

Madrid, 2nd October 2017

August 2017

According to the data (PC + mobile) published by Videometrix Multiplataforma

Mediaset España, leading audio-visual group in *online* video consumption with almost 117 million videos views and almost 4 million unique viewers

- More than tripling the figures obtained by Atresmedia, 37 million vídeos consumed (only gives data regarding PC consumption) and multiplies RTVE's figures by 15 (7.5 million videos PC + *mobile*)
- More than doubles the number of unique viewers of both Atresmedia (1.4 million) and RTVE (1.3 million) and reaches a total of 453 million minutes consumed, compared to RTVE's 148 million and Atresmedia's 129 million.
- Accumulating, between January and August, an average of 11.6 million unique users, 11% more than in the same period 2016, according to figures from Comscore Multiplatform.
- By webpage, Telecinco.es continues to lead the television channels sites with 39.4 million videos consumed (PC + mobile), compared to 1.7 million Antena3.com (PC only); Cuatro.com (8 million videos) beats LaSexta.com (1.1 million, only PC); and Mitele.es (67 million videos) has surpassed Atresplayer (28 million, PC only)

Mediaset España has revalidated its leadership in *online* video consumption in August and has positioned itself as **the reference audio-visual group with almost 117 million videos consumed (PC plus mobile devices), managing to more than triple the results achieved by its main competitor, Atresmedia**, with 37 million videos consumed, has once again only offered the market the PC consumption data. The company has also succeeded in multiplying RTVE video consumption figure by (7.5 million) by 15.

This consumption registered by the company is thanks to **Mediaset España's 3.9 million unique viewers**, who have watched a total of **453 million minutes of video** with a ratio of **115 minutes per viewer**. These figures more than double the 1.4 million unique viewers and 129 million minutes consumed reached by Atresmedia and the 1.3 million unique viewers and 148 million minutes of RTVE.

With 117 million videos consumed, Mediaset España ranked **seventh in the global ranking on the internet**, behind companies such as Google Sites, VEVO, Facebook and Warner Music. Additionally, **it has accumulated an average of 11.6 million unique users** (Comscore Multiplataforma) between January and August, **11% more** than in the same period of 2016.

It is worth noting the **fan phenomenon** generated by Mediaset España's content, which, in August was ranked **second in the videos viewed per viewer ranking**, with 56 videos / viewer, only behind Google Sites.

[Telecinco.es, back to the front of the sites of television with greater consumption of video](#)

By web pages, Telecinco.es, with 39.4 million videos viewed and **2.2 million unique viewers** (PC + mobile), has returned to the top of the television channel webs in consumption of online video, compared to Antena3.com's 1.7 million videos and 463,000 unique viewers (PC only).

Cuatro.com (8 million videos and 856,000 unique viewers) beats LaSexta.com (1.1 million videos and 352,000 unique viewers, PC only); while **Mitele.es (67 million videos and 1.1 million unique viewers)**, the live content portal and Mediaset España's on demand, has surpassed Atresplayer (28 million and 416,000 unique viewers, only PC).