

Madrid, 1st April 2016

Audiences March

Telecinco (14,7%), leads for the 19th consecutive month with the best commercial *target* on television (14,1%) and as the youngsters favourite channel (14,8%)

Records the largest distance over its nearest competitor since July 2015 (+1.9 points). It is 1.9 points ahead of Antena 3 (12.8%) which has declined compared to February and records a new minimum of the season

Marks its 13th month of uninterrupted leadership and grows over last month among young people 13-24 years (14.8%) and 25-34 years (15.8%), the group distances itself by 3.6 points from Antena 3 (12.2%)

- Supera a todas las cadenas en *target* comercial con un 14,1% de *share*, 0,9 puntos más que su inmediato competidor (13,2%).
- En *prime time* asciende al 15,2% de *share*, su mejor dato desde octubre de 2015, y 1,6 puntos más que su principal competidor (13,6%).

INFORMATIVOS TELECINCO, ACHIEVES A RECORD *SHARE* IN MARCH SINCE 2008 AND IN VIEWERS SINCE 2009

- **Informativos Telecinco** remains the benchmark in March for all televisions in a time of great political and social impact. **Monday through Sunday**, it is absolute leader with 15.7% share and 2,230,000 viewers, 3 points above Antena 3 Noticias (12.6% and 1,742,000), which is the third choice after TVEI.
- **Informativos Telecinco 21:00h Monday – Friday** places four of its broadcasts amongst March's most watched and for another month it becomes the most watched news programme of all the channels with 18,1% *share* and 2,887,000 viewers, Its best share in March since 2009. Distancing itself from Antena 3 Noticias 2 by 6.8 points (11,3% and 1.735.000), which is the third choice after TVE's Telediario 2 (11,6% and 1,964,000).

PRIME TIME

- **‘El Príncipe’** (23.8% and 4,225,000), the most watched series in March, places four of its broadcasts amongst the 20 most watched of the month. The episode **‘Lo urgente y lo importante’** was the most watched non sporting space of the month with **24.7% share and 4,371,000 viewers**. Leading in its timeslot and almost 10 points in front of its immediate competitor (14.1% and 2,503,000) and records its best commercial *target* (23.8%) in its slot.
- The **‘Gran Hermano VIP’** programmes (22.6% and 2,753,000) are absolute leaders in their timeslot, surpassing Antena 3 offer by 8.2 points (11.1% and 1,354,000), which is the third option of the night. Records a comercial *target* of 21.1% share, the highest in its time slot and nearly twice that of Antena 3 (11,7%).

Cuatro (6,9%), the only chain that grew, and it reduced the gap with its main competitor to the smallest since October 2015

- Leads its direct competitor among young people aged 13-24 years (8.4% vs 4.9%) by 3.5 points and among viewers aged 25 to 34 years (7.5% vs 7.2 %) by 0.3 points.
- Increases its commercial target by 0.4 points compared to February, reaching its highest level since September 2015, with 7.9% share.
- It grows in prime time by 1 point to 6.6%, the channel that has increased the most in this time slot and achieving its best figure in recent months (from sept'15).

ESPACIOS DE PRIME TIME y LATE NIGHT

- **‘Los Gipsy Kings’** averaged 10.5% in March and more than 2 million viewers (2,066,000), 0.2 points ahead of its rival. The docu-reality grows 2.1 points to 12.6% in commercial target and 0.8 points above La Sexta.
- **Cintora, a pie de calle’** recorded 7.9% share and 1,438,000 viewers in March with 8.2% in commercial target.
- **‘Castle’** (8.1% and 1,498,000 viewers) increases its distance with respect to La Sexta’s offer by 1.2 points and commercial target grew to 9.3%.
- **‘El Blockbuster’** increases its audience share by 1.3 points compared to February and records a 9% share and 1,434,000 viewers. Commercial target also stands out compared to its competitor (10.9% vs. 9.3%), as well as among viewers 13 to 24 years (9.8% vs. 6.7%).

- ‘**Cuarto Milenio**’ records its best *share* of the season with 9% y 939.000 viewers, 2.7 points ahead of his rival, 0.3 points more than the previous month (6.3% to 661,000).

SPORTS OFFER

- The broadcast of the **Spanish football team** two friendly matches are among the **Top 15 most watched broadcasts month**, the encounters between Romania and Spain being the most watched, with 25.2% share and 4.147 .000 spectators. The match between Spain and Italy recorded 24.8% share and 3,424,000 viewers.

Factoría de Ficción (3%) celebrates 4 consecutive years of absolute leadership among thematic channels

- It exceeds Neox for another month (2.5%). Commercial target is also leader with a 3.8% share.
In addition, it stands as the third most watched channel among all the channels among young people 13 to 24 years (8.6%), exceeding Neox (7%) by 1.6 points.

Divinity (2,3%), female thematic channel leading for the third consecutive month

- Increases its commercial *target* to reach 3%, 1.1 points above Nova (1,9%).
- It is also above its main competitor in the target of women 16 – 44 years old (3,6% vs. 3%).

Energy (1,8%) records its best March and its highest result since August 2015

Recording a further 1.8% share in commercial target and increases its share in its core target (males 25 to 54 years old) with 2.1% share.

Boing (1,4%), leading children's channel on commercial television with 11.8% in

its target compared to 10.2% of its competitor

Mediaset España (30,1%) surpasses Atresmedia (27,4%) by 2,7points

- In commercial *target* (31,5%) Mediaset España grew 1,1 point regarding the previous month while Atresmedia dropped almost 1 points (0.8) (30,6%)
- In *prime time*, Mediaset España (29,7%) grew 1,5 points with regards to February while Atresmedia dropped 0.8 points (28,3%).
- In *day time*, all of Mediaset España's channels obtain 30,4% of audience share, 3,4 points above Atresmedia (27,0%). Once again, Mediaset España has grown with respect to last month (+0,6 points) while its competitor has declined (-0,6 puntos).