

Madrid, 1st July 2015

Leads the television season, equalling the landmark year 2007/2008

Telecinco (15.2%), the most watched channel for the tenth consecutive month, 2.1 points ahead of its main competitor (13.1%)

- Improves its average in the Prime time slot with 15.8% share, surpassing its competitor by 2.7 points (13.1%)
- It is the most watched channel five out of seven nights of the week, two of those the audience share figures are higher than 20%: Wednesday (20.7%) and Thursday (21.8%).
- In commercial target (15%) it exceeds Antena 3 by 1.7 points (1.7%).
- There isn't any rival for Telecinco in the day time slot either (14.9% vs. 13%), 1.9 points more than Antena 3, this is the biggest advantage for the channel over its main competitor since November 2011. It also outperformed Antena 3 in the morning slot (15.1% vs. 13.6%) and the late night leading with 20.2% share, double that of its main competitor (10.6%).
- It becomes the channel which leads the most days of the month with 23 wins, 76.7% of the disputed days, placing 11 broadcasts among the 20 most viewed: the last three chapters of "El Principe" broadcast in June (the most watched after the Champions League and the European Football Championship), three episodes of "Anclados", "La Voz" and "Supervivientes."
- It is the preferred channel in 12 of the 14 geographical areas, exceeding the national average in almost all of them, Asturias (20.2%) and Canarias (17.8%) as their top marks.

NEWS

- The News presented by Pedro Piqueras is the news reference for all of the televisions with an 18% share and 2,205,000 viewers, 5.5 points ahead of Antena 3 News 2 (12.5% and 1,490,000).

- Monday to Sunday, Telecinco leads in both early evening and night time (14.5% and 13.4% vs. 1,820,000 1,657,000) and the prime time edition (16.2% to 1,983,000 12.3% vs. 1,458,000).
- The Monday to Friday editions (14.9% and 789,000) lead over other competitors in share, establishing a 1.6 point gap over Antena 3 (13.3% to 645,000).
- The sum of the early evening and night time editions (15.3% and 1,943,000) is also the first choice out of all of the televisions, leading its main competitor by 1.8 points (13.5% to 1.686 million).

DAY TIME SLOT

- **“El programa de Ana Rosa”** records a 19.9% share and 552,000 viewers, beating "Espejo Público" for 26 consecutive months (15.4% to 413,000), This month the magazine achieves the second major advantage with respect to its competitor, with 4.5 points.
- **“Mujeres y Hombres y Viceversa”** closed the third most watched month of the season with 1,020,000 viewers and a 14.9% share. It scores a commercial target of 19.7%, one of the best out of all of the televisions.
- **“Cámbiame”** (12.7% and 1,429,000) arrives at Telecinco’s programming grid as the leader of the slot between the national television stations, 0.9 points ahead of their nearest competitor (11.8% and 1,334,000). In Commercial Target the figures increase to 15.4%.
- With its editions “Naranja” and “Limón”, “Sálvame diario” is unbeatable with an average of 17.3% share and 1,802,000 followers, creating a distance of 2.2 points over Antena 3 in its time slot (15.1 % vs. 1,573,000).
- **“Pasapalabra”** remains leader for another month in its timeslot with 17.6% audience share and 1,758,000 viewers, representing a lead of nearly 4 points on Antena 3 (13.9% to 1,388,000).

PRIME TIME AND LATE NIGHT SLOTS

- Telecinco leads six of the seven weekly prime time slots with "Anclados" (Monday), "El Principe" (Tuesday), "La Voz" (Wednesday), "Supervivientes" (Thursday and Sunday) and "Sálvame Deluxe" (Friday).

- **“Anclados”** scores an average 19.3% share and 3,481,000 viewers, becoming leader of its timeslot with 8 points more than Antena 3’s offer (11.3% and 2,035,000).
- **“El Príncipe”**, the most watched series of the season (24% to 4.602,000), it places three of its June broadcasts in the most watched of the month between the commercial televisions, with an average of 23.2% share in June and 4,214,000 viewers, beating Antena 3 in its time slot by 2.6 points (20.6% to 3,731,000).
- **“La Voz”** closes its third season this month with an average of 24% share and 3,521,000 viewers. In June it reached 23.7% share and 3,281,000 viewers, twice that of its main competitor (10.5% and 1,444,000).
- **“Supervivientes: Honduras”** (25.9% and 3,334,000), the most watched entertainment program on television this month, it wins Thursday nights, also doubling the figure of its main competitor (15.0% and 1,937,000), On Sundays, “Supervivientes: Honduras, El debate” is also leading its timeslot with 18.9% audience share and 2,331,000 viewers, 7.7 points more than Antena 3 (11.2% and 1,386,000).
- **“Sálvame Deluxe”** (18,7% and 2.011.000) doubles the offer of its closest rival (9.8% and 1,054,000), again becoming the first choice in prime time on Fridays.

SPORTS EVENTS

- **The friendly football match Spain-Costa Rica** (21.4% and 3,943,000) is in ninth place among the 20 most watched programs of the month. The match won 4.6 points more than Antena 3’s offer (16.8%).
- The live **World Moto GP Grand Prix** race in Catalunya reached 2,590,000 viewers and 26.1% share, tripling its main competitors result (8.1% to 800,000), and scoring a spectacular 29.7 % share in commercial target.

