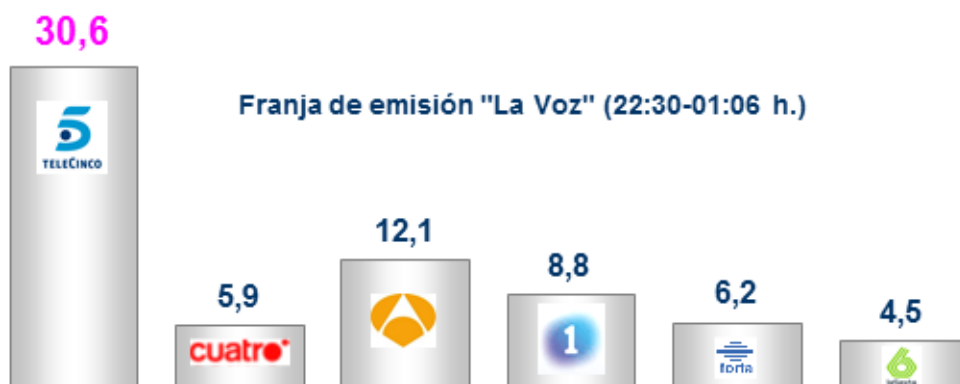
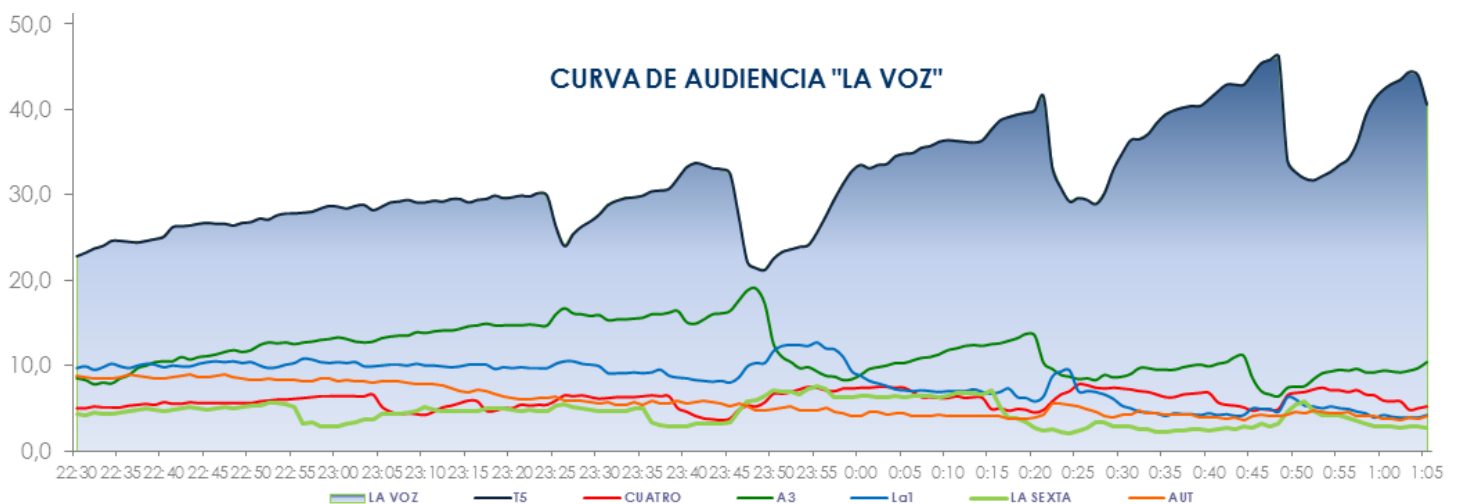


AUDIENCE SEPTEMBER 19th 2012

“LA VOZ”, THE BEST PREMIERE OF AN ENTERTAINMENT FORMAT SINCE JUNE 2005

With 4.591.000 viewers and a 30,6% audience share, it has been the most watched slot of the day

