

Madrid, 2nd January 2017

## Mediaset España logs its sixth annual victory (30.2%) with Telecinco (14.4%) as the most watched channel with the largest advantage over its immediate competitor since 2011

**Telecinco** (14.4%) totals 17 years of leadership among commercial channels and is the most viewed channel for the fifth consecutive year with the greatest advantage of the last five years 1.6 points more than the number two (12.8%). Its leader in commercial target (13.8%) almost 1 point ahead of its main competitor (12.9%), which is the largest distance between them since 2012. It marks **its best prime time (15.4%) since 2009** and is the most viewed *prime time* television channel for the fifth consecutive year, 2.2 points ahead of the next competitor in the table (13.3%).

**Cuatro** (6.5%) is the third place television channel for *millennials* (7.6%) And the one that best converts to commercial *target* (7.6%).

**Factoría de Ficción** (3.2%) Leads thematic channels for the fifth year. It has been the first thematic channel for the last 57 months and the third national television channel among young people 13-24 years old (8,9%) for another year.

**Divinity** (2.3%) Becomes the third most watched thematic channel and the leading female channel. Recording 2.9% in commercial *target* and 3.5% in women 16-44 years old.

**Energy** (1.9%) records the best data in its history and it is the thematic channel with the largest growth (+0.4%).

**Be Mad** logs 0.4% in its yearly accumulation, increasing this figure to 0.6% so far this season. In the annual commercial *target* it also increases its quota to 0.5%.

**Boing** (12.6% in children 4-12 years old) is the leading children's channel on commercial television for the fourth consecutive year with the largest historical distance over the second commercial option (9.8%). The channel has led the commercial offer every month of the year.

**Mediaset España**, (30.2%) marks the highest historical advantage over Atresmedia (27.1%), and is **also the leader of prime time (30.1%) recording the best figures in its history** and in commercial *target* (31.7%). Internet is confirmed as the most followed television with a monthly average of 91.4 million videos viewed up until November (499 minutes of videos watched/month) and its websites are preferred by users with Telecinco.es (7.7 million unique users) in first place.

**Mitele** is the **leading national television platform** for video consumption with an average of **2.9 million unique viewers per month** between January and November.

In an environment of increasing competition, with the fragmentation of the audience resulting from the emergence of six new national free to air channels, the arrival of new digital content platforms and the growth in pay-TV consumption, **Mediaset España** has consolidated its leadership in 2016 for the sixth consecutive year as the most watched television group in our country both in *total individuals* (30.2%) and commercial *target* (31.7%) in the *day time* slots (30.2%) and in the slot with the highest advertising demand, *prime time* (30.1%), where it has also recorded its greatest historical record. Mediaset España is also the preferred communication group for young people aged 13-24 for the fifth consecutive year with a 37.6% share, 8.1 points higher than its competitor (29.5%). Within this target, it is also a leading force for the third year in the *prime time* slot (36.3% vs. 30.4%).

Its offer of entertainment and information stands out once again in both traditional television consumption and digital consumption, with the most viewed television videos on the Internet and the television channel *sites* with the largest number of unique users. 2016 has also corroborated Mediaset España's leadership in the social media environment, where it accumulates the greatest *engagement* with its users, who have turned their content into the most talked about on social networks for another year.

### **Telecinco (14.4%), 17 years of leadership among commercial television and most viewed channel for the fifth consecutive year**

**In 2016 Telecinco** totals 17 years of leadership among commercial television channels with an **average audience of 14.4% share and 1.6 points on the second TV option (12.8%), the largest distance since 2011.**

Winning in all age targets, except children, with young people from 13 to 24 years old and viewers 25 to 34 years old as its most prominent targets with 14.8% and 15.1% share respectively, compared to 12.1% and 11.6% of its rival's *share* in these parameters.

**For the fifth consecutive year, it leads maximum audience slot with 15.4% share, its highest figure in the last seven years,** compared with 13.3% of its competitor, also increasing its distance by 0.4 points compared to 2015. **Telecinco is the only channel that grows in *prime time* compared to 2015 (+0.2 points).**

Achieving victory in commercial *target* with a 13.8% *share*, 9 tenths more than Antena 3 (12.9%), increasing its advantage by 0.3 points with respect to the previous year.

**It has won 11 of the 12 months of the year and is the channel that leads the most days (250 days), 68.3% of those disputed.** The channel dominates in virtually all of the broadcasting slots: **total day** (14.4%), **prime time** (15.4%), **day time** (14%), **evening** (15.8%) and **late night** (17.6%). It is also the most viewed television in **afternoon** (12.1%) among commercial channels. By regional markets it **leads in Asturias (20.9%), Canary Islands (17.1%), Murcia (15.8%), Andalusia (15.6%), Galicia (15.1%), Euskadi (15.1%), Madrid (14.4%), Aragón (13.1%)** and the **'Rest'** category (14.8%).

**Telecinco dominates every night of the week:** Monday (15.2%), Tuesday (16.8%), Wednesday (16.7%), Thursday (18.9%), Friday (17.3%), Saturday (14.1%) and Sunday (15.7%). Thursday night establishing the largest distance with its competitor (+6.9 points).

