

Madrid, 1st March 2016

MEDIASET *españa.*



## FEBRUARY AUDIENCES

# Telecinco (14,7%), Leader for the 18th consecutive month with the best commercial target on TV (13,8%)

Scores the largest monthly increase of all the TV's (+0,8 points) with the largest distance from its competitor since July 2015 (+1,6 points)

Achieves its twelfth uninterupte month of leadership between Young audiences (target 13-24 years old), 8 tenths more than in January

In total viewers it leads by 1.6 points compared to Antena 3 (13.1%).

Outperforms all channels in commercial target with 13.8% share, 0.8 points more than in January (13%).

In prime time it share has increased to 14,9%, 1.3 points more than its main competitor (13.6%).

By age group, it is the channel that leads in the most targets and become the favourite among young people 13 to 24 years old, nearly 2 points of Antena 3 (14.5% vs.12,6%), and among the spectators 25 to 34 years old (15.2%), 2.9 points ahead of Antena 3 (12.3%).

Leading 23 days of the month, 79.3% of days disputed and most watched television 4 out of the 7 nights of the week, placing eight broadcasts among the most successful with El Principe, 'Got talent Spain' and Telecinco News at 9:00 p.m. as the most watched on the channel.

## TELECINCO NEWS, ACHIEVES BEST RECORD OF THE LAST 7 YEARS

**Telecinco News** consolidates its position in February as the benchmark for all televisions in a time of great social and political significance. In all its editions **Monday through Sunday, Telecinco** is the absolute leader and recorded its highest figure for the last seven years with 15.9% share and 2,391,000 viewers, 3.5 points over Antena 3 Noticias (12,9% and 1,886,000), which becomes the third option in number of spectators behind TVE I.

**Telecinco News 21:00h**, led by Pedro Piqueras, put 6 broadcasts among the most viewed in February and the month becomes the most watched of all the channels with a 18.8% share and 3,223,000 viewers, its highest since 2014. With a distance of 6.9 points to

Antena 3 Noticias 2 (11.9% and 1,976,000), third after newscast 2 of TVE (11.6% and 2,080,000).

### **PRIME TIME AND LATE NIGHT SLOT**

The premier of **'El Príncipe'** (22,1% y 4.068.000), the most-watched series in February, is the most watched non-sports programme of the month between commercial broadcasters, winning by 9.4 points compared to its immediate competitor (12.7% and 2,348,000). It is also wins in commercial target with a 22.2% share. The premier of **'Got Talent'** (21,2% and 3.486.000) is among the most watched broadcasts of the month. The space presented by Santi Millan leads its time slot with 20.6% share and 3,336,000 viewers, more than 5 points ahead of Antena 3 (15.4% and 2,498,000), and recorded the best commercial target (20,2%) of its time slot. **'Gran Hermano VIP'** (24,1% y 2.992.000) are absolute leaders in their slot, exceeding Antena 3 by more than 14 points (9.9% and 1,221,000), which stands as a third option of the night. Achieves a commercial target share of 22.3%, the highest in its time slot.

## **Cuatro (6,5%) increasing to 7,5% share in commercial target**

The channel increased its share among 13- to 24 year olds with an 8.4% share, 3.5 points more than their nearest competitor (4.9%).

By segmented targets, also leads compared to La Sexta among viewers aged 25 to 34 years old (7.5% vs 7.3%).

Cuatro records a 6.9% share in day time and beats La Sexta in morning slot (7.5% vs. 7.0%).

## **Factoría de Ficción (2,8%), thematic channels leader**

Accumulates 47 months of consecutive leadership and exceeds Neox for another month (2.5%). It is also leader in commercial target of thematic channels with a 3.6% share. In addition, it stands as the fourth most watched channel among all channels between the ages of 13 and 24 year olds (7.7%), surpassing its main rival by 0.6 points (7.1%).

## **Divinity (2,3%), female thematic channel leader**

Increases its audience share in commercial target to reach 2.8%, 0.8 points above Nova (2%).

Beating its main rival among women aged 16-44 years old (3.4% vs. 3%).

## **Energy (1,7%) scores the best February its history**

Increases its share in both its core target, men 25 to 44 years old (1.9%), as in the commercial target (1,8%).

## **Boing (1,4%), leading commercial children's television channel with 12.5% in children compared to 9.3% of its competitor**

Children 4-12 years old recorded its biggest advantage over Disney Channel since August 2014.

Accumulates 14 months of uninterrupted leadership as a leading children's channel for children and total individuals establishes a 0.4 point advantage over its competition (1%).