It was the “golden minute” of the day with 5.661.000 viewers and a 33,7% audience share (23:41 hours). More than 10,4 millions of people connected to “La Voz” for at least 1 minute



The program increased its share in the commercial target to 33,5%

"LA VOZ": LIDERAZGOS POR TARGETS Y MERCADOS							
Targets	T5	A3	LA1	AUTO	LA 2	CUATRO	LA SEXTA
Ind. 4+	30,6	12,1	8,8	6,2	2,0	5,9	4,5
T.C.	33,5	11,1	7,0	5,4	1,5	7,3	5,5
Hombres	24,7	9,5	9,2	7,2	2,0	5,6	5,8
Mujeres	35,7	14,4	8,3	5,3	2,0	6,1	3,4
4-12	26,9	14,0	6,6	3,5	0,3	4,3	5,7
13-24	42,1	7,8	3,2	4,7	0,6	6,6	5,6
25-34	36,0	9,2	6,2	4,3	0,7	5,0	7,5
35-54	30,8	12,1	8,3	5,3	1,7	7,3	5,6
55-64	28,6	13,2	10,4	7,0	2,3	6,0	2,5
65 y mas	24,5	14,7	12,4	9,3	3,9	3,6	1,5
ALTA-MEDIA ALTA	23,2	9,2	9,8	7,5	3,1	7,0	6,2
MEDIA	32,8	12,2	8,0	5,7	1,5	6,8	4,2
MEDIA BAJA	31,6	13,3	9,1	6,2	2,1	4,1	4,1
BAJA	35,2	16,6	9,3	5,3	1,3	3,0	2,7
AND	34,8	14,4	6,4	3,5	2,3	3,7	3,8
CAT	26,3	8,8	5,4	17,3	2,3	7,0	2,2
EUS	25,3	11,1	12,0	8,2	2,2	7,5	5,7
GAL	27,3	8,3	7,7	8,9	0,5	8,4	5,7
MAD	28,9	13,1	7,9	7,6	2,5	6,4	5,9
VAL	36,8	13,7	10,3	2,0	1,7	8,0	3,7
CLM	30,1	20,1	9,9	3,4	1,1	4,4	5,2
CAN	37,5	7,8	6,6	3,6	0,7	4,3	6,5
ARAGON	33,4	7,8	11,4	5,2	2,1	7,6	5,3
ASTURIAS	27,7	7,5	11,5	6,0	0,7	4,9	4,0
BALEARES	29,2	9,3	6,5	4,7	3,6	8,8	5,8
MURCIA	24,2	9,7	14,1	1,5	1,9	2,9	6,1
CASTILLA Y LEÓN	26,8	16,5	15,1	0,1	1,7	3,8	4,5
RESTO	27,8	14,4	13,9	0,4	2,2	4,2	5,0

Succeeded in all *targets* and geographic markets, across all the data obtained in the segments 13-24 years old (42,1%) and 25-34 years old (36%)

The previous program “La Voz Express” (2.826.000 y 15,3%) and “Llega La Voz” (3.752.000 y 20%) did not give competitors a break

Telecinco succeeded comfortably in *prime time* (20,3%) and grew even more in *late night* (28,9%) by a big margin over the rest of the channels. It was the most viewed channel on Wednesday with a 18,9% *audience share*

IMPACT ON INTERNET AND SOCIAL NETWORKS

180.000 users viewed “La Voz” live on Telecinco.es and Mitele.es

“La Voz” has become the program with most echo in social networks to date: at the time of writing this information, it had accumulated more than 52.000 mentions in social networks (Twitter, Facebook, and *blogs*) with a potential reach of 125.000.000 million users across the world

At 22:45 yesterday night, it managed to reach more than 1 *tweet* per second on Twitter

It made 33 *hashtags* in national *Trending Topics* and reached a world ranking of 11. Even the name of the program sponsor managed to make the list of the most commented topics on Twitter

GABINETE DE PRENSA

MEDIASET *españa*.

