

Madrid, 2nd January 2015

BALANCE 2014

Viewers, Internet and social network users give Mediaset España audiovisual leadership with historical figures

- TV:** Mediaset España is leading with 30.7% audience share, 1.7 points higher than in 2013 and with a 32.9% in commercial target. By channels, Telecinco (14.5%) is the most watched after growing 1 point over last year, and is also the preference for prime time with 15.2% (+1.7 points on 2013). Cuatro has also grown to a 6.7% share, 7 tenths more in 2013 and **6.1%** in primetime, up 5 tenths this year. Meanwhile, Factoría de Ficción leads thematic television with an all-time record (3.5%).
- Internet:** The company websites are first between the television groups on the internet with a monthly average of 10 million users and nearly 1.3 million videos viewed between January and November. By channels, Telecinco.es is the leading site of the channels, with a monthly average of 8.8 million unique users and more than 1.1 million videos downloaded up until November while Cuatro.com has obtained a monthly average of 3,9 million unique users accumulating almost 116,000 videos in 2014. Divinity.es has averaged 1.4 million monthly unique users, while Mitele.es has exceeded 2.6 million unique users and a total of 385,596 videos downloaded
- Applications:** Mediaset España's apps have closed 2014 with 6.3 million downloads accumulated on smartphones and tablets, with Mitele (2.8 million), "La Voz (The Voice)" (1.3 million), "Gran Hermano (Big Brother)" (1.4 million), Mediaset Sport (0.4 million) and "Moto GP" (0.3 million) as the most downloaded
- Social Networks:** Mediaset España, has 491 official generic and corporate accounts on 6 social networks and with more than 25.5 million followers among them, they have generated 56% of the comments regarding television in the social media, making its contents month on month as the most participated and commented on by their users, according to Global In Media
- Advertising:** Mediaset España channels have returned to offer the most viewed spots of the year, the first 10 on Telecinco. In thematic channels, Factoría de Ficción has obtained 76% of the 100 most watched spots of the year and Divinity 4%

Viewers, Internet and social network users have once again chosen the company which Mediaset España offers daily through television, Internet, second screens and social networks, where their contents are again the most viewed, most participated, shared and viralized of the televisions in our country, and the preference of advertisers to support their campaigns. The company closed 2014, a key transitional

year in the advertising market recovery, with record figures in all these parameters, scoring its highest historical audience with its channel offer, the largest number of unique users and page views from their webs and higher social participation linked to their contents since the birth of *social media*.

Mediaset España, audiovisual group leader of the television audience in 2014 with the highest figure in its history (30.7%)

Their figures increased 1.7 points compared to 2013 (29%) and increased to a 32.9% share in commercial target * almost 2 points higher than the previous year.

In *prime time* the year closes with a 29.6% share, its highest figure since 2008 and 2.3 points more than in 2013. In *day time*, they are the most watched broadcaster with a 31.2% share and the only one that has grown in this slot, 1.4 points higher than in 2013.

In 2014 Mediaset España has fully captured the top 20 of the most watched programs of commercial television with their contents: 18 from Telecinco and 2 from Cuatro.

Regarding its thematic channels, **FDF and Boing lead the ranking of the 20 most-watched broadcasts in DTT: 8 from Factoría de Ficción and 3 from the children's channel.**

Telecinco (14.5%), most watched channel in 2014 for the third consecutive year with its best figure in the last four years

Grows 1 point with respect to 2013, is the most-followed for the third consecutive year and exceeds its main competitor by 0.9 points (13.6%).

It is the most watched channel in 10 out of the 12 months of the year and has an absolute lead on the most days: 221 days, 60.5%.

Telecinco, is absolute leader on weekday evenings, **maintains its leadership in *prime time* with 15.2% share, its highest figure in the last five years, exceeding its main competitor by 2.3 points (12, 9%).**

It also leads in *day time* with 14.2% share, also in the evening (16.3%) and late night (18.0%).

(*) Commercial Target: individuals aged 16-59 years from all social classes except the lower classes and residents in towns of over 10,000 inhabitants.

