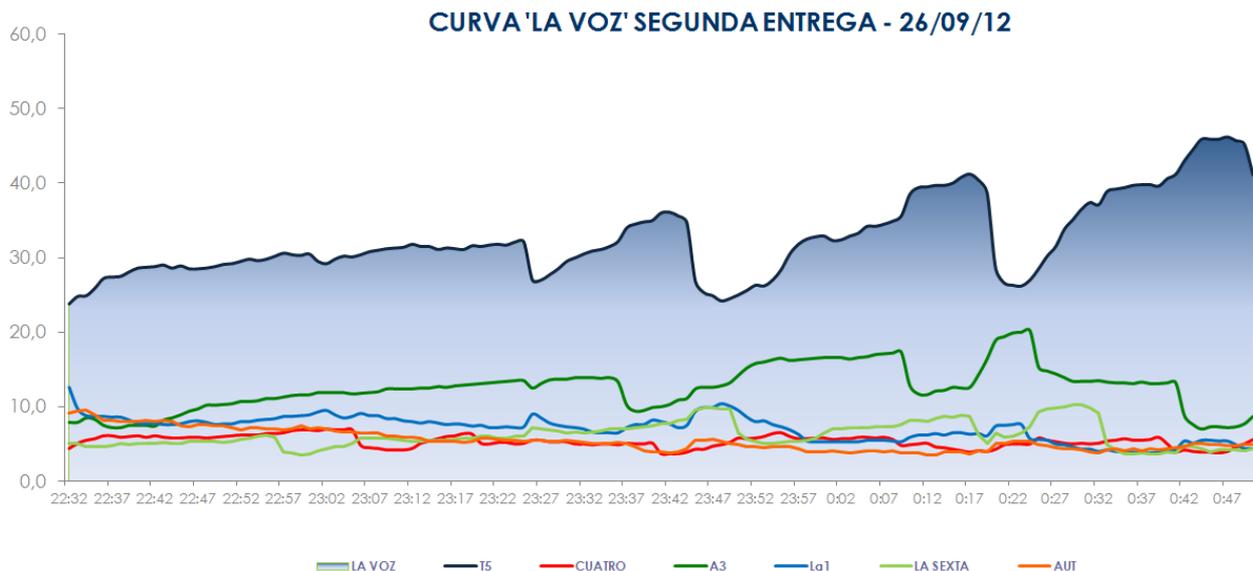


AUDIENCE WEDNESDAY SEPTEMBER 26TH, 2012

“THE VOICE” GROWS IN ITS SECOND BROADCASTING AND HAS BECOME THE ENTERTAINMENT PROGRAM MOST VIEWED SINCE OCTOBER 2005

With 5.268.000 viewers and a 31,8% audience share, it obtained 677.000 new viewers and 1,2 points in comparison to the historical data of its premiere, setting itself as the most viewed slot of the day

The “Golden Minute” on Wednesday reached 6.353.000 viewers and a 36% audience share (23:41 hours). Nearly 11 million people (10.957.000) connected to the program for at least 1 minute



The broadcasting slot was absolutely dominated with 20 points of advantage over its direct competitor and obtained 34,7% audience share in the commercial target

