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2015 RESULTS

Mediaset España, once again leader with their best historical results in audience and web traffic

Telecinco made history again by leading the 12 months of the year with its best figure since 2009 in total day, a prominent prime time domain and leadership in the rising commercial target

- **Telecinco** (14,8%) is the most watched channel achieving its best figure for the last six years compared with the decline of Antena 3 (13.4%). It leads in commercial target (14.4%), after growing 4/10 on last year; an area where Antena 3 falls to 13.8%. In prime time (15.2%) distancing themselves by 1.7 points compared to Antena 3 (13.5%). **Cuatro** (7.2%) is the fastest growing channel with its best figure since 2009 (+0.5 points on 2014). In prime time (6.4%) it's up by 3/10 this year. Meanwhile, **Factoría de Ficción** leads thematic television and equals its historic record (3.5%) and its highest figure in young people 13 to 24 years old (9.3%). As a group, Mediaset España is audience leader with 31% share, 3 points more than in 2014. It is also the best group of television in terms of commercial target (33.1%) and the only group to show improvement in this area, (+2 tenths) over last year.
- **Telecinco.es** is the leading television website with an average 9.8 million monthly unique users and more than 950 million videos watched up until November according to comScore users while **Cuatro.com** has averaged 4 million unique users a month and accumulated more than 72 million videos in 2014. **Divinity.es** has reached an average of 1.5 million monthly unique users, while **Mitele.es** has exceeded 2.6 million unique users a total of 413 videos watched. Overall, the company's websites stand out amongst the other television groups with a monthly average of 11.1 million users and a monthly average of 95 million videos viewed, according to the latest data from comScore between January and November.
- In *apps*, the different brands of Mediaset accumulate more than 11 million downloads on smartphones and tablets, with the Mitele app (4.5 million), "The Voice" (1.6 million), "Big Brother" (2.6 million) Mediaset Sport (0.5 million) and "Moto GP" (0.4 million) as the most downloaded.

- Mediaset España has yet again, finished the year as the group of channels leading in TV and Internet audiences, scoring its best historical record in both traditional consumption via TV and also via web traffic, placing its contents as the most followed, commented and shared.

Telecinco (14,8%), the most watched channel of 2015 for the fourth consecutive year with its best figure since 2009

With growth of 3/10 compared to 2014, in 2015 **Telecinco reached an average audience share of 14.8% and exceeded the second TV by option 1.4 points (13.4%)**, the biggest advantage in the last three years. Furthermore, Telecinco ended the year as **leader during the 12 months, without exception**, a milestone for the commercial television in Spain, and which Telecinco first reached in 2007 and **no other commercial broadcaster has managed to repeat**.

Recording a victory in all age targets except children, with young people from 13 to 24 years as one of its most prominent segments with a 15.1% share, 2.3 points higher than its nearest competitor (12.8 %).

Telecinco has achieved the victory in the commercial target with a 14.4% share, its best figure since 2010 after improving the data 4/10 last year, exceeding Antena 3 by 0.6 points (13.8%), 3/10 less than in 2014.

Another year as leader of the primetime slot with 15.2% share, and a lead of 1.7 points over its nearest competitor (13.5%).

Telecinco is the leading channel on the most days of the year (247 days), 68% of the disputed days. The channel wins virtually all of the broadcasting slots: **full day (14.8%), prime time (15.2%), day time (14.6%), morning (13.9%), afternoon (16 , 3%) and late night (19.1%)**.

In the *ranking* of commercial television broadcasts, **Telecinco has 6 of its spaces in the top 20 of the year** (Basketball World Cup, Football World Cup, UEFA Super Cup and Ocho Apellidos Vascos'). The number of Telecinco's broadcasts increases in the exclusive ranking of programs, where the channel has 10 of the 20 most viewed with its fiction, entertainment and sport proposals: Football Super Cup, the series 'El Príncipe', 'La Voz Kids', a friendly match of the Spanish National Team, 'La que se avecina', 'GH VIP', 'Los Nuestros', 'La Voz', 'Supervivientes' and 'Anclados'.