In commercial target Telecinco attains a 14% share, 1.3 points higher than in 2013 and its best figure since 2011. In *prime time*, the channel achieves a 14.3%

share, matching its highest record of the last four years. In *day time*, it achieves a 13.8% share, 9 tenths more than in 2013.

By regional markets, **Telecinco is the most viewed channel in 9 of the 14 television areas:** Andalucía (13.9%), Madrid (14.6%), Canarias (17%), Euskadi (16.8%), Galicia (15, 4%), Asturias (19.9%), Baleares (13.9%), Murcia (15.2%) and the "Rest" (15.4%).

Telecinco has offered the two of the most-watched broadcasts on television in 2014: **the World Cup match in Brazil between Spain-Chile (67.6% and 13,229,000) and the extra time in the final (Germany-Argentina, 67.6% and 12,691,000).** They also offered 18 of the 20 most-watched broadcasts on commercial television with different matches of the World Cup in Brazil, "Lo imposible (The Impossible)", "El Príncipe" and "La voz Kids (The Voice Kids)" versus none from Antena 3, given that the two remaining ones correspond to Cuatro with the UEFA Europa League.

In 2014, Telecinco has led national fiction: its series have been the most followed by the public, with an average of 3,357,000 viewers and an 18.2% audience share.

"**El Príncipe**" has been crowned as the most watched series on Telecinco with an average of **5,219,000 million viewers, 26.9% share** and a 27.7% share in commercial *target*.

"**La que se avecina**" ended the year as the undisputed leader in television comedy with **4,010,000 viewers, 22.5% share** and a 26.8% share in commercial *target*. The adventures of this particular community of neighbors have once again dramatically awakened a huge interest among young viewers, with an average of 45.4% among the 13-24 years old audience.

"**Chiringuito de Pepe**" the new series of the season, has emerged as the third most-watched series on Telecinco with an average of 3,598,000 viewers and a 21.2% share, a figure that has grown more than 3 points to reach 24.6% share in commercial *target*. The 13-24 years old audience has achieved 23.6%.

"Aida" (**14% and 2,834,000**), the longest running television comedy, said goodbye to its loyal fans amassing 4,230,000 followers and a 22% share in the final broadcast. Telecinco has also premiered the fiction "B & B" (**14.3% to 2,602,000**) and the miniseries "Hermanos" (**13.4% and 2,227,000**), which have also been situated among the most watched series of the season.

In third party fiction, Telecinco has offered "**Resurrection**" with an average of 3,472,000 viewers, a 19.1% share and a commercial *target* of 21.2%.

Entertainment has been one of the strengths of Telecinco in 2014. The chain has earned public recognition with the release of new formats that have become genuine audience phenomena such as "**La Voz Kids (The Voice Kids)**" (**5,156,000**



viewers, **30,1% share and 29.9% in commercial target**) and **"Pequeños Gigantes (Small Giants)" (23.3% share, 3,042,000 viewers and 22.0% in commercial target)** as well as Telecinco's classic proposals which have once again demonstrated there are in excellent tune with the viewers, even improving their figures from previous editions. This was the case with **"Gran Hermano (Big Brother)"**, which in its 15th edition, with an average of **21.1% share and 2,686,000 viewers**, has obtained its best audience *share* since **"Gran Hermano II (Big Brother II)"** with a massive following among young people 13-24 years old (**31.9%**). **"Gran Hermano (Big Brother): El debate"**, broadcast in *prime time*, has also led in its timeslot with an average of **2,216,000 viewers and a 15.6% share**.

This success has also been seen in **"Supervivientes Honduras 2014"**, with **21.5% share and 2,835,000 viewers**, again led unrivaled its time slot reaching 21.2% in *commercial target*. The competition *Supervivientes* has also registered a special following among viewers aged 13 to 24 years old, among which achieved a **26.1% share**. In late night, **"Supervivientes: El debate" (18.4%)** and in the *access prime time* **"Supervivientes: Última Hora (latest news)" (13.2%)** have also been leaders in their respective slots.

In *prime time*, Telecinco has once again had **"Sálvame Deluxe" (18.9% and 2,208,000 million viewers)**, which has closed an excellent year with their best historical records and leading Friday nights, and **"Hay una cosa que te quiero decir"**, is unrivaled in their broadcasts with an average of **14.6% audience share and 1,638,000 viewers**.

