

Telecinco, Leader of the month in total day (15.3%), prime time (16.3%) and commercial target (14.6%), with their best record of the decade in March.

In total day it reaches its best figure in March since 2008. It exceeds Antena 3 by 1.9 points (13.4%) with an increase of 0.5 points compared to March 2014 (14.8%).

Telecinco has also obtained a victory in commercial target with a 14.6% share, its best figure in March since 2010, exceeding Antena 3 by 0.9 points (13.7%). The record reached by Telecinco in the parameter most sought by advertisers is the highest in television since October 2014.

It leads the primetime with a 16.3% share, 3.8 points more than Antena 3 (12.5%), the biggest advantage of the season and its maximum in the month of March since 2009. Registering the best records of all prime time television this season posting an increase of 0.9 points compared to February 2015 (15.4%).

In the ranking of emissions, **Telecinco has positioned 13 of its spaces among the 20 most watched of the month**, with proposals for entertainment, fiction and News such as "Celebrity Big Brother", "The Voice", "Los Nuestros (Ours)", "Aquí paz y después gloria (And then, what)" and Telecinco News at 21: 00h. Among commercial television, the list of most viewed broadcasts rises to 16 from 20, capturing the first 8 positions.

Telecinco News Mon-Fri 21:00 (17.5% and 2,978,000) remains as News reference for all televisions, reaching 5.5 points ahead of Antena 3 News 2 (12% and 1,970,000) . **It stands as the absolute leader from Monday to Sunday in primetime with 2,726,000 viewers and 16.1% share**, establishing a distance of 3.9 points compared to its main competitor (12.2% to 2,000,000).

In prime time, Telecinco programming achieves an excellent performance. The latest installment of **"Celebrity Big Brother"** (35.9% and 4,919,000) **is the Final with the largest audience share since 2004 and the most viewed since 2006** in the entire history of the program. **In March, the reality galas on Thursdays** (31.5% and 4,088,000) have exercised **absolute control of this slot, tripling the records of the other televisions and scoring a 30.8% share in commercial target**, the best of the time band and triple that of its closest competitor (10.2%).

The start of "The Voice" (28.1% and 4,591,000) has become the second biggest opening in this format. The talent show brings 4.617 million viewers and scores a 27.6% share in March, a record that grows to 29.4% in commercial target.

The first episode of **"Aquí paz y después gloria (And then, what)"** (20.7% to 3,681,000) has been the **most watched premiere series, this month, of Telecinco since June 2014**. With an average of 18.5% and 3,271,000 viewers, this series gets the leadership of its time slot to Antena 3 3.5 points (15.0% and 2,648,000) and grows almost 1 point in commercial target (19.2%), the best its timeslot.

In the morning, "The Ana Rosa program" (21.0% and 636,000) grew 1.3 points compared to March 2014, winning by 3.4 points against " Espejo Público " (17.6% and 527,000) .

Cuatro scores its best March of the last 6 years in total day (7.5%), prime time (6.9%) and commercial target (8.7%), beating La Sexta in viewers under age 55.

Cuatro consolidates its monthly growth and reduces the distance with its direct competitor by 2/10.

Total day grows by 1.4 points compared to March 2014 (6.1%).

In commercial target it is the third most-watched, and improves by 1.2 points compared to its Total individuals average audience and 1.4 points compared to March 2014.

Cuatro beats its nearest rival in commercial target (8.7% vs. 8.5%) and regarding audience segments it exceeds in all types of viewers up to 55 years: children 4-12 years (5.4 % vs 2.6%), youth 13-24 years (9% vs 4.9%), young adults 25 to 34 years (9.4% vs 7.1%) and adults aged 35-55 years (8.9% vs 8.4%). It also leads compared to La Sexta among women 16 to 44 years (8% vs 6.4%) and men 25-44 (9.8% vs 9.1%).

In March the chain achieves **its best *prime time* of the last 6 years** with a 6.9% share, representing an increase of 1.3 points over the previous year. This improves commercial target to 8.4% share.

Factoría de Ficción (3.5%) thematic leader once again, closed the month with its best historical record for March

The series and movie channel of Mediaset España, leader of thematic television for 36 consecutive months, provides an advantage of almost 1 point on Neox (2.7%), positioning itself, once again, as the fourth most watched channel nationwide among young people 13-24 years (8.6%), 1 point ahead of Neox (7.6%). It is also the thematic channel leading commercial target with a 4.3% share, 7/10 more than Neox (3.6%).

Divinity (2.2%) achieved their best ever March and reached 3.7% in its core target.

Energy recorded a 1.5% share in total individuals, its highest in March and 2.4% in men 25 - 44 years.

Boing, Mediaset's children channel, is once again the leading commercial channel among children with 11.2%.

Mediaset España, Leader with its best historical record for March in total day (31.6%), prime time (31.2%) and commercial target (33.6%).