In 2016, the **20 most watched broadcasts of the year corresponded to sporting events, with Telecinco in first place in the ranking** with the EuroCup match Croatia-Spain (60.6% and 10.726.000), also placing another 10 football matches between the most watched in these 12 months.

Without sporting events, **Telecinco places 12 of its broadcasts among the 20 most watched of the year with 'El Príncipe' (29.2% and 5,213,000) and 'La que se avecina' (27.2% and 4,996,000) as the most successful spaces.**

## TELECINCO NEWS

**A News reference for all broadcasters for the fourth consecutive year with a 15% share, its best share since 2008**

For one more year and including this year it is the fourth, Telecinco News ends the year as the prominent leader in all principal news broadcasts– **the afternoon and evening slots from Monday to Sunday- with a 15% audience share and 1,983,000 viewers**, establishing a distance of 3.5 points from Antena 3 News (12.5% and 1,624,000), which closed 2016 behind TVE I (12.9% and 1,787,000 viewers).

**Telecinco 21:00h News** (Monday to Friday) has been the most watched news space of all television channels with 2,559,000 viewers and a 17.9% share, the highest audience share since 2008 and an increase of 0.4 points compared to 2015. The news program, the most viewed broadcast of the day on 67 occasions throughout the year, distancing itself by 6.3 points and 1 million viewers from Antena 3 News 2 (11.6% and 1,607,000).

**Telecinco 15:00 News Monday to Friday (14.2% and 1,776,000 viewers) also grew by 0.4 points over the previous year, reaching its record share for the last six years.** It closed the year as the most followed News program of its time slot between commercial televisions after surpassing Antena 3 News 1 by 1.2 points (13.0% and 1,620,000).

The weekend editions **get the leadership in prime time** with a 12.8% share and 1,763,000 viewers, surpassing Antena 3 News 2 by 1.2 points to (11.6% and 1.604.000).

## ENTERTAINMENT

**'Survivor 2016' has been the most watched entertainment program on Telecinco in 2016.** This series it reached 26.4% share and 3,085,000 viewers, establishing an advantage of more than 16 points ahead of Antena 3 (10,1%). in 2016 'Survivor: the debate' (18.9% and 2.230.000) has offered its most competitive edition of the last three years.



**'GH VIP 4'** has recorded a **23.6% share** and **2,943,000 viewers**, becoming **absolute leader in its timeslot after doubling its main competitors figures (10.5%)**. It grows in both commercial target (22%) and viewers 13-24 years old (27.6%).

**'Gran Hermano 17'** programs have led absolutely, recording **19.6% share** and **2,193,000 viewers**, with 20.5% in commercial target and above 32% among young people aged 13 to 24 years old.

**'La Voz 4'** (24% and 3,061,000) has also led its time slot and has become the **second most-watched entertainment program in 2016**. It grows to 25.2% share in commercial target and reaches its best records in 13 to 24 year olds, among which it exceeds 32%.

**'Got Talent España'** has concluded the year with an average of **19% share** and **2,719,000 viewers**, with all its broadcasts as the absolute leader of its time slot and first choice for all targets, marking a distance of 6.1 points over Antena 3 (12.9%).

**'Levántate All Stars'** has recorded a **16% share** and **2,058,000 viewers**, while **'Sálvame Deluxe'** has recorded an average audience share of 18.3% and 2,014,000 viewers in its Friday edition.

The new in-house entertainment formats released this year have contributed to Telecinco's *prime time* success. **'Mi casa es la tuya'** (17.5% and 2,868,000), leading its timeslot, 1.1 points above its nearest competitor (16.4% and 2,694,000). **'Las Campos'** (18% and 2,301,000) has been the best entertainment premiere of the summer, dominating its broadcast slot, 6.3 points above its competitor (11.7% and 1,497,000).

In day time, **'El programa de Ana Rosa'** (18.5% and 534,000) has been the leading morning magazine program for another year, ahead of 'Espejo Público' by 2.2 points (16.3% and 461,000). **'Mujeres y hombres y viceversa'** (13.3% and 839,000) has grown to 17.7% in commercial target and up 28.2% among viewers 13 to 34 years old, whilst **'Cámbiame'** (12.8% and 1,375,000) has had its best year leading its timeslot among nationwide broadcasters.

**'Sálvame'**, with the sum of its editions 'Naranja' y 'Limón', has reached a **17.1% share** and **1,812,000 viewers**, maintaining the hegemony of its time slot at a distance of 3.4 points above Antena 3 (13.7% and 1,451,000), the largest gap in the last four years. **'Pasapalabra'** (18.1% and 2,239,000) is unbeatable in its time slot, resulting in the **most competitive day time competition**.

## FICTION

'El Príncipe', the most viewed television series in 2016 and most viewed non-sports broadcast of the year

**'El Príncipe'** Closed its run as the most watched series of 2016 and the last three seasons with an average of **4,368,000 viewers** and a **24.4% share**. 5,213,000 viewers (29.2%) watched the last episode becoming the most watched non-sports broadcast of the year.