In *day time*, in house production spaces have accompanied the majority of viewers throughout the whole year. In the morning, **"El programa de Ana Rosa" 2014 has closed as the preferred morning television show again with a 19.4% share and 574,000 viewers**, surpassing **"Espejo Público"** by 2.6 points (16.8 % and 482,000 viewers).

In the evening slot, **"Sálvame"**, **"Sálvame Naranja"** and **"Sálvame Limón"** have reached a **17.5% share and 1,880,000 spectators** and have again outdone its closest competitor. The celebration of the fifth anniversary of the program has allowed **"Salvame"** to reach the second best *share* in its history on their "big day" on the 10th July with **22.2% and 2,163,000 million viewers**.

"Pasapalabra" (19.1% and 2,263,000) has remained the undisputed leader of its time slot. The program has achieved a historical audience record in 2014 on May 27th with the prize pot won by Paz Herrera, which brought **3,164,000 viewers and a 26.9% share**.

In *late night*, **"Hable con ellas" (14,7% and 920,000)**, one of the premieres of 2014, has led its time slot by half a point outshining its main competitor.

On Saturdays, meanwhile, there has been the premiere of **"Un tiempo nuevo"**, which on 22nd November scored its record of a **21.1% share and 2,725,000 viewers**, making it the most watched entertainment program in Saturday *prime time* since 2008.

In the evenings, **“Qué tiempo tan feliz!”** (12.2% and 1,468,000 viewers) was established as the leading bid of the Saturday and Sunday afternoon slot in 2014.

Sport has emerged as one of the most successful contents for Telecinco last year. The **World Cup Brazil 2014** has emerged as the **second most-watched World Championship in history** since audience records began, only surpassed by the historical South Africa World Cup 2010. The **aggregate matches, extra time and penalty shootouts broadcast by Telecinco and Cuatro** have registered an average of **5,569,000 viewers and a 39.7% share**, a figure surpassed only by the South African event (6,325,000 million and 44.6%), also offered on free to air by Telecinco and Cuatro, and well above the third most watched championship, of Korea-Japan 2002 (4.180.000 and 52.5%), broadcasted by Antena 3.

The Spain-Chile match and the extra time in the Germany-Argentina final of the World Cup broadcasts have been the two most watched on television during 2014 with a spectacular 67.6% share and over 13 million viewers and a 67.6% of share and 12 million followers, respectively.

Regarding the Motorcycle World Championship, the MotoGP category has grown this year up to a 28.4% share, making it the second most-watched in history with **2,758,000 viewers**. Commercial *target* has registered 32.2% and *core target* (men 25-44 years) has recorded 37.0%. **Moto2 (20.9% and 1,255,000 viewers) and Moto3 (18.4% and 1,006,000 viewers)** have also widely led in their respective broadcast slots.

Cinematographic broadcasts have stood out this year **"Lo Imposible (The Impossible)" (34.8% and 6,117,000)**, which became the **most watched non-sports broadcast and Spanish film of the past 20 years**. The title produced by Telecinco Cinema also obtained 37.1% in commercial *target* and an outstanding 46.3% share of young people 13-24 years old.

Informativos Telecinco (Telecinco News), informative reference in 2014.

Informativos Telecinco has emerged for the second year as the leading news in Spain with an average of **1,996,000 viewers and a 14.5% share in the lunchtime-evening slots from Monday to Sunday**, exceeding Antena 3 Noticias by 1.4 points (1,783,000 and 13.1%) and Telediarios TVE I (News TVE I) by almost 2 points (1,832,00 and 12.7%).

The 21:00h edition, Monday to Friday has become the most watched of the year (17.1% and 2,551,000) with its best figures for the last five years. The space presented by Pedro Piqueras, leader of its time slot, exceeded Antena 3 Noticias 2 by almost 6 points and 1 million viewers (11.4% and 1,636,000), also establishing itself as the most-watched broadcast of the day in a total of 35 days over the year.

