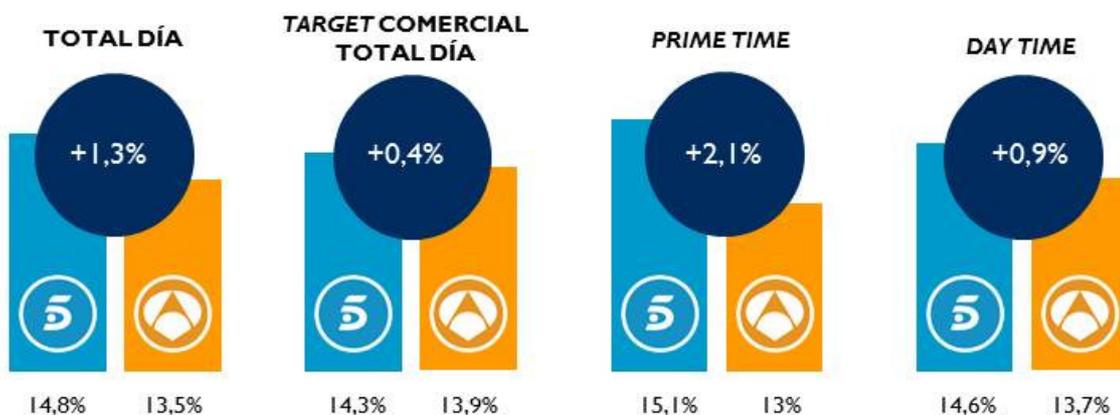


Madrid, 1<sup>st</sup> July 2015

TOP RECORDS FOR THE 2014/2015 SEASON  
IN MEDIASET ESPAÑA

**Telecinco leads 10 months of the season with the biggest advantage over the second channel in the last three years**

- It reaches 14.8%, the best figure since the 2009/2010 season and it is the most watched channel every month (September-June), a result which has not been produced for seven seasons (2007-08). It exceeds the second channel by 1.3 points, the biggest difference reached in the last three seasons.
- **Prime time:** increases to 15.1% and achieves an advantage of 2.1% over the second in the ranking.
- **Day time:** with 14.6%, is ahead of the next option by 0.9 points, which it also exceeds in the **afternoon slot (16.1% vs. 15.9%)** and in **late night (19.8% vs 12.1%)**.
- It is **leader in commercial target** with 14.3%, 0.4 points more than the second.



- **Telecinco News closes the season as the most watched Monday – Sunday**, in the early evening and afternoon slots. It improves its results by 0.7 points up to 14.7%, compared to the 13.5% average of Antena 3 News.
- **Telecinco 21:00 News.** The prime time edition presented by **Pedro Piqueras** is leader for the third consecutive year and achieves a **record**

number of viewers since the 2008/2009 season (2,743,000 and 17.4%), versus Antena 3 News 2 (11.9% and 1,810,000). It obtains **50% more audiences** than the second in the ranking.

### **PRIME TIME**

- **“Gran Hermano VIP 3”** has registered an average of almost 4 million viewers (3,990,000), with a 29.7% share. It is the **best edition of the Big Brother format in the last 10 years. It surpasses the second option in its time slot by 20 points.** (9.7% and 1,296,000).
- **“Gran Hermano 15”** has averaged 21.1% and 2,686,000, achieving the **best share since “BB 11”**. It sets its advantage at 8.4 points over the next option (12.7% and 1,614,000).
- **“Supervivientes: Honduras”** gets a 26.8% share and 3,366,000 viewers. **Surpassing the last edition by more than 5 points**, more than doubling that of the second option (12.2% and 1,536,000) in its time slot.
- **“La Voz”** reached 24% audience share in its third edition and 3,521,000 followers. **Compared to the previous edition it has increased by almost 1 point (23.2% and 3,414,000)** and doubles the next offer (12.5% and 1,833,000).
- The new talent shows **“Pequeños Gigantes”** (23.3% and 3,042,000) and **“Levántate”** (19.2% and 2,669,000) are **leaders in their respective broadcasting slots** in their first seasons with more than 10 and 2.5 point advantage, respectively, over the second option (11.8% and 1,538,000 / 16.7% and 2,322,000).
- **“Sálvame Deluxe”** continues as **leader on Fridays** for another season with 18.7% share and 2,268,000 viewers, **8.4 points more than the second channels in its slot** (10.3% y 1,250,000).
- **“El Príncipe”**, the most watched series of the season with 4,602,000 viewers and 24% share, almost 3 points more than the next option in its slot (21.3% y 4,086,000).
- **“La que se avecina”** (23.7% and 4,077,000) is the **series with the best commercial target: 28%**. Surpassing the second channel in its slot by almost 9 points (14.8% and 2,503,000).
- **“Anclados”** premiered with 27.3% and 5,144,000 and translates to the **best launch of a comedy on Mediaset España since “Aída”**. Leading its slot with 19.8% and 3,588,000 in the season, almost 7 points more than the next offer (11.9% and 2,160,000).
- **“Chiringuito de Pepe”** leads its slot with 17.9% and 3,048,000 viewers, versus the 14.1% and 2,403,000 viewers of the second option.
- The most watched miniseries of the season on TV is **“Los Nuestros”** (3,649,000 and 19.6%).