| LA VOZ - LIDERAZGOS POR TARGETS Y MERCADOS | | | | | | | |
|--------------------------------------------|------|------|------|------|------|--------|----------|
| Targets | T5 | A3 | LA1 | AUTO | LA 2 | CUATRO | LA SEXTA |
| Ind. 4+ | 31,8 | 12,3 | 7,3 | 5,7 | 3,0 | 5,4 | 6,1 |
| T.C. | 34,7 | 11,1 | 6,5 | 5,0 | 1,7 | 6,4 | 7,4 |
| Hombres | 26,8 | 9,9 | 7,6 | 6,3 | 2,7 | 5,1 | 7,9 |
| Mujeres | 36,2 | 14,4 | 7,1 | 5,1 | 3,2 | 5,6 | 4,5 |
| 4-12 | 43,2 | 10,4 | 5,3 | 2,7 | 0,3 | 4,8 | 3,8 |
| 13-24 | 44,4 | 7,8 | 3,7 | 3,8 | 0,7 | 6,2 | 9,6 |
| 25-34 | 43,1 | 9,4 | 5,1 | 4,3 | 0,9 | 4,7 | 7,8 |
| 35-54 | 31,1 | 12,3 | 7,7 | 5,0 | 1,9 | 6,3 | 7,1 |
| 55-64 | 26,7 | 14,1 | 8,6 | 6,4 | 4,2 | 6,4 | 4,9 |
| 65 y mas | 23,4 | 14,8 | 8,7 | 8,1 | 6,6 | 3,5 | 3,2 |
| ALTA-MEDIA ALTA | 24,4 | 9,8 | 8,5 | 8,2 | 4,1 | 6,6 | 5,9 |
| MEDIA | 33,8 | 13,1 | 6,6 | 5,0 | 2,7 | 6,0 | 6,3 |
| MEDIA BAJA | 32,8 | 13,4 | 7,4 | 5,2 | 2,7 | 4,4 | 6,7 |
| BAJA | 39,2 | 10,9 | 7,8 | 3,7 | 2,8 | 2,0 | 3,1 |
| AND | 36,9 | 14,1 | 7,3 | 2,4 | 1,9 | 3,2 | 7,5 |
| CAT | 27,7 | 8,4 | 4,2 | 14,3 | 4,7 | 5,7 | 4,0 |
| EUS | 26,5 | 11,8 | 9,0 | 9,8 | 4,7 | 6,1 | 6,8 |
| GAL | 27,0 | 9,6 | 7,7 | 9,1 | 2,9 | 7,3 | 5,8 |
| MAD | 29,5 | 12,3 | 6,4 | 7,2 | 2,5 | 6,1 | 6,3 |
| VAL | 36,7 | 13,5 | 8,4 | 1,1 | 2,9 | 7,1 | 6,0 |
| CLM | 34,9 | 16,8 | 7,7 | 6,0 | 2,8 | 3,5 | 5,7 |
| CAN | 36,6 | 9,2 | 5,9 | 4,4 | 2,0 | 4,7 | 5,4 |
| ARAGON | 31,4 | 8,3 | 8,7 | 11,9 | 5,0 | 5,2 | 4,3 |
| ASTURIAS | 35,7 | 4,3 | 8,6 | 3,2 | 2,3 | 4,8 | 6,5 |
| BALEARES | 31,6 | 14,3 | 4,2 | 2,6 | 2,4 | 8,2 | 6,3 |
| MURCIA | 30,5 | 10,9 | 8,8 | 1,5 | 2,0 | 4,2 | 6,1 |
| CASTILLA Y LEÓN | 22,2 | 17,8 | 11,1 | 0,1 | 3,7 | 5,7 | 7,4 |
| RESTO | 27,1 | 16,4 | 10,6 | 0,7 | 3,3 | 5,8 | 6,9 |

It won in all *targets* and regional markets, registering a special interest in the segment from 4 to 34 years old, which exceeded 43% *audience share*

Previously, “The Voice Express” (3.102.000 and 15,9%) and “The Voice Arrives” (4.452.000 and 22,2%) also completely led their respective slots

Telecinco prevailed comfortably over the rest of the channels in *prime time* (21,5%) and *late night* (27,7%), setting itself as the most viewed channel on Wednesday with a 18,6% audience share

IMPACT ON INTERNET AND SOCIAL NETWORKS

Last night “The Voice” obtained nearly 118.000 comments on the Internet and in social networks (Twitter, Facebook, *blogs and other internet mediums*), it also reached peaks of up to 1.550 comments per minute implying a potential reach of 79,5 million users across the world

The contest made 32 *hashtags* in national *Trending Topics* and reached a world ranking of 15

OTHER HEADLINES OF THE DAY

5 TELECINCO NEWS 15:00 HOURS (2.169.000 AND 15,5%) IS ITS MOST SLOT VIEWED SINCE MARCH

Telecinco News 21:00 hours (2.402.000 and 14,9%) was the most news program offer viewed in prime time and obtained its best audience share of the season.

cuatro DAY OF RECORDS FOR "CUATRO NEWS"

"Cuatro News 2" (6,2% and 677.000), with Roberto Arce, continues growing with its slot most watched since last June 14th and its best second audience share since August 15th

"Cuatro News 1" (10% and 1.034.000), with Hilario Pino, registered its best second audience share of the season and its slot most viewed since last August 28th

GABINETE DE PRENSA

MEDIASETespaña.