Telecinco Morning News has also reached its highest figure since 2009 (**10.4%, 152,000**), while **Telecinco 15:00 News** has consolidated its position in the lunchtime slot with an average of **1,805,000 viewers and a 13.8% share**. **The**

weekend *prime time* edition has surpassed its main competitor with a **12.5% share** and an average of **1,784,000 viewers** on **Saturday and Sunday**.

Cuatro closes 2014 with a 6.7% share (+0.7) and once again repeats its leadership in commercial target (8.1%) compared to its main competitor

The channel has grown 7 tenths with respect to 2013, achieving **its best annual result of the last four years**. The commercial *target* has increased by 8 tenths over the last year and has maintained its leadership ahead of its main competitor for another year (8.1% vs 8%). In young people 13-24 years old has achieved 8%, the highest figure in this *target* since 2011 and with a lead of 3.5 points against La Sexta.

The *prime time slot*, improved 0.5 points compared to 2013, reaching a **6.1% share, the best figure in this slot since 2010**. Commercial *target* has increased by 1.3 points to a **7.4% share**, representing an increase of half a point compared to 2013 and the best figure of the channel in this parameter in the last three years.

In *day time*, Cuatro has achieved **its best figure of the last five years (7.1%)** and an increase of one point compared to 2013, it has beaten La Sexta (6.6%) by half a point. In *day time* commercial target, Cuatro has grown to an **8.4% share (+ 1 point to 2013)**, compared with 7.3% of its main competitor, i.e., 1.1 points ahead.

Throughout 2014, Cuatro has offered, with outstanding success, formats with excellent and comprehensive public profiles on social networks such as **"Adam and Eve"**, the nudist *dating show* which has become the biggest entertainment premier in Cuatro's history. The space has reached **12.8% audience share, 2,443,000 viewers and 14.6% in commercial target** in its first season. In young audiences 13-24 years old, "Adam and Eve" has managed to achieve an 18% *share*.

"Viajando con Chester", another new format of 2014 has closed the year with a **8.3% share, 1,640,000 viewers and 9.8% in commercial target**. Among viewers 25-34 years old it obtained a 10.9% *share*.

Also **"Hermano Mayor"**, one of Cuatro's most established programming products, has once again demonstrated its strength in its seventh season. **11.0% audience share, which has grown to 13.1% in commercial target (+2.1 points) and has shot up to 21.8% and 18.4% in Cuatro's target audience slots (viewers 13-24 and 25-34 years old)** have made it a strong leader in its time slot in those *targets*.

In addition to these formats, Cuatro has had new programs such as **"Killer Karaoke"** (7.8% to 1,311,000, 8.3% and 18% in commercial *target* in young audiences 13-24), **"Planeta Calleja"** (7.1% and 1,306,000), **"Cabo Vadillo"** (6.8% to 857,000), the series **"Ciega a Citas"** (6.2% and 767,000) and the longest running program of its channel, **"Cuarto Milenio"**(7.7% to 991,000).

Cuatro's international fiction has also stood out, and is always ahead of its nearest competitors offer with titles like **"CSI Las Vegas"** (7.2% and 1,324,000), **"CSI New York"** (7.0% and 1,062,000), **"Castle"**, whose sixth season averaged 8.2% and 1,647,000, **"Sleepy Hollow"** (7.8% and 1,133,000), **"The River"** (6.4% to 789,000) **"24: Vive otro día"** (5.8% to 477,000) or **"Ladrón de Guante Blanco"** (8.3% to 396,000).

In the morning slot, **"Las Mañanas de Cuatro "** presented by Jesus Cintora, has become the reference program for political analysis in the mornings with a **10.4% share**, increasing its 2013 annual average by 4.5 points, three tenths above its main competitor ("Al Rojo Vivo, 10.1% share).

In terms of News, **Noticias Cuatro I** has closed 2014 with the best annual figure in its history with a **10.4% share, 1,053,000 viewers and a commercial target of 11.4% share**, while **Noticias Cuatro II**, with its renewed proposal as a signature news program has shown an upward trend every week, closing the year with an average of **4.7% share, 520,000 viewers and a remarkable following of young people aged 25 to 34 years old with a 61% share**.

