

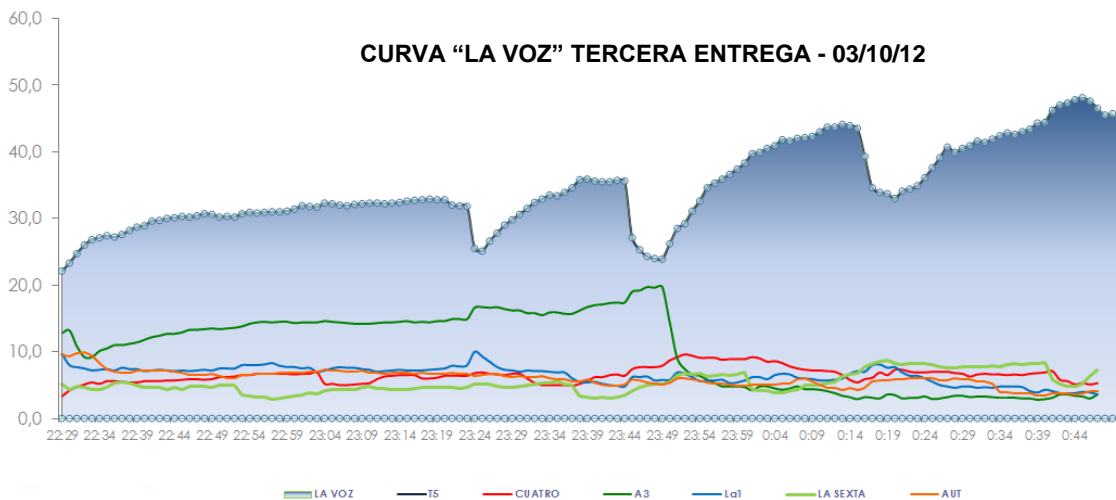
AUDIENCE WEDNESDAY OCTOBER 3rd

TELECINCO REGISTERED A 19,3% IN TOTAL DAY, IT IS THE HIGHER DATA SINCE THE FINAL OF THE UEFA EURO 2012

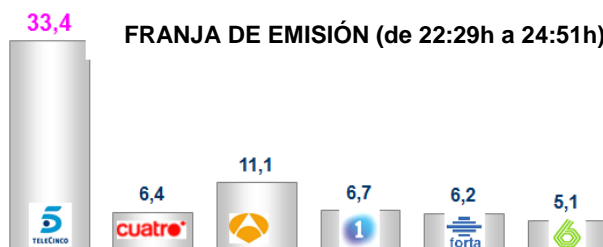
“THE VOICE” CONTINUES TO GROW IN ITS THIRD BROADCASTING AND DOES HIS MAXIMUM

It obtained an average of 5.423.000 viewers and a 33,4% audience share, added 155.000 new viewers and 1,6 points of share in comparison to the week before, setting itself as the most viewed slot of the day

The “Golden Minute” of the day at 23:17 hours reached 6.439.000 viewers and a 32,8% audience share. More than 11,5 million people connected to the *talent show* presented by Jesús Vázquez



It showed his supremacy in its broadcasting slot in comparison to the rest of the channels and obtained 37,5% audience share in the commercial target



Targets	T5	A3	LA1	AUTO	LA 2	CUATRO	LA SEXTA
Ind. 4+	33,4	11,1	6,7	6,2	2,9	6,4	5,1
T.C.	37,5	10,7	5,2	5,4	1,6	8,0	4,8
Hombres	27,7	8,9	9,7	7,0	2,8	5,8	5,8
Mujeres	38,4	13,1	4,2	5,4	3,0	7,0	4,6
4-12	42,3	10,7	4,1	2,4	0,2	2,2	2,0
13-24	46,4	10,4	4,2	4,0	0,8	7,2	2,9
25-34	42,2	11,3	4,5	5,1	0,9	6,3	3,3
35-54	34,0	10,4	5,1	6,0	1,6	8,9	5,6
55-64	28,9	11,7	8,7	6,7	4,7	5,3	7,1
65 y mas	24,7	12,3	10,5	7,9	6,2	3,4	5,3
ALTA-MEDIA ALTA	27,2	11,3	6,5	7,2	4,2	7,7	6,2
MEDIA	34,0	11,7	6,3	5,4	2,6	7,4	4,7
MEDIA BAJA	36,4	10,6	7,7	6,4	2,3	4,8	5,5
BAJA	38,4	9,3	5,8	6,8	2,7	2,8	2,8
AND	37,7	11,8	7,2	5,4	1,5	3,6	5,6
CAT	29,3	9,2	3,8	14,6	3,7	8,2	4,8
EUS	28,2	10,5	7,3	13,7	5,0	6,3	5,0
GAL	27,4	7,1	6,2	10,0	3,9	9,3	6,5
MAD	31,3	11,1	7,9	6,1	2,3	7,0	4,8
VAL	39,0	14,1	5,4	1,8	3,4	7,5	6,4
CLM	36,2	14,9	9,0	3,4	2,4	5,5	2,8
CAN	42,9	5,0	5,6	3,5	1,3	5,2	5,8
ARAGON	36,1	11,0	5,9	5,5	3,1	8,1	4,2
ASTURIAS	35,5	8,9	8,4	3,2	3,8	4,3	3,9
BALEARES	35,2	9,9	3,4	4,8	2,7	7,1	5,8
MURCIA	32,6	10,4	8,2	1,1	3,9	6,9	5,1
CASTILLA Y LEÓN	26,0	19,6	10,6	0,3	3,3	5,7	3,8
RESTO	27,1	14,0	9,3	0,8	3,6	6,6	4,2

It won in all *targets* and regional markets, following the information in segment from 13 to 24 years old, which obtained 46,4% audience share

Previously, “The Voice Express” (3.115.000 and 16,1%), second most viewed slot on Wednesday and “The Voice Arrives” (4.199.000 and 21%), both absolutely won in their respective slots

Telecinco completely led in total day with (19,3%), *prime time* (22,1%), *late night* (31,5%) and evening (18,1%) and was the best channel with the best commercial target (20,8%) of the day

IMPACT ON INTERNET AND SOCIAL NETWORKS

Last night “The Voice” reached more than 219.000 comments on the Internet and in social networks, 101.000 more than the week before, it also reached peaks of up to 2.168 comments per minute implying a potential reach of 92,8 million users across the world

The contest made 24 *hashtags* in national *Trending Topics* and reached a world ranking of 12

OTHER HEADLINES OF THE DAY

TELECINCO NEWS ARE THE MOST VIEWED IN THE COMMERCIAL TELEVISION

Telecinco News 21:00 hours (2.212.000 and 14,1%) and 15:00 hours (2.006.000 and 14,9%) were the most viewed in their respective slots over their direct competitor.

In the evening, “Sálvame diario” (1.742.000 and 16,9%) and “Pasapalabra” (1.698.000 and 14,4%) set themselves as the first option to watch in their respective slots

DOUBLE BROADCASTING OF “CASTLE” EXCEEDS THE CINEMATOGRAPHIC OFFER OF THE SEXTA CHANNEL

In both slots (6,4%), criminal investigation fiction surpassed with 1,8 points of advantage over its direct competitor (4,6%)

FACTORÍA DE FICCIÓN (FICTION FACTORY) (2,9%), WAS THE LEADING CHANNEL OF THE DAY

It obtained in *day time* (3,5%), evening (4,4%), afternoon (3,9%) and *late night* (3%)

BOING OVERTAKES DISNEY CHANNEL IN TOTAL DAY (1,3% VS. 1,2%)

GABINETE DE PRENSA

MEDIASET *españa.*

