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The company is a leader in the most-sought-after target by advertisers, as well as among millennials, with high opinion leader power

Mediaset España adapts its commercial target to the new socioeconomic index and extends it to 59 years

- Publiespaña adapts this parameter to new indicators with which Kantar Media identifies individuals aged 16 to 59 years of age living in towns with more than 10,000 inhabitants and that have a certain income level based on the education and profession of the main breadwinner of the family, household size and the number of members with income
- This new classification represents a television universe of 20.6 million people, 53% of the population over 16 years of age.
- Mediaset España leads this variable so far this year both in total day (31.6%) and prime time (31.5%), with Telecinco as a solid reference in the commercial target among all television stations with a 13.8% share
- The group is also the first choice for television entertainment among a much sought-after target, millennials, with a 36.7% share between January and November

Mediaset España, starting on 9 January, will adapt its commercial target according to the modifications introduced by Kantar Media in the **new definition of social classes**, derived from the current socioeconomic reality and which includes up to seven different classes -A1, A2, B, C, D, E1 and E2- which will definitively replace the traditional high, middle and lower classes in terms of audience measurement.

Accordingly, the commercial target handled by Publiespaña for all Mediaset channels will be comprised of individuals from 16 to 59 years of age living in towns with more than 10,000 inhabitants and belonging to all economic classes except E2, with the lowest purchasing power. The new classes determine the rate of income of the individual depending on the combination of a number of variables such as level of education, profession and activity of the main breadwinner of the family, household size and the number of members with income.

The new target represents a **television universe of 20.6 million viewers**, i.e., **53% of the population over 16 years of age**. **Mediaset España, historic leader in the traditional commercial target**, is also the **absolute leader with a share of**

31.6% in this new composition so far this year for total day, 1.8 points more than Atresmedia (29.8 %).

In prime time, the company is also the leader among the commercial public with an audience share of 31.5% between January and November this year, 0.5 points more than Atresmedia (31%). In this regard, Mediaset España owns eight of the 10 most - watched broadcasts in 2016 under the new commercial target, offered by Telecinco:

	Título	Cadena	Fecha	Hora de Inicio	Hora de Fin	Cuota	AA(000)
1	LA QUE SE AVECINA	T5	05/04/2016	22:39:58	24:20:42	30,6	2.616
2	EL PRINCIPE	T5	20/04/2016	22:45:03	24:23:59	29,3	2.415
3	LA QUE SE AVECINA	T5	26/04/2016	22:35:59	24:24:27	26,8	2.240
4	LA QUE SE AVECINA	T5	19/04/2016	22:43:15	24:38:13	28,3	2.228
5	LA QUE SE AVECINA	T5	12/04/2016	22:36:57	24:33:42	26,8	2.147
6	LA QUE SE AVECINA	T5	10/05/2016	22:42:04	24:35:03	26,9	2.121
7	LA QUE SE AVECINA	T5	10/10/2016	22:44:30	24:37:14	30,2	2.114
8	LA EMBAJADA	A3	25/04/2016	22:45:59	24:08:49	24,2	2.043
9	SALVADOS	LA SEXTA	21/02/2016	21:38:02	22:39:14	23,0	2.035
10	LA QUE SE AVECINA	T5	28/11/2016	22:41:22	24:33:34	27,7	2.028

* Not including sporting events

[Title – Channel – Date – Start Time – End Time – Share - AA (000)]

Mediaset España keeps millennials in the commercial target and extends it to 59 years of age

In the new definition of the commercial target, Mediaset España, unlike other operators, maintains individuals from 16 to 24 years of age, known as **millennials**, which has established itself as **a hugely influential population for brands**, especially in certain sectors such as technology, fashion, travel, cinema, culture, gastronomy and sport. For this specific segment, comprised of individuals of an eminently mobile generation -the first digital generation - and with a decisive power in household purchasing decisions, **Mediaset España is also the main benchmark so far this year with a 37.2 % share**, achieving a weight 21% higher than its main competitor, Atresmedia (30.8%).

Adapted to the new reality

The new commercial target extends to 59 years of age, a decision closely related to the real development of society and the new economic and social reality that makes brands increasingly interested in this range for their high purchasing power and major consumer profile.

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