Noticias Cuatro Fin de Semana (Cuatro Weekend News) ended the year with a record. The lunchtime slot has achieved a **9.5% share and 864,000 viewers on average**, its best historical figure. And the nighttime slot has gained a **6.3% share and 758,000 viewers, its best figure in the last six years**.

Deportes Cuatro (Cuatro Sports), with Manu Carreño and Manolo Lama, has consolidated its control with **9.3% share, 1,223,000 viewers and 11.6% in commercial target**, registering an outstanding 15.8% in young people 13-24 years old 157% between 25-34 years old.

Among Cuatro's sports broadcasts, the **UEFA Europa League** final between Seville and Benfica attracted **6,410,000 viewers and a 30.4%** audience share. Their penalty shootout was watched by over 8,059,000 viewers and a **39.3% share**. Both broadcasts are among the 20 most watched of the year.

Regarding the **Basketball World Cup**, the games offered by Cuatro plus the final offered by Telecinco have gathered an average of **1,452,000 viewers and an 11.1% share**, a figure that exceeds the data for 2010 WorldBasket offered by LaSexta (10.8%). **The 7 Spanish matches broadcast on Cuatro achieved an average of 18.3% share and 2,847,000 viewers, reaching 22% in commercial target**, figures which are well above those achieved by "La Roja" (the Spanish National team) in the previous World Cup. Cuatro put the three matches played by Spain in September in the ranking of the most watched broadcasts of the month: **France-Spain (25.9% to 4,572,000), ranking leader in the commercial channel broadcasts, the Spain-France (22.7% and 3,816,000) and Brazil-Spain (18.2% to 3,074,000)**.

As for Cinema, the broadcast of **"Lo imposible (The Impossible)"** on Cuatro (16% and 2,317,000) has become the most watched "Home Cinema" of the year. The double cinema sessions on Cuatro at weekends in 2014 averaged an 8.5% and a 7.4% share, the average of the two come to 8.0%, 2.5 points ahead of La Sexta's offer (5.5%).

The period dedicated to the **"Star Wars"** saga has attained a **9.7% share and 1.612.0000 viewers**. Also, the "Home Cinema" in prime time "The Blockbuster" leads its main competitor in 2014 with 8.7% and 1,0342,000 viewers.

Factoría de Ficción (Fiction Factory) (3.5%), thematic leader with its highest annual figure, becomes a solid reference among young people 13-24 years old with 9.4%

Mediaset España's series and movie channel, leader of thematic television for the third consecutive year, has closed 2014 with an increase of 0.6 points above the figure of 2013 (2.9%) thus establishing its record.

In 2014 FDF has also become one of the television references for young people 13-24 years old, a coveted *target* where the channel has earned a remarkable **9.4% share** after growing more than 2 points on the previous year. With this data, the channel surpasses even mainstream television such as La Sexta and ranks as the third most watched channel in this audience.

It is also the thematic channel leading **commercial target with 4.4% share**, 0.7 points higher than in 2013, and is the winner of **the thematic channels in day time (3.7%) and prime time (3.2%)**, growing 0.6 and 0.5 points respectively over the previous year.

FDF has 11 of its broadcasts among the 20 most-watched thematic channels, with "La que se avecina" its main asset. The series, which recorded an average of 4.4% share and 462,000 viewers, scored its best figure on March 9th with an outstanding 6.2% share and 1,146,000 viewers. **Fiction is the most watched broadcast on the channel in 2014**, followed by movies "Shrek Tercero (Shrek the Third)", "Los increíbles (The Incredibles)", "Intocable (Untouchable)" and "Asterix and Obelix: Mission Cleopatra".

Divinity (2.1%) increased compared to 2013, reaching 3.5% in its core target

Mediaset España's female channel has grown 4 tenths on 2013 to log a 2.1% share in total individuals. It has also increased its audience both in commercial target (2.7%) after growing 3 tenths with regards to last year, and among **women 16-44 years old**, where it has achieved a **3.5% share**.

