

Madrid, October 25th, 2012

## AUDIENCE WEDNESDAY OCTOBER 24TH

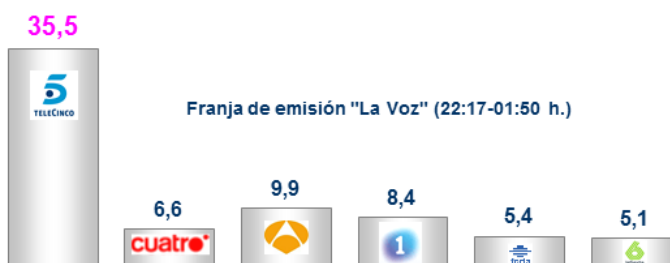
**MEDIASET ESPAÑA (33,2%) AND TELECINCO (21,1%) REACHED THEIR HIGHER DATA OF THE YEAR WITHOUT FOOTBALL**

**THE GROUP GROWS IN COMERCIAL TARGET UP TO 37,7% AUDIENCE SHARE AND THE CHANNEL UP TO 24%**

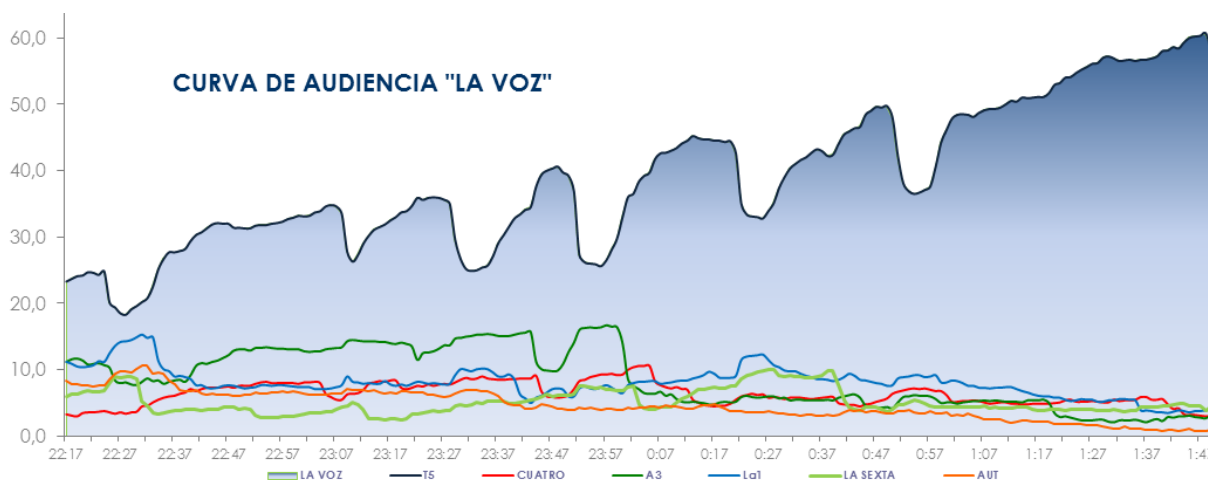


**“THE VOICE” EQUALS ITS RECORD OF SHARE (35,5%) AND EXCEEDS 7,2 MILLION VIEWERS IN THE GOLDEN MINUTE**

The premier of **“The Battles” (Las Batallas)** (35,5% and 5.336.000) reached the top in its slot with 25,6 points ahead over the second options



The **Golden Minute** of the day (23:48 h.) with **7.228.000 viewers (40,6%)** also reached the highest quota at 01:48 hours with **60,7% audience share (3.867.000.000)**. 13,4 million people connected to the talent show



**Its commercial target** reached the top with **40,7% audience share**, the highest one of all the programs broadcasted yesterday on TV

Reached **22,5% audience share in prime time** and **42,3% in late night**

LIDERAZGOS "LA VOZ"			
Targets	T5	A3	LA1
Ind. 4+	35,5	9,9	8,4
T.C.	40,7	9,2	6,0
Hombres	29,2	7,4	10,4
Mujeres	40,9	12,0	6,7
4-12	37,0	13,0	4,3
13-24	50,7	7,5	4,1
25-34	41,9	9,2	5,5
35-54	37,4	9,5	6,8
55-64	31,0	10,2	10,5
65 y mas	24,4	11,5	14,3
ALTA-MEDIA ALTA	30,1	9,7	7,5
MEDIA	36,6	10,3	8,2
MEDIA BAJA	37,6	10,0	9,2
BAJA	37,6	7,0	10,3
AND	36,8	11,5	8,2
CAT	29,5	7,0	4,6
EUS	30,3	9,8	8,5
GAL	33,3	7,1	8,1
MAD	31,6	11,2	8,6
VAL	39,1	11,5	7,2
CLM	40,7	11,7	9,6
CAN	47,8	3,5	6,1
ARAGON	32,8	8,4	9,7
ASTURIAS	41,1	7,1	12,7
BALEARES	45,1	8,1	5,3
MURCIA	36,8	9,5	9,0
CASTILLA Y LEÓN	31,1	15,9	14,0
RESTO	34,6	12,4	14,3

**Absolutely led in all ages and social class targets, reaching 50,7% audience share in viewers between 13-24 years old and a 41,9% between 25-34 years old**

**It was also the first option in all geographic markets, following the data obtained in The Canaries (47,8%), Baleares (45,1%), Asturias (41,1%), Castilla-La Mancha (40,7%), Valencia (37,1%), Andalucía (36,8%) y Murcia (36,8%)**

**The slot before the show, "The Voice: battles begin" – second most viewed broadcast of the day (3.084.000 and 15,2%)- also comfortably led in its slots.**

**New record in Twitter with 36 world trending topics and 21 national**

**During its broadcast reached to 312.223 comments on social networks and 3.713 comments per minute at 01:14 hours**