

Madrid, November 1st, 2012

## AUDIENCIA OCTOBER 31ST

5

**“THE VOICE” AGAIN REACHED THE TOP ON WEDNESDAY NIGHT WITH 4.899.000 VIEWERS AND A 33,9% AUDIENCE SHARE**

Grows 3,8 points in commercial *target*, up to 37,7%

In “The Voice” slot, Telecinco surpasses nearly 24 point over his immediate competitor (Antena 3) who reached a 10% audience share

Gets its best audience share in young people between 13 and 24, segment in which “The Voice” grows up to 43,1%

11.143.000 people contacted yesterday with the program, which registered the golden minute of the day at 23:27 hours with 6.130.000 viewers (34% audience share) enjoying “the battles” (“*las batallas*”)

The minute with the most audience share ( 47,1% ) , was at 00:25 hours, when more than 3,8 million people were watching the program presented by Jesús Vázquez

“The Voice” it was the first option for all ages targets and geographic markets

Telecinco reached the top once again with a 19,9% audience *share*

GABINETE DE PRENSA

MEDIASETespaña.

