

MEDIASET *españa.*



Madrid, 1st February 2015

JANUARY AUDIENCES

Cuatro (7,3%) also reached records in January in the last five years

Telecinco, leads in January with 14,2% share, distancing them by 7 tenths from their principal competitor in the prime time slot (14,3% vs 13,6%)

The chain grows by almost 1 point with respect to the first month of 2014 (13,3%)

Leads the maximum audience slot with a 14,3% share, its best number in this slot in this month and the last 5 years, more than 1 point above the data from January 2014 (13,2%).

It maintains its hegemony in day time (14,1%) with its best January since 2010 and with nearly 1 point more in January 2014 (13,3%).

In commercial target (13,2%) it has noted its best record in the last 3 years.

Telecinco is the chain which leads in the most slots: total day (14,2%), prime time (14,3%), day time (14,1%), evening (15,8%) and late night (18,6%).

In the broadcasts ranking, Telecinco places 14 of its spaces among the 20 most watched of the month, with "Celebrity Big Brother" and Telecinco 21:00h News as its main strongholds. Among the commercial channels, the chain expands its presence to 15 broadcasts, 75% of television share.

Telecinco News, is once again a reference for News on commercial television with an average of 14,6% share and 1,215,000 viewers in all editions from Monday to Sunday. In second place is the News offer from "Antena 3 Noticias" (13,9% and 1,011,000).

Telecinco's 21:00h News (18% y 3.158.000) has established itself as the leading News offer, 5.6 points ahead of Antena 3 2nd News (12.4% to 2,124,000). The space presented by Pedro Piqueras has achieved, in January, the largest share of viewers since February 2009 and places 7 of its broadcasts among the 20 most-watched of the month.

Cuatro closes January having achieved its best data in the last 5 years in total day (7,3%), prime time (6,4%) and commercial target (8,6%), beating La Sexta in all audiences under 55 years old.

In total day it grows by 1, 1 points with respect to January 2014 (6,2%).

In commercial target there is a growth of 1,3 puntos with respect to their average audience

The chain achieves its best prime time in the last 5 years with a 6.4% share. Improving this in commercial target up to an 8.0% share.

Factoría de Ficción (3,8%), Thematic leader once again, closing January a the third most watched channel between young person's 13-24 years old (9,4%)

Mediaset España's series and movie channel, leader of the thematic television in 2014 for the third consecutive year, has started 2015 with an average of 3.8% share, establishing a lead of 1.2 points over its competitor Neox (2.6%).

Factoría de Ficción has also emerged this month as the third most watched channel between young person's 13-24 years old with only Telecinco and Antena 3 in front, a coveted target where the chain has obtained a 9.4% share, surpassing even mainstream television such as La Sexta and establishing a lead of 2.6 points over its nearest competitor, Neox.

What's more it is the leading thematic channel in commercial target with a 4.7% share, day time (5%) and prime time (4,1%).

Divinity (2,4%) in January achieves its second highest figure in history after increasing its record of

January 2014(1,6%) by 50% and reaches 3.5% in its core target.

Energy gets a 1.5% share in total individuals and 2.3% in men 25 to 44 years old

Boing, Children's channel, leader in commercial television with a 12.6% share of children aged 4 -12 years old.

Mediaset España (30,8%) is leader with its best ever annual start with 2.3 points more than in January 2014

In Commercial target it is also the leading national television company, starting the year with an average of 32.6% share, 1.8 points higher than its average total individuals, thus achieving their best ever January with a lead of 4.1 point lead over his nearest competitor.

Its group of channels has also led primetime with 29.6% of the share; recording an historic high for Mediaset España in January with a lead of 1.9 points over Atresmedia.

In day time Mediaset España (31,5%) has achieved another victory which is even more remarkable, surpassing Atresmedia (26,3%) by 5.2 points