

Madrid, 1st June 2016

May audiences.

Telecinco (15,1%) reaches 21 months of uninterrupted leadership, 1.7 points ahead of its competition (13.4%) and the best commercial target (14,4%)

It accumulates 15 months of leadership among young people 13 to 24 years old (15.2%), a group in which it leads by 2.2 points compared to Antena 3 (13%)

- Records the best commercial target of all televisions with 14.4% share, 0.9 points higher than its competition (13,5%).
- Undisputed leader in prime time, which amounts to a 16.2% share, its highest since March 2015 and its best May in the last 7 years, 1.4 points ahead of its main competitor (14,8%).
- Leads the most prominent slots with results in the afternoon (15.9%) and late night (20.2%). In daytime, it is the most watched channel with a 14.5% share. In this slot exceeds the second option by 1.9 points (12,6%).
- Leading 22 days of the month, 70% of the month and is the most watched television in 6 of the 7 nights of the week, placing 10 broadcasts among the 20 most successful, including the final of the Copa del Rey 'La que se avecina' and 'Mi casa es la tuya'.

PRIME TIME

- The final of the Copa del Rey Barcelona vs. Sevilla (49,8% and 10.035.000) became the most-watched game of the year and the season, ahead of Champions League match Real Madrid vs. Atletico Madrid (57.3% and 9,447,000) plus the fourth most-watched broadcast of the month. The golden minute of the match at 23:20h was watched by 11,966 million viewers with a share of 57.5%.
- Extra-time was watched by 10.465 million viewers and a 53.8% share and was the third most followed broadcast of the month and season.
- 'Mi casa es la tuya' situates four broadcasts among the 20 most watched in May with an average of 20.1% share and 3,488,000 viewers, surpassing its immediate competitor in this slot by 4.3 points (15.8% to 2,754,000).

Cuatro (6,6%), the third channel amongst viewers under 55 (7,6%)

- La Sexta outperforms in the targets of young people, with 3.5 points difference in viewers 13 to 24 years old (8.3% vs. 4.8%), and by 1.6 points for the audience of 25 to 34 years old.
- It also leads its direct competitor in the target: 35 to 54 years old with a 0.2 points difference (7.9% vs. 7.7%)
- Cuatro increases its records in the commercial target parameter that grew by 1 point achieving a 7.6% share, the third most-watched commercial channel in this parameter (tied with La Sexta). In Cuatro's specific profile of viewers aged 16 to 54 years, the channels leads by 0.3 points with a 7.9% share compared to 7.6%.

PRIME TIME & LATE NIGHT

- 'First Dates' grew 4 tenths regarding the previous month and marks a 7.6% share and 1,330,000 viewers. On the 24th it broke its record with a 9% share and 1,633,000 viewers. The daily dating show stands out among young people 13 to 24 years old (10.8% vs. 6.8% of La Sexta) and viewers 25 to 34 years old (13.1% vs 8.6%).
- '9 meses con Samanta' stands as the best entertainment premiere of the season both on Cuatro and La Sexta, with an average of 11.1% share and 2,044,000 viewers, 4.4 points ahead of its direct competitor. It is a leader among all channels amongst viewers' aged 13 to 34 years old (19.0%), compared to 16.8% of Antena 3 and 5.4% of La Sexta. The latest instalment gathered 2.238.000 viewers (12.1%), becoming the entertainment broadcast with best share of the channel in the season. '9 meses con Samanta' Commercial target rises to 13.3% share, the best in its slot, to 5.7 points.

Factoría de Ficción (3,1%), 50 consecutive months as thematic leader

- Exceeds Neox (2.3%) for another month. Also leads Commercial target with a 3.8% share.
- In addition, it ranks as the fourth most watched channel of all channels among 13- to 24 year olds (8.1%), exceeding Neox by 0.6 points (7.5%).

Divinity (2,4%), manages to be the second most watched DTT channel, surpassing Neox (2.3%) for the first time in its history.

- Divinity is the female thematic leader for the fifth month, scoring its biggest advantage over Nova (2%) with its best monthly figure of 2016.
- It also leads compared to its main competitor in their core targets of women 16 to 44 years old (3,5% vs. 2,8%).

Energy (1,7%) scores the best May in its history

- Records a 1.8% share in commercial target and the same data in its core target (men 25 to 54 years old).

Boing (1,4%), leading children's commercial television channel with 13.7% of children compared to 9.6% of its competitor

- The channel has led since January 2015.

Be Mad (0,5%), prime time leader (0,5%) Among the new thematic channels

- Scores 0,7% share in commercial target and 0,8% among men 16 a 44 years old, the channel's preferred audience.

Mediaset España (30,7%) equals its annual record, with the largest lead (+3.7) over Atresmedia (27%) since September 2015

- In commercial target (32,3%) Mediaset España leads Atresmedia by 2,5 (29,8%)
- In prime time, Mediaset España (30,4%) grew 0.6 points with respect to the previous month and achieved its best record in this slot since July 2015. Leading by 1.9 points over Atresmedia (28,5%), marking the largest distance between two groups of the season.
- In day time, Mediaset España's set of channels obtains a 30,9% audience share, 4.6 points above Atresmedia (26,3%).