Telecinco has provided the leading News offer on the television in our country. In all its editions midday and evening from **Monday to Sunday, Telecinco News** has led absolutely with 14.8% share and 2,006,000 viewers establishing a distance of 1.5 points over Antena 3 Noticias (13.3% and 1,770,000).



Meanwhile, **Telecinco News at 21:00**, presented by Pedro Piqueras, has been the News reference of 2015 among all of the channels with a 17.5% share and 2,577,000 viewers, his record and his best audience share of the last 7 years. The news, which was the most watched of the day on 38 occasions, 5.5 points ahead of Antena 3 Noticias 2 (12% to 1,683,000).

The second edition of **'The Voice Kids'** (28% to 4,337,000) has been the most watched entertainment program in 2015; For its part, **'The Voice'** has closed its third edition with an average of 24% share and 3,521,000 viewers, widely leading its time slot.

'Big Brother' has once again demonstrated its strength in 2015: **'GH VIP 3'** has established itself as **the second most followed entertainment program on television** with a **29.7% share and 3,990,000 viewers**, also noting success **'GH VIP 3: debate'** (19.9% to 2.876 million). **'Big Brother 16'** (23.1% and 2,849,000 viewers) has become the most competitive edition since **'GH 11'**, in the 2009/2010 season, and the most watched since **'GH 12 + 1'** in the 2011/2012 season. Also **'GH 16: the debate'** has shown excellent performance with a **17.1% share and 2,209,000 followers**.

'Survivor: Honduras' this year has created an authentic television event with an outstanding **27.3% share and 3,343,000 viewers**.

On Friday night, **'Sálvame Deluxe'**, has remained strong with an average share of **19.1% share and 2,202,000 viewers**.

New formats premiered this year such as **'Pequeños gigantes'** (15.6% and 2,246,000), **'Levántate'** (19.2% and 2,669,000) and the latest editions of **'Hay una cosa que te quiero decir'** (15 , 7% and 1.929,000) have contributed to the leadership in 2015 entertainment on Telecinco.

With regard to fiction, **'El Príncipe'** was the **most watched series of the year on all channels** with an average of 24% share and 4,602,000, overtaking the fiction of its main competitor. Meanwhile, **'La que se avecina'**, icon of the national comedy on television, has been placed ahead of the latter, occupying **third place in the ranking of national fiction with 23.6% share and 4,038,000 followers**, and with a **27.7% share in commercial target**, the highest of all series broadcast in 2015. **'Anclados'** also won public support with an average of **19.1% share and 3,341,000 spectators**.

In the area of **miniseries**, Telecinco also ranked first with con **'Los Nuestros'**, which had **19.6% share and 3,649,000 viewers**. In movies, the television premiere of **'Ocho apellidos vascos'** marked a milestone in its broadcast on Telecinco and Cuatro with **8.270,000 viewers (47.5%) and scoring a 50.8% share in commercial target**. The film produced by Telecinco Cinema is the film with the largest audience in the last 20 years and the ninth most-watched in television history.

Telecinco has also shone with sports broadcasts, stunning the audience with their offers of football, basketball and motorcycling. In the top sport, we have seen the duel between FC Barcelona and Athletic Bilbao both in the **Copa del Rey (6.322,000 and 41.1%)** and **Spanish Supercup (5,760,000 and 38.3%)**.

In basketball, Spain's third gold medal. The final of the Eurobasket between the Spanish and Lithuania became the most watched basketball game in the history of television reaching **44.5% share and 6,148,000 viewers** on average rising to **50.9% commercial target share**.

And in motorcycling, Telecinco said goodbye to the most followed MotoGP World Championship in history (30.4% to 3.073 million). The average audience of the championship in the top category increased compared to the 2014 figure (28.4% to 2.750,000). For its part, the Valencia GP race became the most watched of all time (53.5% to 5.903,000). Jorge Lorenzo's victory in Cheste exceeded records which until now were until then the most watched races: the 500 cc 1999 in Rio de Janeiro (5,145,000 and 40%), featured on TVE I and GP 2013 Valencia 2013 (4.978,000 and 43.8%).

Cuatro (7.2%), the fastest growing channel in 2015 (+0.5)

In the year of its tenth anniversary, Cuatro ended the year as the generalist television with the largest increase over 2014, up 1.2 points in two years, **reaching a 7.2% share**.

