

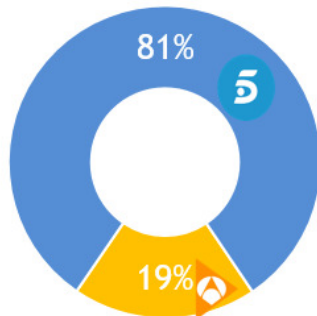
Madrid, 2nd January 2017

## ADVERTISING BALANCE 2016

The Mediaset España channels, broadcast the most watched and notable *spots of the year*, with Telecinco as the television leader in the ranking of campaigns with the greatest audience

Advertising broadcast by Mediaset España has once again been the most watched by viewers in 2016 with 81% of spots with the largest audience, almost 10 points above the record obtained in 2015 (72%) and compared to just 19% achieved by Atresmedia.

% de los 100 spots más vistos del año por cadenas



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

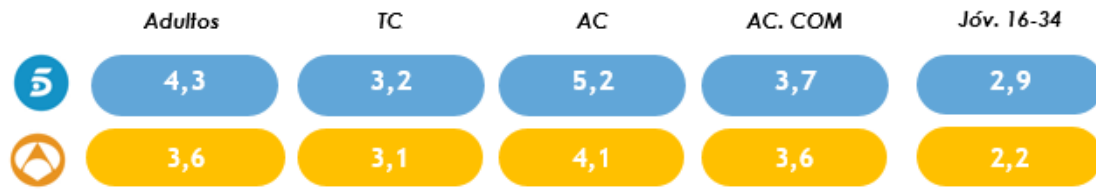


Football broadcasts have once again obtained these percentages, with the Eurocup and the Kings Cup broadcast by Telecinco as well as those with the largest following of Champions League advertising in third place. Also, in the generalist channels, **Telecinco broadcast 8 of the 10 top spots, with the Kings Cup Final on the 22<sup>nd</sup> May as those with the largest advertising rating of the year with 23,5%.**

### Los 10 spots más vistos de 2016

	CAMPAÑA	Cadena	Fecha	Inicio	Dur.	Título emisión	Rat%
1	NISSAN/LEAF	T5	22/05/2016	23:22:37	00:00:20	FINAL COPA DEL REY	23,5
2	PEUGEOT/208	T5	22/05/2016	23:22:17	00:00:20	FINAL COPA DEL REY	23,5
3	RENAULT/KADJAR	A3	22/05/2016	23:37:55	00:00:25	CHAMPIONS TOTAL	22,9
4	HYUNDAI/AUTOMOVILES	T5	28/05/2016	21:47:26	00:00:20	FUTBOL:EUROCOPA	22,7
5	MOVISTAR+/FUSION+	T5	21/06/2016	21:47:46	00:00:30	FUTBOL:EUROCOPA	22,7
6	DAMM/ESTRELLA/CERVEZA	A3	21/06/2016	22:42:23	00:00:40	CHAMPIONS TOTAL	22,7
7	IPHONE 6S/TELEFONO MOVIL	T5	28/05/2016	24:06:40	00:00:30	FINAL COPA DEL REY	21,9
8	OPTICALIA/OPTICO	T5	22/05/2016	23:23:09	00:00:10	FINAL COPA DEL REY	21,2
9	DANONE/DANACOL	T5	22/05/2016	23:23:39	00:00:30	FINAL COPA DEL REY	21,2
10	FOTOCASA.ES	T5	22/05/2016	23:23:19	00:00:20	FINAL COPA DEL REY	21,2

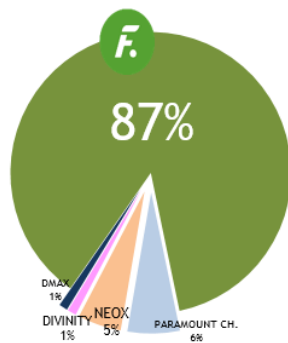
This strength has enabled Telecinco to become the leading television in the advertising rating in prime time and largest advertising investment with a 4.3% rating in Adults, where it exceeds Antena 3 by almost 20% (3,6%).



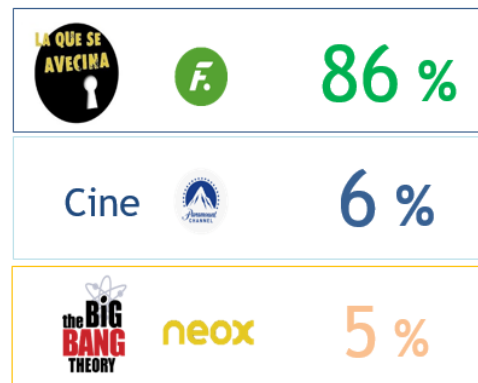
Publicidad convencional (20:30-24:30).

Regarding the thematic channels, the **10 most watched spots in 2017 have been broadcast on Factoría de Ficción** –and records the record number of 86 spots out of the 100 most watched -, Highlighting the effectiveness of its content offering and the multi-channel thematic strategy of Mediaset España, which together with Divinity –with one spot in the 100 most watched- closing the year with an 87% share in the ranking of campaigns on thematic channels.

% de los 100 spots más vistos del año por cadenas



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



Mediaset España, is the only group to offer 100% of its prime time spots in short blocks, closing 2016 as a memorable and notable reference point.

What's more, according to the latest results of the CIMEC strategic market research institute, **Mediaset España has once again established itself as the channel with greater efficiency and publicity** vis-à-vis its immediate competitor, a difference based on its policy of Short blocks in prime time, **with the broadcasting of 100% of advertising breaks with a duration of less than 6 minutes** compared to only 45% of Atresmedia.

According to the aforementioned CIMEC studies, the duration of the advertising blocks affects the memory of the television campaigns in prime time. Thus, blocks with a duration of up to 6 minutes **are remembered 55% more than blocks of more than 6 minutes**. The length of the block is the variable of advertising management that most affects the notoriety of advertising over others such as positioning, duration or typology.

This year's launch of the 'Superspot' has contributed to this leadership in notability, a single advert broadcast in *prime time* and in simulcast on all channels of Mediaset España (except Boing), which has become the most successful advertising product of the season with five of the 10 most viewed spots since September, with the Christmas Lottery as leader with an advertising rating of 18.1%. In addition to its exclusivity, high coverage and outstanding positioning in a minimum duration cut, the 'Superspot' presents average levels of memory 2.7 times greater than the conventional spot, according to the latest results from the Study on Advertising Effectiveness in Prime Time Prepared by CIMEC.

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