

Madrid, 1st October 2016

MEDIASET ESPAÑA (30,3%) RECORDS ITS 29TH CONSECUTIVE VICTORY

Telecinco revalidates its leadership at the beginning of the season with an average 14.1% share in September

With 25 consecutive months of most watched television, Telecinco is the fastest growing channel over August (1,8 puntos).

It is once again the most watched channel in *prime time* (14,3%), 2 points from Antena 3 (12,3%).

Equally leading the *day time slots* (14%), *late night* (16,8%), (12,0%) afternoon and evening (16,1%).

- It's the first choice for youngsters 13 to 24 years old (14,8%), adding up to 19 months of leadership in this *target* and surpassing Antena 3 by 3.7 points (11,1%). It is also the preferred channel for viewers 25 to 34 years old (15,1%), leading by 4,5 points over its main competitor (10,6%).
- It places 10 broadcasts among the 20 most watched in September: The friendly match Belgium vs. Spain, 4 of the 'La Voz'shows, 'Mi casa es la tuya, with Antonio Banderas' and 4 editions of Telecinco News at 21:00h.

TELECINCO NEWS (M-S, afternoon and evening) (14,6% and 1,815,000), ONCE AGAIN A REFERENCE POINT AFTER ADDING 1,1 POINT WITH RESPECT TO AUGUST AND DISTANCING ITSELF FROM ANTENA 3 BY 2.5 POINTS(12,1% AND 1,451,000)

- Monday to Friday, The **21:00h Telecinco News programme with Pedro Piqueras** is absolute leader with 17,4% *share*, **its best september since 2008** (19,2%) and 2,301,000 viewers, 6,3 points more than its direct competitor (11,1% and 1,361,000) and 0,7 points more than last month. The News programme places 4 of its broadcasts amongst the 20 most watched of the month.
- The **afternoon edition Monday to Friday** with David Cantero and Isabel Jiménez grows 1,2 points respect to august, reaching 14% *share* and 1,718,000 viewers, 1,3 points more than Antena 3 News (12,7% and 1,549,000).

PRIME TIME

- **'La Voz'** (28,3% and 3,425,000) has come back with its second best historical kick off in terms of *share* and as absolute leader in its timeslot, with 30,3% share in *commercial target*, the best on Wednesdays. Placing 4 broadcasts among the 20 most watched of the month.
- **'Gran Hermano 17'** (20,4% and 2,209,000) records the undisputed victory of its timeslot, almost 11 points and more than 1 million viewers more than Antena 3 (9,8% and 1,060,000). Adding 1.3 points in commercial target (21,7%), the best in its time slot.
- **'Sálvame Deluxe'** (18,7% y 1.889.000) se mantiene imbatible frente a la oferta de Antena 3 (8,8% y 884.000), aventajando a su competidor en más de 1 millón de espectadores.

Cuatro closes the month with a 6,4% share and a 7,7% in commercial target (16-54)

- Nationally, its the third choice between those under 55 years old with a 7,2% share. This audience group surpasses La Sexta (6,5%) for the seventh consecutive month.
- Highlights its lead over La Sexta in youngsters 13 to 24 years old, with 2,8 points difference (7,1% vs. 4,3%), viewers 25 to 34 years old, where it leads by almost 1 point (7,5% vs 6,8%), and adults 35 to 54 years old, with 0,2 points difference (7,7% vs 7,5%).
- Cuatro also maintains its victory over LaSexta 5 out of 7 nights a week (22:30h to 00:30h): Monday (8,9% vs 8,5%), Tuesday (7,9% vs 7,3%), Wednesday (6,2% vs 5,7%), Friday (7,1% vs 6,5%) and Sunday (8% vs 5,3%).

PRIME TIME and LATE NIGHT

- **'First Dates'** continues beating records and achieves its best monthly viewer figure (1,429,000) and its second best monthly share (8,9%). On 26th September it achieved its most watched broadcast with 1,887,000 viewers and 10,6% *share*.

The *dating show* grows upto 11,7% in *comercial target*, prevailing over its direct competitor, by 1,1 points (10,6%). Once again, standing out against its competitor among youngsters 13 to 24 years (11,7% vs. 5,3% La Sexta) and viewers 25 to 34 years old (12,9% vs 8,0%).

- The premiere of the fourth edition of **'Granjero busca esposa'** has become the second best debut in its history (9,4% y 1.390.000 espectadores) and ends the month with an average of 9% *share* and 1,249,000 viewers, compared to 8,3% and

1,150,000 of La Sexta. The *dating show* grew 1,2 points in commercial target upto 10,2%, compared to the 9,7% of its competitor.

- **‘En el punto de mira’** records 7,6% share and 1,085,000 viewers, reaching 8,6% in commercial target. In the same time slot, La Sexta average 7% and 1,012,000 with a commercial target comercial of 8,4%.
- **‘Cuarto Milenio Zoom’** average 7% share and 1,119,000 viewers in September, growing 2,4 points in commercial target, 0,3 points more than its competitor (9,4% vs 9,1%). **‘Cuarto Milenio’**, with 8,3% share and 1,080,000 viewers, improving 0,9 points and 160,000 viewers with respect to September 2015 and widely leads compared to La Sexta in the time slot (8,3% vs 5,3% and 1,080,000 and 696,000)

THEMATIC CHANNELS

- Mediaset España’s thematic channels recorded an accumulated share of 9,8%, its best record of September in the last two years, surpassing Atresmedia by 2,2 points (7,6%).
- **Factoría de Ficción** (3,4%) is the most watched thematic channel for 54 consecutive months and the third most watched channel among youngsters 13-24 years old. Beating Neox (206%) for another month, also winning in commercial target (3,9% vs. 3,7%) and in youngsters 13-24 (9,4% vs. 8,3%).
- **Divinity** (2,6%), the second most watched thematic channel (tied with Neox), equalling its historical maximum, growing 3 decimals with respect to the previous September (2,3%). Achieving a monthly commercial target record of 3,3% share, 0,9 points more than (2,4%), and reaching 3,7% in its target audience (women 16-44 years old).
- **Energy** (1,9%) records its best September, repeating its second best monthly record. It is the thematic channel with the largest growth with respect to September 2015, both in total individuals (+0,4 points) and in *prime time* (+07 points), a time slot in which it achieves 2,3% share. Increasing its national average in commercial target (2%) and in men 25-54 years old (2,1%).
- **Boing** (1,4%), the leading children’s channel on commercial television with 12,3% share in 4-12 year old children, 1,6 points more than Disney Channel (10,7%), which it has beaten for 21 consecutive months.
- **Be Mad** (0,5%) increases its national average in comercial target (0,8%) and in its core target (men 16-44 years old) with 0,7%.

Mediaset España (30,3%), leads for the 29th consecutive month

- Grows 0,8 points with respect to August (29,5%).

- Beating Atresmedia in *comercial target* with a 3,3 point lead (32,4% vs. 29,1%). Also, leading in the *prime time slot* (29,8% vs. 26,6%) and *day time* (30,5% vs. 27,0%).
- Mediaset España leads among the younger viewers, increasing its national average among the viewers of 13-24 years old (37,5%) and the 25-34 year old age group (34,3%), *targets* in which it outstrips Atresmedia (29,6% and 30,3%).

GABINETE DE PRENSA

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