Cuatro closed June with a 7.2% share and 8.2% in commercial target, beating La Sexta in the under 55 audience (8.1% vs. 7.2%)

- By socio-demographic targets, it exceeds its main competitor in the group children 4 to 12 years old (4.4% vs. 2.7%), young people 13 to 24 years old (8.9% vs. 4.7%) and viewers 25 to 34 years old (8.3% vs. 7.2%).

- By slots, Cuatro leads La Sexta in day time, with an advantage of six tenths (7.7% vs. 7.1%) and wins in the mornings (7.4% vs. 7.2%), early evening (8, 1% vs. 7.2%) and late night (8.6% vs. 7.6%).
- By market, Cuatro is ahead of its rival in Andalusia (6.8% vs. 6.5%), Catalonia (7.2% vs. 6.8%), Galicia (7.6% vs. 7.2%), Canary Islands (8.2% vs. 6.5%), Balearic Islands (7.2% vs. 6.4%), Murcia (8.2% vs. 7.7%) and the "Other" (7.5% vs. 7%).
- With a commercial target of 8.2% in June, Cuatro closes the first half of 2015 beating La Sexta in this parameter (8.5% vs. 8.4%).
- **“Las Mañanas de Cuatro”** achieves an 11% share and 650,000 viewers, 0.7 points more than in June 2014 (10.3% and 599,000).
- Then **Cuatro News** with Marta Fernandez, scored 10.8% and 1,140,000 viewers, winning in its time slot by 0.9 points ahead of Antena 3 (9.9% and 1,043,000).
- **Cuatro Sports News** confirms its unbeatable leadership with a 9.6% share and 1,259,000 viewers, it records almost double "Jugones" (5.2% and 683,000), The sports news increases its share in commercial target (11.5%), also doubling that of its competitor (5.7%), and is the absolute leader in its time slot among viewers 25 to 34 years old with 16.6%.
- In the afternoon, the episodes of **"Hawaii 5.0"** averaged a 6.8% share, 0.2 points more than in May. In commercial target the figures increase to 7.8%, compared to 7.7% of La Sexta and young people 13 to 24 years registered a 10.9% share, quadrupling La Sexta (2.7%).
- **“Gym Tony”** (6,4% and 1.035.000) maintains good numbers among young people 13 to 34 years old with 10.2% share, compared to the 8.9% of La Sexta.
- In prime time, **"Castle" (7.7% and 1,388,000)** and **"Cuarto Milenio" (7.4% and 794,000)** exceeded La Sexta in their respective slots (7.5% and 1,365,000 – 5.9% to 635,000).
- In the weekend early evening slot **"Home Cinema 1" (9.1% and 1,100,000)** and **"Home Cinema 2" (7.6% and 829,000)** beat the film offer of the direct competition (5.7 % and 686,000 - 5.1% and 553,000), respectively.

Factoría de Ficción: 39 consecutive months of leadership among the thematic channels

- With a 3.5% share in the June, it is ahead of Neox, its immediate competitor, by 1 point (2.5%).
- The audience share grows to 4.3% in commercial target and records its best figures in terms of young people 13 to 24 years old with 10% share, becoming the third most watched channel out of all of the channels in this section.
- “La que se avecina” is the most watched non sports broadcast, amongst the thematic channels with 6.2% share and 797,000 viewers.

Divinity recorded the best June in its history (2.3%) after growing 9% compared to June 2014

- Increases its share in commercial target to 2.9% share, 0.5 points higher than Nova, its main competitor (2.4%).
- In its core target (women aged 16 to 44 years old) it reaches a 3.9% share, 4 tenths more than Nova (3.5%).

Energy grows in June and records a 1.6% share

- In commercial target, Mediaset España’s male channel increases its share to 2% and records 2.4% in its core target (men 25-44 years old).

Boing, is once again the leading children’s channel in commercial television among children (13.0%)

- It surpasses the Disney Channel by 2.5 points (10.5%) in the channels core target (4 to 12 year old viewers).
- It closes June with 1.7% share in total individuals, three tenths in front of the Disney Channel (1.4%).

Mediaset España, the leading audiovisual group of the month with 31.5% share

- Indisputably leading prime time (30.2%) the day time (32.1%) and commercial target (33.6%).

SOCIAL MEDIA SHARE

- Mediaset España leads the social media share of June with 3,325,339 comments, according to Global In Media Comunicación, which accounts for a 44% share, 10 points and 1 million more reviews than their nearest competitor (2,443,002 and 32%).
- The final of "La Voz" is the most commented on space out of all of the commercial channels with 434,672 comments and 93,435 unique users. Furthermore, it is the non sports broadcast that has aroused the most interest in social networks in June.
- Telecinco places five broadcasts within the ten most discussed broadcasts in June: "La Voz" (accrued 791,096 comments) and "Supervivientes" (98,327 comments).
- Factoría de Ficción is the only thematic channel that grew compared to the previous month (+ 57%) with 13,719 comments.