}}}{1} \quad \text{Equation (8)}$$

Where: T_{ao} : Cash flow from ordinary activity; RG: Resources generated; VNF: Change in financing needs compared to the previous year; α : Financial depreciation rate (non-trading short-term liabilities of the previous year); Dividends: Dividends paid out this year; Dividends: Dividends paid out this year.

Thus, we can say that the company is technically solvent if it is greater than or equal to 1. Therefore, it can be deduced from the coefficient that technical solvency depends on the one hand, on cash flow from ordinary activities and, on the other, on financial commitments. The first step is to study the relationship between cash flow from ordinary activities and technical solvency. To do so, the formula must be broken down:

$$T_{ao} = RG \pm NF \quad \text{Equation (9)}$$

The resources generated the higher the resources generated, the greater the likelihood that the company will be solvent. As shown in equation (10), the resources generated represent revenues and expenses from ordinary activity. Therefore, as in the case of Mediaset, positively generated resources indicate that 311,265 thousand euros represent the company's capacity to be self-financed from its ordinary activity in 2020.

$$RGAO_{2020} = I_{ao}(C) - G_{ao}(P) = 311,265 \quad \text{Equation (10)}$$

Where: RGAO: Resources Generated by Ordinary Activity; $I_{ao}(C)$: Income from Ordinary Activity; $G_{ao}(P)$: Expenditure from Ordinary Activity.

Table 6.1 below shows the profit and loss account of Mediaset as of 31 December 2020, where the information necessary for calculating the resources generated will be obtained.

Table 9. Profit and Loss Account for the year ended December 31, 2020 (in thousands of euros)

CONTINUING OPERATIONS	2020	2019
Net amount of turnover	634,887	747,578
Sales	598,912	733,665
Provision of services	35,975	13,913
Variation in stocks of finished products and work in progress	135	3102
Work carried out by the company for its asset supplies	6,305	7,427
	-148,173	-194,605
Consumption of merchandise	-148,173	-194,605
Other operating income	27,547	23,758
Ancillary income and other current management	24,630	23,758
Operating subsidies incorporated into the result of the year	2,917	-
Personal expenses	-86,974	-89,544
Wages, salaries and similar	-70,812	-73,300
Social charges	-16,162	-16,244

Other operating expenses	-164,445	-190,673
External services	-143,370	-165,100
tributes	-20,678	-24,363
Losses, impairment and variation of provisions for commercial operations	-397	-1210
amortization of fixed assets	-176,126	-179,398
Excess provisions	519	3309
Impairment and results from disposals of fixed assets	3,386	-6,223
impairments and losses	3,770	-5,947
Results by alienations and others	-384	-276
RESULT OF EXPLOITATION	97,061	124,731
Financial income	61,581	70,253
Of shares in equity instruments	59,970	68,962
In group and associated companies	59,970	68,962
Of negotiable securities and other financial instruments	1,611	1,291
From group and associated companies from third parties	1,521	1,143
	90	148
Financial expenses	-665	-526
For debts with third parties	-665	-526
Exchange differences	101	128
Impairment and results from disposals of financial instruments	3,361	-3,330
FINANCIAL RESULTS	64,378	66,525
RESULT BEFORE TAXES	161,439	191,256
Imposition over benefits	-18,933	-22,338
PROFIT FOR THE YEAR FROM CONTINUING OPERATIONS	142,506	168,918
INTERRUPTED OPERATIONS		
Profit for the year from discontinued operations net of tax		
RESULT OF THE EXERCISE	142,506	168,918

Source: Profit and Loss Account as of December 31, 2020 of Mediaset (CNVM) (2020).

On the other hand, the treasury of the ordinary activity studies the variations in financing needs. Below are the financing needs for 2019 and 2020, and their variation:

Table 10. Variations in the financing needs of Mediaset in 2020 compared to 2019.

