

TOP AUDIENCES 12th DECEMBER

MEDIASET ESPAÑA WINS TOTAL DAY SHARE WITH A 31,9% *SHARE* AND OBTAINS 35% IN *COMMERCIAL TARGET*

TELECINCO, THE MOST WATCHED CHANNEL ON WEDNESDAY (20%), CLAIMED VICTORY IN *COMMERCIAL TARGET* (21%) AND ABSOLUTE LEADER IN *PRIME TIME* (21,2%), *LATE NIGHT* (WITH AN 40,2%, THE SECOND BEST RECORD OF THE YEAR), *DAY TIME* (19,3%) Y *AFTERNOON* (17%)



THE SEMIFINAL OF "LA VOZ" BEATS ITS RÉCORD AUDIENCE SHARE (35,7%) Y GAINS ALMOST 400.000 VIEWERS TO SURPASSES 5 MILLION FOLLOWERS

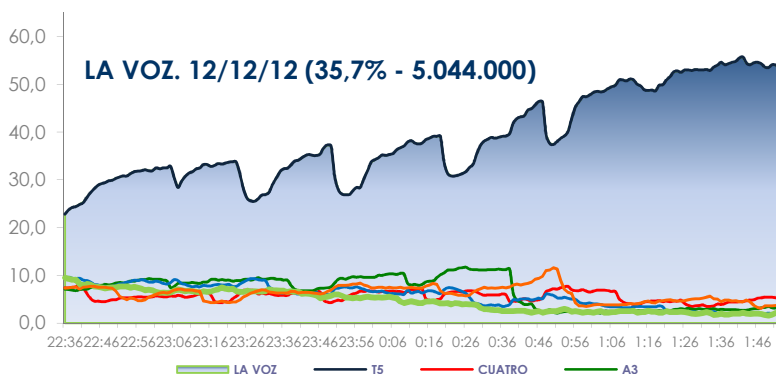
It was the most watched program of the day with 5.044.000 viewers

In its timeslot, el programa de Telecinco's program was absolute leader with 28,2 points difference over the second choice of the night



The Golden minute of the day was registered at (23:05h.) with 6.660.000 viewers (32,8%). In total 11.036.000 people connected at some point during the competition.

Targets	T5	A3
Ind. 4+	35,7	7,5
T.C	38,1	7,5
Hombres	29,1	6,0
Mujeres	41,2	8,8
4-12	37,5	6,2
13-24	48,1	5,0
25-34	40,8	4,4
35-54	35,6	7,6
55-64	32,1	9,4
65 y más	29,9	9,2
ALTA-MEDIA ALTA	28,2	11,5
MEDIA	36,7	6,9
MEDIA BAJA	38,4	6,4
BAJA	44,2	2,5
AND	37,3	9,1
CAT	32,4	6,3
EUS	33,8	8,2
GAL	31,2	5,9
MAD	36,0	8,3
VAL	38,6	7,9
CLM	42,8	5,0
CAN	40,2	3,7
ARAGON	32,2	10,0
ASTURIAS	39,7	8,1
BALEARES	39,7	5,3
MURCIA	35,5	6,2
CASTILLA Y LEÓN	32,5	8,8
RESTO	31,2	8,2



Telecinco's contest grew in commercial target to reach 38,1% of share after leading in all age and social class targets, reaching 48,1% of audience share in viewers 13-24 years and 40,8% in the 25-34 years group

By Geographical markets, it was the first option in all regions, with an outstanding following in Castilla La Mancha (42,8%), Canarias (40,2%), Asturias and Baleares (39,7%), Valencia (38,6%), Andalucía (37,3%) and Madrid (36%)

The pre-gala program, "La Voz: directos", the second most watched program of the day (3.553.000 and 17,1%), was leader in commercial target and all ages under 64 years

The program generated **30 trending national topics and 8 worldwide**. The program beat its own record last night on this social network with **322.000 comments** with a record 235 comments per minute. At 22:25h. the “golden minute” was recorded with **1.912 comments in Twitter**

GABINETE DE PRENSA

MEDIASET*españa.*

