

Madrid, 1st May 2017

## APRIL AUDIENCIAS

### **TELECINCO LEADS APRIL (13.4%) WITH THE BEST COMMERCIAL TARGET ON TELEVISION**

Mediaset España has once again positioned itself as the leading multichannel television offering in our country, with Telecinco as the absolute most viewed channel and with the best commercial target, the public most valued by advertisers, where Cuatro is placed in third place (among the commercial chains) again, ahead of its immediate competitor.

- Telecinco outperformed its competitor by 0.9 points (12.5%). By sociodemographic targets, it is also the favorite channel among spectators aged 25-34 with a 13.2% share, a leadership that has maintained for 27 months. Also in youngsters from 13-24 is the first option with 12.7%.
- In addition to the total day, the channel is also the most watched television in day time (13.4%, 1.5 points more than Antena 3 11.9%), afternoon (14.8%) and late night (17.5%).
- It is the preferred option 4 out of 7 nights of the week and the channel that leads the month: 20, 66.7% of the disputed days. It is also the leader in 9 of the 14 television markets (Andalusia, 13.8%, Catalonia, 10.8%, Euskadi, 14.7%, Galicia, 14.0%, Madrid 13.9% 9%, Asturias, 21.3%, Murcia, 15.3%, and the so-called Rest, 14.2%).
- It places 4 broadcasts among the most watched of the month among the commercial channels: 'Survivors Express' (16.8% and 3,125,000), and three 'La Voz Kids' programs (23.6% and 3,280,000 - 26, 7% and 3,015,000 - 20,3% and 2,840,000).

#### **INFORMATIVOS TELECINCO (14.3% AND 1.833.000), NEWS REFERENCE FROM MONDAY TO SUNDAY, DISTANCING 2 POINTS FROM ANTENA 3 NEWS (12.3% AND 1.534.000)**

- **Informativos Telecinco 21:00h from Monday to Sunday** (15.1% and 2.061.000) is also the leader, surpassing its immediate competitor by 3.8 points (11.3% and 1.492.000), which is in third place, after TVEI (11%. , 8% and 1,729,000).
- **The Informativos Telecinco 21:00h Presented by Pedro Piqueras (Monday-Friday)** remains the most watched television with a 16% share and 2,232,000 viewers, surpassing by 4.8 points to Antena 3 News 2 (11.2% and 1,493,000 ), Third option after TVEI (12.1% and 1.811.000).

## PRIME TIME SPACES

Telecinco's prime-time offer, made up entirely of its own production spaces on the seven nights of the week, is during April the undisputed benchmark of television entertainment with the leading edge in all its formats:

### **CUATRO (6%), THIRD PRIVATE CHANNEL IN COMMERCIAL TARGET (7.1%) FOR FIFTH CONSECUTIVE MONTH**

#### THEMATIC CHANNELS

**Factoría de Ficción** (3%), **Leader of thematic televisions**, is the third channel most seen by youngsters from 13 to 24 years old (8%), only surpassed by Telecinco and Antena 3. It accumulates 61 consecutive months as a thematic leader with a 6-tenths advantage over Neox (2.4%). It leads the commercial target surpassing its main rival (3.7% vs. 3.4%). The series **'La que se avecina'** (4% and **665,000**) has been its most viewed broadcast.

- **Divinity** (2,4%), **Second most viewed thematic television and thematic feminine leader**, adds 1 tenth with respect to the previous month. It is also the leading female thematic channel in commercial target (3.1%), gaining 0.9 points over Nova (2.2%), target that exceeds its competitor for 35 consecutive month.
- It raises its average to 3.9% in women aged 16 to 44 years, its best record since June 2015. 'Mas Cazamariposas' is crowned the most viewed emission ranking of the month with a 3.1% share and 575,000 viewers.
- **Energy** (2,1%) scores its best mark in April and grows 1 tenth from last March. It also achieved its best April in commercial target (2.4% of share) and in men of 25 to 54 years (2.1%). The most followed emission was 'C.S.I.' (3.4% and 615,000).
- **Boing** (1,5%) Adds 3 tenths to March, beating the Disney Channel (1.1%). It is the leading children's commercial television channel with 12.6% in children, standing out compared to its main competitor (9.6%) for the 28th consecutive month. The animated film 'Hop' (2.6% and 408,000) was the most watched broadcast in April.
- **Be Mad** raises its records in total individuals (0.5%) and commercial target (0.7%). In its reference audience, men aged 16 to 44, equaled its best mark of the year (0.9%), beating the new channels, Real Madrid and Ten. With a 1.2% share and 182,000 viewers, the documentary 'The Gipsy Kings' has been the most watched space.

### **MEDIASET ESPAÑA (28,9%), MOST WATCHED AUDIOVISUAL GROUP FOR THE 36TH CONSECUTIVE MONTH**

Leads the commercial target (30.5%) with an advantage of 2.2 points on Atresmedia (28.3%).

- Preferred group in prime time with 28.1% (compared to 27.4% Atresmedia) and in day time with 29.3%, 3.6 points on its main rival (25.7%).
- It is the group that attracts the most young audience: a 35.4% share in youngsters from 13 to 24 years old and 32.7% in spectators from 25 to 34 years old.
- Mediaset España's thematic channels accounted for 9.4% share, adding 5 tenths compared to last March (8.9%) and exceeding Atresmedia by almost 2 points (7.5%).

