

Madrid, 1st October 2015

September Audiences

Telecinco (14.9%) extends its leadership over 13 consecutive months and surpasses the second channel by 1.5 points (13.4%)

- Telecinco achieved its best September since 2009 and is up nearly 2 points compared to August (13.2%) and 0.7 compared to September 2014.
- They have recorded their best score in prime time (14.9%) in September from the last six years, 1.2 points more than in August and 1.3 points more than in 2014. It exceeds Antena 3 by 1.1 points (13.8%) in this time slot.
- Five of the prime time products are leaders in their respective time slots, with spectacular records on Mondays ("The Voice Kids": 28%) and Thursdays ("Big Brother": 24.4%).
- Leads the day time with 14.9% share, compared to the 13.3% of its nearest competitor. In this segment Telecinco grew 1.8 points compared to August and 0.5 points compared to September 2014 (14.4%).
- In commercial target data, Telecinco obtained its best September since 2009 with a 14.8% share, one point more than 1 year ago, 2.3 points more than the previous month and nearly 1 point up on its rival (13.9%).
- It is the channel that leads most days of the month (22), 73.3%. It is also the most watched television in all time slots, with better data in prime time (14.9%), afternoon (16.7%) and late night (18.7%), and the most watched in 11 of the 14 regional markets.
- It leads the ranking of broadcasts in September with the subsequent retransmission of the Eurobasket Final (40.1% to 6,443 million) and it has eight other spaces in the 20 most watched of the month: Spain's game vs Lithuania in the Eurobasket, six episodes of "The Voice Kids" and a broadcast of "Big Brother".

NEWS

- The night time edition from Monday to Sunday (15.6% and 2,112,000) is the most viewed of all television, beating to their nearest competitor by 4.6 points (11% and 1,492,000), which ranks as third option behind TVE (11.3% and 1,694,000).
- **Telecinco News at 21: 00h**, hosted by Pedro Piqueras, has once again been the leading news programme out of all of the channels with a 16.8% share and 2,304,000 viewers, the best season start in the last seven years. In addition, Telecinco 21: 00h increases its lead over Antena 3 Noticias 2 by 5.3 points (11.5% and 1,494,000).

PRIME TIME AND LATE NIGHT SLOTS

- The second season of "The Voice Kids" (28% to 4.524 million), is the most watched programme on Mondays, almost tripling data achieved by Antena 3 in the time slot (11.1% to 1.792 million).
- The **"Big Brother 16"** shows (24.4% and 3,060,000), are absolute leaders on Thursdays, 8.5 points ahead of their nearest competitor (15.9% and 1,997,000). The gap grew to 26.1% share in commercial target. In its first show, the competition scored the most competitive start in terms of share since 2009 with 25.3% share and the best in terms of viewers since 2012 with 3.528 million viewers.
- In its Friday edition, **"Sálvame Deluxe"** (17.9% and 2,010,000) exceeds its main rivals offer by 3.7 points (14.2% and 1,602,000), again becoming the first choice of prime time Friday.
- On Saturday **"Sálvame Deluxe"** (16.9% and 1,709,000) is absolute leader of its timeslot, surpassing Antena 3 by 2.6 points (14.3% and 1,444,000).
- **"The Big Brother debate"** (18.4% and 1,581,000), is Sunday nights first choice, 8.3 points ahead of its nearest competitor (10.1% and 775,000). It also leads the commercial target of the timeslot with a 19.8% share.

SPORTS EVENTS

- **Spain positioned itself as the Eurobasket champion** broadcast on Telecinco (44.5% and 6,148,000 million) with the most watched basketball game in the history of Spanish television. The game is the second most-watched broadcast of the month following the later broadcast (40.1% and 6,443,000). The final Spain vs. Lithuania, the undisputed leader of its timeslot and the golden minute 20th September at 20: 43h with 55% share and 8,484,000 viewers.
- The channel grows by 6.4 points to score a spectacular 50.9% share in commercial target, growing to 52.8% share among young people 13-24 years old to 55.2% among viewers 25-34 years old.
- **El Gran Premio de San Marino del Mundial de Motociclismo** (27,1% y 2.631.000) lidera su franja, imponiéndose en 19 puntos a su principal competidor (8,1% y 783.000). Crece hasta el 31,6% en *target* comercial.
- **The San Marino Grand Prix World Championship** (27.1% and 2,631,000) **leads its timeslot**, beating its main competitor by 19 points (8.1% to 783,000); and growing to 31.6% in commercial target.

Cuatro (7,4%) grows for the third consecutive month and overtakes La Sexta (6,7%) by 0,7 points

- Achieves its best data in September in five years growing by 0.1 points from last August and 0.3 points compared to September 2014.
- In commercial *target it grows* 3 decimal points compared to August (8,5%).
- By socio-demographic targets, Cuatro exceeds La Sexta among viewers under 55 years (8.1% vs. 6.5%), and broken down by ages, children 4-12 years old (4.5% vs. 2.2%), youngsters from 13-24 years old (8.3% vs. 4.7%), viewers 25 -34 years old (8.1% vs. 7.1%) and 35-54 years old (8.7% vs. 7.5%).
- By time slots, in prime time Cuatro (6.9%) improved compared to August by 7 tenths. The network leads over La Sexta in day time, with a lead of 1.3 points (7.6% vs. 6.3%) and also leads over its direct competitor in the morning (7.1% vs. 6.3 %), early afternoon (8% vs. 6.7%), afternoon (7.6% vs. 5.7%) and late night (8.0% vs. 7.7%).

EUROBASKET

- The matches played in the tournament Eurobasket 2015 averaged 16.1% share and 2,173,000 viewers on Cuatro. The figure grows to 21.2% in commercial target and 26% in men 25-44 years.
- The network placed two broadcasts within the top ten most-watched spaces of the month: the extra time of the European Championship semifinal between Spain and France in third place (29.2% and 5,729,000 viewers) and the previous game (24.2 % and 4.214 million viewers).

Factoría de Ficción (3,6%), DTT leader

- The channel has accumulated 42 months of consecutive leadership among branded thematic channels and a lead of 1.1 points over Neox (2.5%). Commercial target scores 4.3% compared to 3.4% of its nearest competitor.
- Registers its best figure in young people 13-24 years old (9.5%), ranking as the third most watched channel among all the channels in this segment by 2.5 points and surpassing its main rival (7%).

Divinity registers 2,3% and overtakes Nova for the second consecutive month

- It elevates its share reaching 3% in commercial target, 0.8 points higher than Nova (2.2%).
- Increasing their numbers in its core target (women aged 16 to 44), a segment in which registered a 3.6% share and records a lead of 3/10 over their immediate competitor (3.3%).

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

- Mediaset España's male channel increases half a point to reach a 2% share in commercial *target*.

Boing (1.7%) ends September as the leading children's channel in commercial television

- Has an advantage of 3/10 over Disney Channel (1,4%).
- Continues consolidating its leadership among children of 4-12 years old (13.1%) in commercial channels, as it has done in all months this year. This target exceeds the Disney Channel by 2.2 points (10.9%).

Mediaset España, leading audiovisual group, records its best September with a 31.4% share

- Up 0,8 points with respect to last month (30,6%).
- Absolutely leads prime time (30%), the day time (32.1%) and commercial target (33.7%), with a lead of 2.2, 5.8 and 4 points, respectively, over Atresmedia (27.8%, 26.3% and 29.7%).