

Madrid, 1 de june de 2015

## Telecinco leads May (15,4%) with the greatest advantage over Antena 3 (13%) since June 2014

- Improves its monthly average in prime time and leads this time slot indisputably with a 16.1% share, the best data obtained in a month of May since 2009. It surpasses its competitor by 3.7 points (12.4 %).
- It is the most watched channel six out of seven nights a week, three of them with over a 20% share: Mondays (21.9%), Tuesday (22.1%), Wednesday (19.6%) Thursday (23.4%), Friday (17.9%) and Sunday (16.8%).
- Also winning in commercial target with a 15.4% share, the best figure of any channel since October 2014 and the highest figure in May for Telecinco since 2008. Antena 3 scores a 13.1% in this parameter, 2.3 points less.
- In addition, Telecinco has not had any rival in May in the morning slot (15.4%), afternoon (15.8%), the day time slot (15%) equals Telecinco's biggest advantage over Antena 3 (13.2% ) since November 2011,- and the late night slot has a spectacular 21.1% share, double that of its main competitor (10.4%).
- It is the channel that leads most days of the month with 22 days won, 71% of all the disputed days.
- The News presented by Pedro Piqueras is the news reference for all channels with a 16.2% share and 2,255,000 viewers, 5.2 points ahead of Antena 3 Noticia 2 (11.0% and 1,466,000).
- The News from Monday to Sunday, Telecinco leads in group of all its editions (13.8% to 952,000) and the prime time edition (15.1% and 2,060,000) and the whole early evening and night time (14.0% and 1,830,000).
- The multichannel premiere of "Anclados" becomes the best start for a comedy on Telecinco since "Aida" (2005) gathering 5,144 million viewers and a 27.3% share.
- "El Príncipe", the most watched series on television this season, puts its four May broadcasts as the most watched of the month not counting football and Eurovision, with an average of 24.2% share and 4.744 million viewers.
- "Survivor: Honduras" (27,8% and 3.517.000), the most watched entertainment program on television this month, unrivalled on a Thursday night. On Sundays, "Survivor: Honduras. The debate" leads with 17.8% audience share and 2,325,000 viewers.
- Just behind "Survivor" in the ranking of the most watched programs, "The Voice" comfortably leads Wednesday night with an average of 22.3% share and 3,080,000 viewers.

- “La que se avecina” closes its eighth series in May with the most competitive figure in its history: 23.7% share (4,007,000 viewers). It is the series with the best commercial target for all TV broadcasts (28%).

## **Cuatro climbs to a 7.3% share and marks its best May since 2009, becoming the fastest growing general channel with regard to 2014**

- Adding a tenth compared to April (7.2%) and becomes the fastest growing generalist television compared to May 2014 (7.3% vs. 6.7%)
- Registered its best May figure since 2010 in commercial target (8,3%).

## **Factoría de Ficción (3,6%), leader in the thematic channels**

- A total of 38 consecutive months of leadership, with a lead of 1.1 points on Neox (2.5%).
- Scores 4.4% in commercial target compared to 3.2% in Neox.
- Records its best figure in audiences 13-24 years old (9.5%), becoming the third most watched channel among all the channels in this target with more than 3 points ahead of their nearest competitor (6.4%) .

## **Divinity recorded the best May in its history (2.5%) and becomes the second most watched thematic channel**

- It occupies second place in the ranking of the most watched thematic channels, tying with Nova and Neox, and becomes the fastest growing channel (+0.7 points, in percentage + 39%) compared to May 2014.
- Commercial target amounts to 3.1%, 0.7 points ahead of Nova. In its core target (women aged 16 to 44 years) it gets 4.1%, 0.5 more than Nova (3.6%).

## **Energy achieves its best figure in May with a 1.5% share**

- In commercial target Mediaset España’s male channel rises to 1.9% share and records 2.2% in its core target (men 25-44 years).
- Improves its figures by 7% in total day (1.5%) compared to May last year (1.4%)

## **Boing the commercial channel leads among children (13.5%), growing 1.4 points compared to April (12.1%).**

## **Mediaset España, leading with its best historical data for May in total day (31.8%)**

- Equals the second best monthly historical data without taking into account the months of the World Cup in 2014.
- Leading the prime time with 31.1%, the best May data for the group, with a lead of 5.1 points over Atresmedia (26%) and 32.2% recorded in day time compared with 25.3% for its nearest competitor.
- Grows to 34.2% in commercial target, its best month for May in this segment and fourth best record in its history.