In 2014, Divinity has become the channel with the "Series that you fall in love with", among which **"Imborrable (Unforgettable)" (2.5% and 311,000 viewers)** and **"El cuerpo del delito (Body of Evidence)" (3.4% and 389,000 viewers)** had the most views.

Along with them, **" Gran Hermano 15: Diario (Big Brother 15: Daily) "** have been the channels most followed content. The retransmission of Telecinco's reality is Divinity's most watched broadcast of the year with a 4.4% share and 874,000 viewers on October 29th.

Energy reaches a 1.5% share in total individuals and 2.5% in men 25 to 44 years old

In Commercial *target*, Mediaset España's Male channel has increased its average by 0.3 points compared to 2013 reaching 1.9% share.

Sports contents have been the most followed on Energy during 2014. **Football has cornered four of the five most-watched broadcasts of the channel**, the extra

time of the San Lorenzo-Auckland City match in the Club World Cup (4.1% to 828,000) as the most watched the year.

Boing, a children's channel leading commercial television with 13.1% of share in children aged 4-12 years old

The channel, leader of childrens commercial television for the third consecutive year after beating Disney Channel on 1.7 points, closed 2014 with a 1.7% share in total day.

Boing has placed three broadcasts (two from "La Voz Kids (The Voice Kids)" and the movie "Rio") among the 20 most-watched of the thematic channels during 2014. "La Voz Kids" has emerged as the most viewed on Boing with an average of 4.8% share and 853,000 viewers. The program presented by Jesus Vazquez recorded its best data on March 21st with an outstanding 6.4% share and 1,131,000 viewers.

The *talent-show* "Pequeños Gigantes (Small Giants)" and the films "Rio", "Madagascar 2", "Inazuma Eleven", "Beethoven", "Scooby Doo" and "Bee Movie" were, meanwhile the other most viewed content on the channel this year.

Mediaset España's websites are preferred by users among all TV groups

The viewers have strongly participated in Mediaset España's offer on the Internet to compliment and enrich the viewing experience of its channels.

On the one hand, with a monthly average of **10 million users and nearly 1.3 million videos between January and November**, the last month for which data is available from Comscore, **Mediaset España is the broadcaster with the most internet traffic in 2014 with the various websites of their channels**, nearly doubling its number of users, which in January stood at 6,982,915 up to 12,154,807 unique users reached in November. The websites of Atresmedia are far behind Mediaset España's (their users averaged 7.8 million between January and November) and RTVE (6.9 million users in the same period).

Furthermore, according to the data from OJD **Mediaset España's websites have gone from an average of 18.2 million unique visitors in January to the spectacular record of 34 million users in November**. This fact is largely due to the maximum recorded by Cuatro.com and Divinity.es with 10.2 and 2.5 million unique users respectively.

Whatsmore, Mediaset's websites have accumulated more than 216 million unique users during the year according to Omniture.

According to Comscore, **the average monthly video views has been situated at 3.5 million users for Mediaset España's websites up to November** (compared to 2.6 for Atresmedia), **with a monthly average of over 117 million videos.**

By sites, with an average of 8.8 million monthly unique users and more than 1,157,000 videos downloaded according to Comscore (January-November),

Telecinco.es has grown to become the television web with the most traffic, at a huge distance from its closest competitor, Antena 3 (6.2 million monthly unique users).

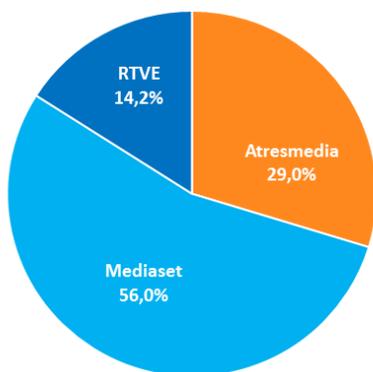
Meanwhile, **Cuatro.com obtained a monthly average of 3.9 million unique users up to November with an aggregate of nearly 117 million videos in 2014,** figures which also put them ahead of La Sexta's website (an average of 2.1 million monthly unique users).

Divinity.es meanwhile reached an average of 1.4 million monthly unique users, while Mitele.es has exceeded an average of 2.6 million unique users with a total of 386 million videos downloaded up to November, according to Comscore.

