

## AUDIENCE WEDNESDAY NOVEMBER 21ST

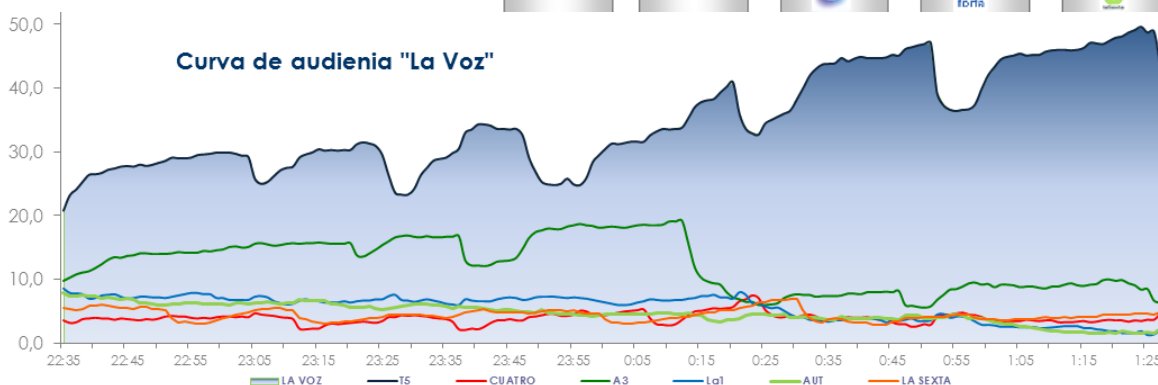
MEDIASET ESPAÑA SUCCEEDED THIS WEDNESDAY WITH 31,3% AUDIENCE SHARE IN TOTAL DAY AND A 34,6% IN COMMERCIAL TARGET

TELECINCO, THE MOST VIEWED CHANNEL OF THE DAY (19,2%) OBTAINING IN PRIME TIME (20,8%), LATE NIGHT (35,5%), EVENING (16,9%), DAY TIME (18,4%) AND COMMERCIAL TARGET (20,9%)

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“THE VOICE” MAINTAINS ITS LEADERSHIP IN ITS LIVE PROGRAMS AND OBTAINED NEARLY 5 MILLION VIEWERS

Was the most watched slot of the day (4.955.000 and 32,6%) and completely led in its slot, in which reached 19,4 points ahead over the second option



Liderazgos "La Voz"		
Targets	T5	A3
Ind. 4+	32,6	13,2
T.C.	35,9	12,4
Hombres	28,2	9,8
Mujeres	36,4	16,2
4-12	38,0	7,9
13-24	46,2	9,5
25-34	38,5	12,0
35-54	33,3	12,4
55-64	29,8	14,9
65 y mas	23,6	16,3
ALTA-MEDIA ALTA	26,0	12,8
MEDIA	32,9	13,6
MEDIA BAJA	35,9	13,1
BAJA	40,0	12,7
AND	36,5	14,1
CAT	25,2	8,9
EUS	30,3	14,6
GAL	29,7	11,5
MAD	30,8	13,6
VAL	38,1	14,1
CLM	31,6	18,5
CAN	42,8	6,4
ARAGON	28,3	15,5
ASTURIAS	36,0	10,3
BALEARES	35,8	10,2
MURCIA	32,8	11,2
CASTILLA Y LEÓN	27,7	22,1
RESTO	30,9	18,3

The golden minute of the day was at 23:40 hours with 6.266.000 viewers (34,3%) and reached peaks of up to 49,6% audience share. More than 11 million people connected to the show

In commercial target grew up to 35,9% audience share, the highest of all programs broadcasted yesterday on TV

Absolutely led in all ages and social class targets, reaching 46,2% audience share in viewers between 13-24 years old and 38,5% between 25-34 years old

It was also the first option in all geographic markets, highlighting the data obtained in The Canaries (42,8%), Valencia (38,1%), Andalucía (36,5%), Asturias (36%) and Baleares (35,8%)

The slot before the show, “THE VOICE: LIVE” -second most viewed broadcast of the day (3.506.000 and 16,8%)- and after “The chat of The Voice” (1.528.000 and 28,8%) also comfortably led in their respective slots.

In Twitter the program obtained **31 national *trending topics* and 23 across the world**

GABINETE DE PRENSA

**MEDIASET**españa.