	2019	2020	VNF (2020-2019)
Aco	352,893	338,028	-14,865
Pco	138,897	128,586	-10,311
NF	213,996	209,442	-4,554

According to the data provided in Table 10, the financing needs decreased in 2020 compared to 2019 due to the reduction of both items appearing in the ratio. On the one hand, the trade assets are mainly reduced by the items "Customers, group companies and associates" and "Trade assets". In contrast, regarding the trade liabilities, the item "Suppliers" suffers the most significant decrease. As for the second part of the ratio, which is made up of the amortization charge, corresponding to the short-term debts of the previous year, and the dividends to be distributed, it would be as follows:

$$\text{Financial requirements} = \alpha f + \text{Dividends} = 231,348 + 0 = 231,348$$

Finally, the result of the technical solvency is as follows according to equation (8):

$$\text{Technical solvency} = \frac{RG \mp VNF}{\alpha f + \text{Dividends}} = \frac{311,265 - 4,554}{231,348 + 0} = 1.326 \geq 1$$

Mediaset has technical solvency, which has generated sufficient cash to meet its timely payment commitments. About cash from ordinary activities (Tao), it is of high quality, as it guarantees financial stability, since most of the responsibility lies with the resources generated, as they have contributed positively to generating cash with 311,265 thousand euros. In this case, Mediaset has cash from ordinary activity that allows it to meet its financial requirements, or, in other words, the company has generated sufficient cash through ordinary activity to meet its payment commitments.

CONCLUSION

The main objective of this study was to analyse the economic-financial situation of the company Mediaset. To do so, it has carried out the model proposed by professors Cisneros Ruiz *et al.*, (2014) and the premises established by Ruiz Palomo (2013).

Firstly, our results have established that although in 2019, the company analysed has not complied with the first premise established by the authors mentioned above (permanent assets must be financed with permanent liability items), in 2020, its situation improved, and both commercial assets and non-cyclical assets are correctly financed with commercial liabilities and equity. Regarding the second premise concerning net liquidity, during 2019, it continued to show negative results as its liquid assets could not meet the debts maturing during that year. However, in 2020 it presents a more favourable situation due to the decrease in non-commercial short-term liabilities. From this first analysis, Mediaset in 2019 did not have solvency expectations; however, in the following year, the company managed to improve this situation to the point that solvency expectations became positive.

Finally, a dynamic analysis was conducted in the 2020 financial year to check whether it is technically solvent. This analysis considers several factors, such as the resources generated, the changes in financing needs compared to the previous year, which are harmful, and the financial requirements. Finally, it is confirmed that Mediaset, on 31 December 2020, can meet its payment commitments through its expected cash flow and is technically solvent.

REFERENCES

- Cisneros Ruiz, A., Diéguez Soto, J., Fernández Gámez, A. & Callejón Gil, A. (2014). *Análisis de la solvencia empresarial*, 1ª ed., Ed. Universidad de Málaga.
- GarcíaMartín, V. & Fernández Gámez, M.A. (1992). *Viabilidad empresarial en el proyecto BACH. Análisis comparativo Spain-Portugal. VI Jornadas Luso-Espanholas de Gestao Científica*. I Volume. 10-12Dezembro.
- Mediaset Spain Comunicación, S.A. (2020): *Cuentas anuales del ejercicio terminado el 31 de diciembre de 2020 e Informe de Gestión*, junto con el informe de Auditoría Independiente.
- Mediaset Spain (2020): *Informe anual corporativo*. https://files.mediaset.es/file/10002/2021/03/03/INFORME_ANUAL_CORPORATIVO_2020_ca77.pdf (Último acceso 15/01/2021).
- Real Decreto 1515/2007, de 16 de noviembre, por el que se aprueba el Plan General de Contabilidad de Pequeñas y Medianas Empresas y los criterios contables específicos para microempresas. *Boletín Oficial del Estado*, 279, de 21 de noviembre de 2007, 47560. <https://www.boe.es/buscar/doc.php?id=BOE-A-2007-19966>
- Ruiz Palomo, D. (2013). "Análisis de la información financiera". En *Pirámide* (2013), *Finanzas aplicadas al marketing*, pp. 35-58.
- Ruiz Palomo, D. (2010). *La solvencia empresarial*, Tesis Doctoral, Universidad de Málaga.