The Group's different brands have also produced more than **6.3 million downloads of applications for smartphones and tablets accumulatively so far,** with Mitele app (2.8 million), "The Voice" (1.4 million), "Big Brother" (1.4 million), Mediaset Sport (0.4 million) and "Moto GP" (0.3 million) as the most downloaded.

Mediaset España, is unrivaled on social networks with the most active user participation in its content

'Share of voice' (enero-diciembre 2014)



Mediaset España has closed 2014 once more as the group of channels with the most participation by users of social networking, where, in 6 of them (Facebook, Twitter, Myspace, Google+, Instagram and Pinterest) the company **has 491 generic and corporate accounts with more than 25.5 million followers** in total, some of them (Telecinco, "The Voice", "La Voz", "La que se avecina", "Sopa de Gansos", "Gran Hermano" y "Mujeres y Hombres y Viceversa") with more than one million followers each.

According to Global Media, Mediaset España has led the social impact every month of the year, accumulating a total of **56% of the social impact regarding television on the social networks with 54,145,152 comments,** practically double that of Atresmedia (28,016 489 comments, 29% of the total).

Eventos destacados Mediaset 2014	
Programa	Comentarios
Gran Hermano	10.993.936
Mundial Fútbol Brasil 2014	6.477.993
La Voz Kids	2.107.071
Supervivientes	1.858.524
Mundial Basket 2014	696.014
Moto GP 2014	611.317

By general channels, **Telecinco has again provoked comments on social networks with 40,843,694 in 2014** compared to only 13,882,310 of Antena 3.

Cuatro, meanwhile, has earned 10,795,330 million comments, ahead of La Sexta (10,521,788 million).

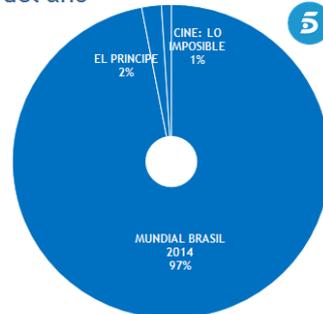
These figures have contributed to some of the entertainment programs and sporting events broadcast by Mediaset España, among those that have stood out are "Gran Hermano" (Big Brother,) "La Voz Kids" ("The Voice Kids") and "Sobrevivientes" ("Survivor") as well as the Football, Basketball and Motorcycle World Cups.

Among the thematic channels **Energy (1,171,229 comments), Divinity (1,028,029 comments) and Factoría de Ficción (359,706 comments) have been situated among the 5 channels with the most participation on social networks**, with the 40 Principales Awards Gala broadcast live on Divinity on December 12th (534,159 entries) as the third most talked about broadcast of the year in the ranking of the non sports programs with the most participation. In this table, Telecinco occupies 6 posts in the Top 10 with distinct broadcasts of Gran Hermano", "La Voz Kids" and "Mujeres y hombres y viceversa".

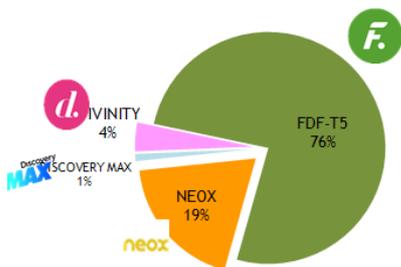
Mediaset España channels, where the most viewed spots are in 2014

The advertising broadcast by Mediaset España has this year once again been placed as the most watched by viewers. In mainstream television, Telecinco offered the top 10 spots of the year, all of which were during different broadcasts of World Cup in Brazil, the first one with a publicity rating of 31.7%. As well as the World Cup, the series "El Principe" and the movie "Lo Imposible" have also broadcast some of the most viewed advertising of the year.

% de las 3 emisiones con los spots más vistos del año



% de los 100 spots más vistos del año por cadenas



With regard to **thematic television**, without taking sports broadcasts into account, Factoria de Ficción has obtained **76% of the 100 most viewed spots of the year** with "La que se avecina" and the movie "Shrek the Third". The summary of "Gran Hermano" on Divinity also appears in this ranking, giving the channel 4% of the most popular spots.

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