

## AUDIENCE NOVEMBER 7<sup>th</sup>

Reached an average of **33,9% audience share** and **5.300.000 viewers** after eight weeks of broadcasting

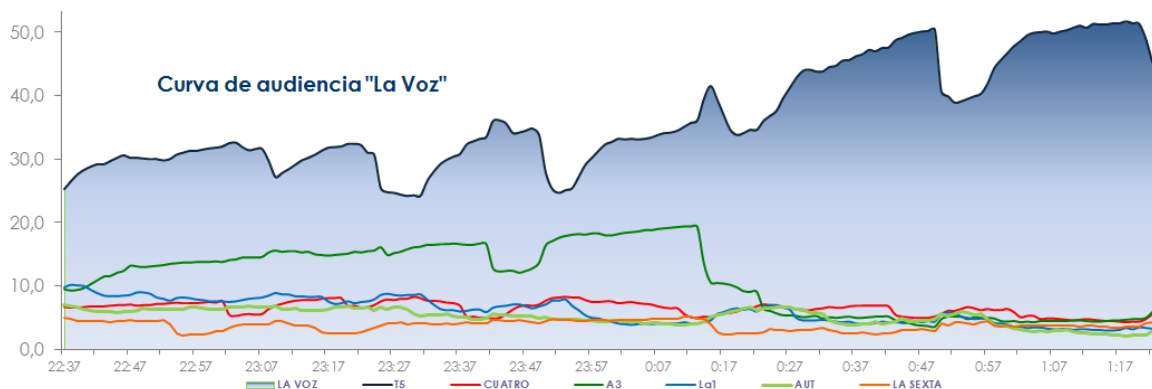


### “THE VOICE” CONTINUES TO GROW AND TELECINCO LEADS ON WEDNESDAY WITH 19,4% AUDIENCE SHARE

Last broadcast of “The Battles” (Las Batallas) (5.307.000 and 34,4%) didn't give a respite in its slot, in which the second option remained at 22 points distance



The golden *minute* of the day (23:03 h.) obtained **6.781.000 viewers (32,6%)** and reached the highest quota at 01:18 hours with a **51,7% audience share (4.202.000)**. More than 11,3 million people connected to the program



Liderazgos "la Voz"		
Targets	TS	A3
Ind. 4+	34,4	12,4
T.C.	37,7	11,9
Hombres	29,5	9,5
Mujeres	38,6	14,9
4-12	42,5	5,2
13-24	44,6	9,8
25-34	40,0	11,3
35-54	35,2	12,0
55-64	29,8	14,0
65 y mas	27,5	14,6
ALTA-MEDIA ALTA	28,5	12,2
MEDIA	35,5	13,1
MEDIA BAJA	36,7	12,3
BAJA	38,4	8,8
AND	37,8	12,9
CAT	27,3	10,0
EUS	32,3	13,2
GAL	31,8	9,2
MAD	31,6	12,8
VAL	39,4	13,6
CLM	36,8	17,5
CAN	44,7	4,1
ARAGON	31,4	15,0
ASTURIAS	41,1	8,6
BALEARES	33,6	10,6
MURCIA	33,4	10,6
CASTILLA Y LEÓN	30,8	18,1
RESTO	31,8	16,2

Commercial *target* grew up to **37,7% audience share**, the highest one of all programs broadcasted yesterday on TV

The channel obtained a **22% audience share in prime time** and a **37,3% in late night**

Completely led in all ages and social class targets, reaching **44,6% audience share** in viewers between 13-24 years old and a **40%** between 25-34 years old **and in all geographic markets**

The slot before the show, “The Voice: last battles begin” (4.206.000 and 20%) was the second most viewed broadcast of the day and later “The Voice:Telecinco.es” led its slot with a **27,6% audience share** and 1.512.000 viewers.