- **Cinema: “The Impossible” (34.8% and 6,117,000)**, produced by Telecinco Cinema, is **the most watched non-sports broadcast of the season** and the **most watched Spanish film in the last 20 years of Television**. It is also the most watched film (national and international) of the season.

#### **DAY TIME**

- **“El Programa de Ana Rosa”** reached 20.4% audience share and 595,000 viewers, it **best figures in the last seven seasons**. Markedly surpassing **“Espejo Público” (17.2% y 489,000)**, and with this, achieving the **biggest advantage in the last four years**.
- **“Mujeres y Hombres y Viceversa” (14.3% and 982,000)** leads its timeslot in commercial target with a 19.0% average and 7.5 points ahead of the second option.
- **“Cámbiame”** (12.7% and 1,429,000) since its launch it has improved by **3.2 points compared to the product that preceded it and it is leader amongst the national channels** with almost a 1 point lead over the second option (11.8%). In commercial **target** it increases to **15.4%**.
- **“Sálvame”** leads the afternoon time slot with 17.7% share and 1,925,000 viewers, 2.5 points more than the next option (15.2% and 1,659,000). In **commercial target (17.3%)** it widens its lead up to **4 points** over its immediate competitor.
- **“Pasapalabra”** is the leading game show of the **day time slot** with 18,2% share and 2,263,000 viewers, **5.6 points ahead of the second channel’s offer** (12.6% and 1,566,000).
- **Mundial de Motociclismo (Motorbike World Championship):** The MotoGP races broadcast live in 2015 average 26.4% and 3,364,000 viewers.

#### **CUATRO, THE CHANNEL WITH THE LARGEST GROWTH AND BEST FIGURES SINCE 2009/2010**

- The channel **grew by 1.1 point** since the previous season and **reached 7.3% share**, its best record since 2009/2010.
- It is the **third option for the under 55’s**, with 8.2% share.
- It grew in **commercial target to 8.5%**, equaling La Sexta’s figure, which it had surpassed in the period between January and June (8.5% vs. 8.4%).
- It overtakes the next option in **day time** (7.6% vs. 7.1%), the **morning** (7.6% vs. 6.7%), **early evening** (8.4% vs. 7.4%) and **late night** (8.6% y 8.1%).
- **“Las mañanas de Cuatro”** closes its best season with a **50% increase in share** up to 12.6% share and 747,000 viewers.

- **Cuatro News I achieves an historic record:** 11.7% and 1,220,000 viewers.
- **Cuatro Sports I**, presented by Manu Carreño and Manolo Lama, **equal their best result of the season** with 9.2% share and 1,204,000 viewers practically doubling the result achieved by La Sexta's "Jugones" (5% and 657,000). The space surpasses the **15% audience share in the 13 to 34 year old public.**
- **"Adán y Eva", the channels most watched program** with 12.8% share and 2,443,000 viewers.
- **"¿Quién quiere casarse con mi hijo?"** (12.6% and 1,976,000) **closes its best season.**
- **"Hermano Mayor"** (11.8% and 2,066,000) exceeds the next option with a **spectacular following amongst the younger audiences: 24.3% amongst 13 to 24 year olds and 19.7% in 25 to 34 year olds. Leading its slot in commercial target (14.2%).**
- **"Cuarto Milenio", with 8.7% share this season, improves by 0.8points compared to the previous season** and exceeds the next option in its time slot by 2.3 points (6.4%) and by more than four in commercial target (11% vs. 6.8%).
- **"The Strain": best fiction product of the season** with an average of 8.7% share and 1,626,000 viewers.
- **"Castle"** (7.9% and 1,526,000) beats La Sexta in its time slot (7%) on Thursday nights.
- **"Gym Tony"** reaches an average of 6.2% share (1,127,000), **improving Cuatro's previous average in the slot by 1.3 points.** Beating La Sexta in Cuatro's target audience – youngsters under 34 years old-, in which it gained 9.5% share (vs. 7.8%).
- In the Cinema section **"Home Cinema" (8.6% and 1,135,000)**, offered on weekends in the afternoon slot, exceeds La Sexta by more than 2 points (6.4%).
- **UEFA Europe League:** the games average **12.7% share and 2,072,000 viewers**, a figure which notably grew during the big **Final** between Sevilla FC and Dnipro: **4,894,000 viewers and 29.7% audience share.**
- **Basketball World cup:** The Spanish teams matches in the Basketball World Cup were followed by an average **2,847,000 viewers, 18.3% share.**

## **THEMATIC CHANNELS**

- **FDF, leader amongst the thematic channels** with 3.7% share, **closing its best season.**
- **FDF, 39 consecutive months as the most watched thematic channel.**

- **Divinity (2.3%)** also closes its best season and manages to position itself as the **second most watched thematic channel in May** with 2.5%. In the group women 16 to 44 years old this increases to 4.1%
- **Energy (1.6%)** also concludes its best season.
- **Boing (1.6%)** is **leader amongst the commercial children's channels** and records **12.5% in children 4 to 2 years old.**

GABINETE DE PRENSA

**MEDIASET***españa.*



 @mediasetcom

 /mediasetesp

[www.mediaset.es/mediasetcom](http://www.mediaset.es/mediasetcom)