

Madrid, 1st March 2017

## FEBRUARY AUDIENCES

**TELECINCO (13.5%), MOST WATCHED CHANNEL OF THE MONTH AND THE CHANNEL WITH THE MOST GROWTH IN TOTAL DAY (13.5%, +0.5 POINTS) AND COMMERCIAL TARGET (12.5%, +0.6 POINTS)**

- Telecinco is also leader in *day time* with a 13.8% share, 0.6 points more than Antena 3 (13.2%). It is the channel with the largest growth in this time slot (0.9 points).
- Records 13.1% in *prime time* and 12.5% in commercial *target*, 0.6 points more than in January, converting into the channel with the most growth in this parameter.
- Places 4 broadcasts among the most watched this month between the commercial channels: **'Mi casa es la tuya'**, **Telecinco 21:00h News** and two editions of **'Got Talent'**.

**TELECINCO 21:00H NEWS (M-S) (14.9% and 2,470,000), A NEWS REFERENCE 2.9 POINTS AHEAD OF ANTENA 3 NEWS 2 (12% and 1,951,000)**

### **PRIME TIME SPACES**

- **'Got Talent'** (22.2% and 2,829,000) grew 3.6 points with respect to the previous month and, in its timeslot it doubles Antena 3 results (10.3% and 1,306,000). It records 21.3% share in commercial *target*, almost 10 points ahead of Antena 3 (11.6%). Among young people aged 13 to 24 years old, it reaches 29.2%
- **'Sé quién eres'** (15.2% and 2,423,000) is **the most watched series of the year amongst the commercial channels**. Leading in its time slot with a 2.4 point advantage over Antena 3 (12.8% and 2,053,000) and 0.7 in commercial *target* (15.6% vs. 14.9%). The series is also the most watched on catch up of the year, with 265,000 viewers.
- **'Mi casa es la tuya'** (16.6% and 2,604,000), leading by almost 5 points above Antena 3's offer in the time slot (11.8% and 1,852,000).
- **'Gran Hermano VIP'** (18.4% and 2,110,000), leader in its time slot, beating its principal competitor by 7.2 points (11.2% and 1,283,000). Growing 1.7 points with respect to January and is also leader in all *targets*, with special relevance among the 25 to 34 year old viewers (21.2%). Sundays, **'Gran Hermano VIP. El debate'** (14.5% and 1,826,000), leader in its time slot, 1.5 points more than Antena 3 (13% and 1,627,000).

**Cuatro (6,2%), is the third private channel in commercial target (7.2%), beating its competitor (6.9%) in this parameter for the third consecutive month**

81 MONTHS UNINTERRUPTED AS LEADER IN YOUNGSTERS (13-34 years old)  
COMPARED TO LA SEXTA (7.1% VS. 5.3%)

- Exceeds its competitor in all age groups under 55: young people from 13 to 24 years old (6.9% vs 4.5%), viewers 25 to 34 years old (7.2% vs 5.8%) and adults 35 to 54 years old (7.5% vs 7%).
- In *prime time*, it achieved 6.2%, 0.6 points more than in the previous year (5.6%) and its best February since 2015. It is the channel with the highest growth of the year, compared to La Sexta's decline of more than 2 points (from 8.9% to 6.8%).
- La Sexta stands out in *late night* (7.0% vs. 6.6%), evening (7% vs. 6.9%) and morning (6.9% vs. 5.6%).

### THEMATIC CHANNELS

- **Factoría de Ficción** (3%), leader of thematic channels, **the third most watched national channel by youngsters** aged 13-24 (8.4%), only surpassed by Antena 3 and Telecinco. It accumulates 59 consecutive months as the thematic leader, surpassing Neox by 0.5 points (2.5%). It also leads the commercial target (3.8%) by 0.3 points over its main competitor (3.5%).
- **Divinity**. Leading female target in Commercial target (2.9% vs. 2.3% in Nova). In total individuals (2.2%) stands as the fourth thematic television. It raises its average to 3.5% share in women aged 16-44, beating Nova (3.2%) for the second consecutive month.
- **Energy** (1.9%), achieves its best record in a month of February. Also notes its best February in *commercial target* (2.1%). In its core target, men aged 25 to 40, it registered 1.8%.
- **Boing** (1.3% in total individuals), a leading commercial television children's channel with 11.7% in children, beats Disney Channel in both targets (1% and 9.4%). The channel holds its leadership among children 4-12 years since January 2015, beating the Disney Channel for 26 consecutive months.
- **Be Mad** (0.5%) increased its average of total individuals in the commercial target by 3 tenths (0.8%). In its core target, men aged 16-44, recorded a 0.8% share, beating the new channels Real Madrid TV and Ten.

### MEDIASET ESPAÑA (28,7%), MOST WATCHED AUDIOVISUAL GROUP FOR THE 34TH CONSECUTIVE MONTH

- Leader in *commercial target* (30.1%).
- It is the group that attracts younger audiences: 34.5% in 13- to 24 year olds and 31.9% in viewers 25 to 34 year olds, compared with 30% of its competitor in both targets.
- Mediaset España's cumulative thematic channels accounted for 9%, 1.5 points more than Atresmedia (7.5%).