

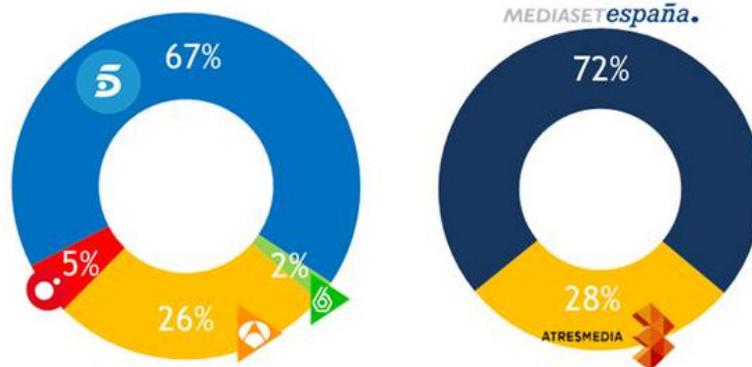
Madrid, 2nd January 2016

## 2015 RESULTS

The Mediaset España channels, broadcaster of the most watched spots in 2015, with Telecinco leading the ranking of the campaigns with the largest audience

The advertising broadcast by Mediaset España has once again positioned itself as the most watched by the viewers with 72% of the spots having the largest audience. In mainstream Television, Telecinco has offered 10 of the top spots, with 67 campaigns amongst the most watched, compared to the 26 of its immediate competitor, these were primarily concentrated in the sporting events The Euro Basketball 2015 and the Motorcycle World Cup.

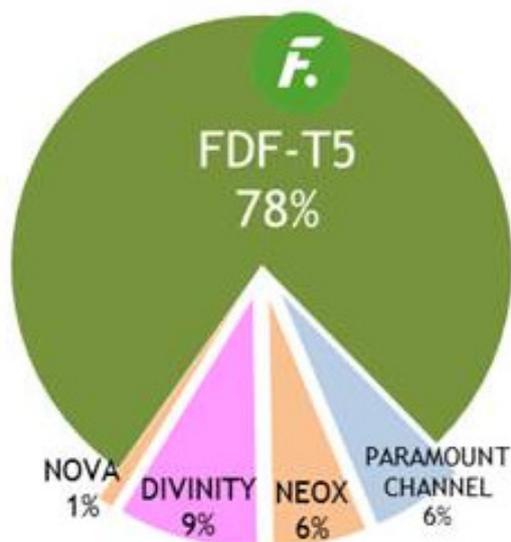
% de los 100 spots más vistos del año por cadenas



### Los 10 spots más vistos del año

Del 1 de enero al 28 de diciembre de 2015

	CAMPAÑA	Cadena	Fecha	Inicio	Dur.	Título emisión	Rat%
1	MC DONALD'S/GRAND BIG MAC BACON	T5	20/09/2015	20:39:12	0000:20	BALONCESTO:EUROBASKET	18,9
2	SAMSUNG/GALAXY S6 EDGE PLUS/TELEFONO MOVIL	T5	20/09/2015	20:44:16	0000:20	POST BALONCESTO:EUROBASKET	18,9
3	SAMSUNG/GALAXY S6 EDGE PLUS/TELEFONO MOVIL	T5	20/09/2015	20:17:59	0000:20	BALONCESTO:EUROBASKET	17,8
4	CEPSA	T5	20/09/2015	20:46:56	0000:30	POST BALONCESTO:EUROBASKET	17,4
5	FIAT/500	T5	20/09/2015	20:46:36	0000:20	POST BALONCESTO:EUROBASKET	17,4
6	VODAFONE/ONE TV	T5	20/09/2015	20:23:52	0000:20	BALONCESTO:EUROBASKET	16,8
7	TOYOTA/YARIS HIBRIDO	T5	20/09/2015	20:26:57	0000:20	BALONCESTO:EUROBASKET	16,7
8	VOLKSWAGEN/PASSAT	T5	08/11/2015	14:49:57	0000:25	POST MOTOCICLISMO:MUNDIAL:MOTOGP	16,6
9	ENDESA	T5	20/09/2015	20:21:21	0000:05	BALONCESTO:EUROBASKET	16,3
10	JOBANDTALENT/APLICACION	T5	20/09/2015	20:24:31	0000:04	BALONCESTO:EUROBASKET	16,3



Regarding the thematic channels, almost **8 of the 10 most watched spots were broadcast by Factoría de Ficción** – which listed 78 spots among the 100 most watched, primarily in the advertising breaks of “La que se avecina” and its varied cinema offering-. **Divinity follows on with 9% of the spots**, contributing to the Mediaset España’s thematic channels broadcasting a total of **87% of the most watched campaigns of the year**, demonstrating the effectiveness of its segmented content offer for different audience profiles.

Furthermore, according to the results of the latest study by CIMEC in June 2015, **Mediaset España has emerged as the most effective and ad aware** group of channels regarding its nearest competitor, a difference supported by its policy of short breaks in the prime time schedule, **broadcasting 100% of commercial breaks with a duration of less than 6 minutes** compared to only 42% of Atresmedia. According to that study CIMEC, the duration of the advertising breaks affects the memory of TV campaigns in prime time. Thus, breaks with a duration of up to 6 minutes **are remembered 47% more than the breaks of more than 6 minutes**. The length of the ad-break is the variable in advertising management that affects the reputation of advertising over others, such as positioning, length or type.

**Telecinco has made history again, leading the 12 months of the year with its best figure in total day since 2009, a prominent prime time domain and a lead in the rising commercial target**

**Telecinco** (14,8%) It is the most watched channel with its best figure in six years compared with the decline of Antena 3 (13.4%). It leads the commercial target (14.4%), after growing 4 tenths compared to last year, the segment where Antena 3 falls to 13,8%. In *prime time* (15.2%) it distances itself by 1.7 points over Antena 3 (13.5%). **Cuatro** (7.2%) is the channel which has seen the largest growth, and has obtained its best figures since 2009 (+0,5 points over 2014). Prime time (6.4%) is up 3 tenths this year. Meanwhile, **Factoría de Ficción** leads the thematic television and matches its record high (3.5%) and its highest figure in young people 13 to 24 years (9.3%). As a group, Mediaset España is audience leader with 31% share, 3 points more than in 2014. It is also the television group with the best commercial target (33.1%) and the only improvement in this segment (+2 tenths) over last year.

**Telecinco.es** is the leading site among televisions with an average 9.8 million monthly unique users and more than 950 million videos watched up until November,

according to comScore, whilst **Cuatro.com** obtained an average of 4 million monthly unique users, accumulating more than 72 million videos in 2015. **Divinity.es** reached an average 1.5 million monthly unique users, whilst **Mitele.es** has exceeded 2.6 million unique users with a total of 413 million videos watched. Overall, the websites of the company stand out amongst the television groups with a monthly average of 11.1 million users and a monthly average of 95 million videos viewed, between January and November according to the latest data from comScore.

In *apps*, the different brands of Mediaset accumulate more than 11 million downloads on smartphones and tablets, with the Mitele app (4.5 million), "The Voice" (1.6 million), "Big Brother" (2.6 million) Mediaset Sport (0.5 million) and "Moto GP" (0.4 million) as the most downloaded.

Mediaset España has yet again, finished the year as the group of channels leading in TV and Internet audiences, scoring its best historical record in both traditional consumption via TV and also via web traffic, placing its contents as the most followed, commented and shared.

