

Madrid, 17 May 2016

This will be UniMás' first broadcast of a Spanish drama series

## Univision has acquired the broadcast rights to "El Príncipe" for the United States

- Univision Communications Inc. (UCI), the leading media company serving Hispanic America, has secured the rights to broadcast the two seasons of "El Príncipe"
- This partnership widens the international reach of the series, which has been sold in 20 Latin American markets, as well as in Italy, Portugal, Croatia and Slovakia
- Boasting an average share of 25.3% and 4,800,000 viewers in its first two seasons, 'El Príncipe' is the highest-rating series in Spain for the last three seasons

### 'El Príncipe' makes its move into the United States.

Following its runaway success in Spain to become a social and TV phenomenon, the series is storming into the US market after being acquired by **Univision Communications Inc. (UCI)**, the leading media company serving Hispanic America.



"El Príncipe" will be the first Spanish drama series aired on US network **UniMás**, one of the most important Spanish-speaking channels in the country, and a leader among younger viewers that forms part of media giant Univision.

### "El Príncipe", a social and TV phenomenon

The **first two seasons of "El Príncipe" averaged a 25.3% share on Telecinco with 4,800,000 viewers.** The programme swept the board among younger viewers aged 13-24 (30.9%) and those aged 25-34 (30.1%). "El Príncipe" has also taken the Internet and social media by storm, becoming a genuine online sensation. With an average of **1.8 million unique monthly users on its official website and 36.2 million videos viewed** – of which 26.2 million were full episodes –, "El Príncipe" is one of the most-followed Spanish dramas on the Internet.

In addition to its public acclaim, "El Príncipe" has also won over Spanish critics. The show has won the Ondas 2014 Prize for Best Series of the Year, the award for Best Script from Sindicato Alma in 2014, the award for Best Drama Series at the 2014 MIM Series Festival, with the Premio Iris for Best Actor going to Jose Coronado in 2015 and the Best Television Series award at the Costa del Sol 2014 International Cinema Week.

### “El Príncipe” – an international phenomenon

Gripping plots, unexpected twists, a first-class artistic team and the right mix of romance, action and suspense are the cornerstones of the programme's success, a series that has gone beyond Spain to **win-over viewers worldwide**. Thanks to the agreement signed with the Direct TV and Claro Video platforms, as well as Argentinean channel Europa Europa – a cable TV network dedicated exclusively to European TV and movies –, El Príncipe has been distributed across **20 Latin American markets**, where it is broadcast on free-to-air networks Telefé in Argentina and Chile's Canal 13.

In Europe meanwhile, Italy's Canale 5, Portuguese broadcaster RTP, Nova TV in Croatia and Pop TV in Slovakia air the original version of the show dubbed into their respective languages.

**Univision Communications Inc. (UCI)** is the leading media company serving Hispanic America. The Company, a leading content creator in the U.S., includes Univision Network, one of the leading networks in the U.S. regardless of language and the most-watched Spanish-language broadcast television network in the country available in approximately 93% of U.S. Hispanic television households; UniMás, a leading Spanish-language broadcast television network available in approximately 87% of U.S. Hispanic television households; Univision Cable Networks, including Galavisión, the most-watched U.S. Spanish-language entertainment cable network, as well as UDN (Univision Deportes Network), the most-watched U.S. Spanish-language sports cable network, Univision tlnovelas, a 24-hour Spanish-language cable network dedicated to telenovelas, ForoTV, a 24-hour Spanish-language cable network dedicated to international news, and an additional suite of cable offerings - De Película, De Película Clásico, Bandamax, Ritmoson and Telehit; Univision Television Group, which owns 59 television stations in major U.S. Hispanic markets and Puerto Rico; digital properties consisting of online and mobile websites and apps, including [Univision.com](http://Univision.com), the most visited Spanish-language website among U.S. Hispanics, Univision Now, a direct to consumer video service, Uforia, a music application featuring multimedia music content, The Root, the leading online news, opinion, and culture destination for African-Americans and a stake in The Onion, the nation's leading comedy and news satire brand; and Univision Radio, the leading Spanish-language radio group in the U.S. which owns and operates 67 radio stations including stations in 16 of the top 25 U.S. Hispanic markets and Puerto Rico. UCI's assets also include a minority stake in El Rey Network, a 24-hour English-language general entertainment cable network and a joint venture with Disney/ABC Television Network for Fusion, a 24-hour English-language news and lifestyle TV and digital network. Headquartered in New York City, UCI has television network operations in Miami and television and radio stations and sales offices in major cities throughout the United States. For more information, please visit [corporate.univision.com](http://corporate.univision.com).

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