In commercial target Cuatro has increased its share to 8.2%, its best figure since 2010. In addition, young people 13 to 34 years has achieved 8.3%, with a lead of two points over its nearest competitor, which further stood out in children 4 to 12 years (4.7% vs 2.6%), ages 13 to 24 (8.3% vs 4.8%), 25 to 34 (8, 3% vs 7.3%) and adults aged 35-54 years (8.4% vs 8.2%).

In prime time (6.4%) it has improved by 3 tenths compared to 2014 with its best record since 2010 and a commercial target in that slot amounting to 7.7% share, 3 tenths more than in 2014 and the best figure for the last 5 years.

In day time, it has achieved its best figure for the last six years (7.5%), four tenths more than in 2014. It leads over its direct competitor (6.9%) by 0.6 points. In other slots, compared to its direct competitor Cuatro wins in the morning (7.4% vs 6.5%), evening (8.2% vs 7.3%) and late night (8.3% vs 7, 7%), and drawing in the afternoon with 6.7%.

Factoría de Ficción (3.5%), thematic leader, equals its historical annual maximum and consolidates as a reference among youths 13 to 24 years (9.3%)

The series and movie channel of Mediaset España, leader of thematic television for the fourth year, has closed 2015 with the same record 3.5% share. the second most watched thematic television, Neox (2.6%) is almost one point behind.

FDF has also emerged as one of the great references of television for young audiences of 13-24 years in 2014, an attractive target in which the channel has remained above 9%. With an extraordinary 9.3% share it has exceeded even mainstream television such as La Sexta and ranks as the third most watched channel in this audience group. It is also the thematic channel leader of the commercial target with a 4.3% share, and scored the victory in day time (3.8%) and prime time (3.0%).

Divinity (2.3%) notes its record with a commercial target of 3% and 3.7% in women 16 to 44 years

The female channel of Mediaset España has grown 2/10 over 2014 to register a 2.3% share in total individuals. It has also increased its commercial target audience (3%) after increasing 3 tenths last year, establishing a lead of 6 tenths over Nova (2.4%).

Divinity has also strengthened the loyalty of its core target women 16 to 44 years, with a 3.7% share, overtaking its closest competitor among feminine themes (3.6%).

Among the most watched content of Divinity in 2015, the following have excelled 'GHVIP Diario' the summary of 'Survivor', the 'Vender para comprar' and Imborrable' series' Grey's Anatomy ', ' Body of Proof " The Closer 'and' Castle '.

Energy signs a 1.5% share in total individuals and 2.3% in men 25 to 44 years

Commercial target, Mediaset España's male channel has increased its average by 0.4 points in total individuals reaching a 1.9% share.

Among its most watched content, the FTA Football League matches, the 'CSI' and 'Hawaii 5.0' series and the 'Adam and Eve', 'Callejeros', '21 days' and 'carnivorous Chronicles' programs.

Boing closed 2015 as the leader of commercial television children's channel for the fourth consecutive year with a 12.5% share in children aged 4-12 years

The children have chosen Boing again, for the fourth year, as a reference for commercial children's channel with 12.5% of the audience share among viewers aged 4 to 12 years with a figure that creates a distance of 1,8 points, with its nearest competitor Disney Channel (10.7%).

The younger ones have once again put the programmes 'The Voice' and 'The Voice Kids' as the most watched on Boing, alongside the animated series 'Más allá del jardín', 'Historias Corrientes' and 'Doraemon' .



Mediaset España, leads the audience with the highest figure in its history (31.0%)

Increasing 0.3 points compared to 2014 (30.7%) and grows to 33.1% share in commercial target, this segment also leads by two tenths more than the previous year.

In prime time it closes the year with a 29.9% share, its highest figure since 2008 and 3 tenths more than in 2014. In day time, it is the most watched broadcaster with a 31.5% share, and the highest growth recorded in that slot, with 0.3 points more than in 2014.

In 2015 Mediaset Spain has provided 12 of the 20 most-watched broadcasts of commercial television: Telecinco 9 and 3 Cuatro.

*Source: Multiplatform and comScore Video Metrix. Average calculated based on data from comScore. ** Videometrix data pertain only to PC.*