The second most followed series was 'La que se avecina' (22.4% and 3,682,000), a reference in the comedy genre for another year and the fiction with the best commercial target (25.9%). It also ranks first in the ranking of deferred broadcasts in the history of this type of measurement, with 536,000 viewers on the April 5<sup>th</sup> episode.

Telecinco places four of its series among the 10 most viewed of the year: 'El Príncipe' (24.4% and 4,368,000), 'La que se avecina' (22.4% and 3,682,000), 'Lo que escondían sus ojos' (18.9% and 3,200,000) and 'El Padre de Caín' (16.6% and 2,842,000).

### SPORTS EVENTS

The great sporting events of the year have returned to the forefront of Telecinco: **The Euro Cup hosted in France was followed by 5,552,000 viewers (37.7%)**, exceeding both share and the number of viewers of the previous championship won by Spain in 2012 (36.4% and 5,293,000). The tournament, which gained an advantage of almost 30 points with respect to Antena 3 (8.3% and 1,216,000), **accumulated a commercial target of 39.2%**, leading absolutely in all slots, in all Sociodemographic and geographic markets.

The first match of the championship, **France-Romania** (33.8% and 4,490,000) was **the most-watched opening match of the European Championship since 1996**. Spain's first match (Spain-Czech Republic, 55.8% and 8,869,000) was La Roja's second best start in this tournament.

**Croatia-Spain**, was the Spanish team's third match, and **became the most watched broadcast of 2016 with a 60.6% share and 10,726,000 viewers**. It scored the highest golden minute of the season at 22:45 with a 64% share and 13,067,000 viewers. The round of 16 match between **Spain-Italy**, achieved the best share of the tournament with 62.9%. The four games played by Spain accumulated a 60% share and 9,494,000 viewers. The final between **Portugal and France** scored 54.5% and 8,123,000 viewers, becoming **the most watched final of a Euro Cup without Spain's participation**.

Along with the Euro Cup, **the Copa del Rey** games have been placed among the 20 most-watched broadcasts in 2016, with the extra time in the Barcelona-Sevilla match as third most watched space of the year with a 53.8% share and 10,465,000 viewers.

In motorcycling, Telecinco had an average of 25.5% and 2,462,000 viewers of the **MotoGP World Championship** live races.

**Cuatro, a reference among the millenials and third commercial television for the under 55's, closes the year as the channel with the best commercial target conversion**

In a year of maximum competitiveness, with new players on the audiovisual scene seeking to capture the interest of young and urban audiences (Cuatro's core target) the channel closed 2016 with a 6.5% share in total individuals and a growth of 1,1 points up to 7.6% in commercial target, becoming **the national tv channel that best converts its results into the audience segment most valued by the advertising sector**.



Reaches **7.4% audience share among viewers under 55 years old, becoming the third commercial channel in the most commercially sought after audience** after Telecinco and Antena 3, distancing itself by 0.7 points from La Sexta (6.7%).

Once again, Cuatro has shown an excellent relationship with one of the most volatile audiences of conventional television, the **so-called millennial viewer, urban youths between 16 and 34 years old, among which the chain has achieved a 7.6% share**, comfortably beating La Sexta (6.2%).

### **Leaders in in-house production and entertainment**

Cuatro has been the national channel that has released the most formats in 2016 and that has offered its viewers the most in-house productions with a Spanish stamp. A variety of entertainment that touches all genres (comedy, dating, docu-reality, adventures, reports and research) and has excelled with critics and the public with products such as **'First Dates'**. The *dating show*, one of the TV revelations of the year, has consolidated the channel's unprecedented commitment to providing this international format on a daily basis, engaging an average of 1,319,000 viewers and an 8.3% share in highly sought after *access prime time slot*. 'First Dates' stands out in particularly attractive parameters such as commercial *target* (10.8%), 25-34 (12.4%) and 35-54 (11.1%).

The national stamp has also reached Cuatro in 2016 with **'El Xef'**, a risky and innovative 'docu-show'. With a 9.5% share and 1,940,000 viewers, it has led the channels commercial *target* with a 13.6% share of audiences. Its best audience reached was among 25 to 34 year old viewers, where it achieved a 16.9% share.

Without moving away from genre of *docu-factual*, **'9 meses con Samanta'** has been the **most watched program of the year on Cuatro**. Samanta Villar shared her pregnancy and all the experiences during the pregnancy and delivery of her twins with more than 2 million viewers (2,044,000). It had 11.1% share in total individuals and 13.3% in commercial *target*.

**'Los Gipsy Kings'** released its second season surpassing the figures of the previous edition: 10.2% share and 2,031,000 viewers (almost 2 points more and more than 300,000 new followers). Their numbers grow to 12.1% in commercial *target* and 18.5% in young people (13-34).

The *dating show* genre once again became, exclusive property of Cuatro in quality and audience success. The story 'Un príncipe para...' experienced triple success in its third season. **'Un príncipe para tres princesas'** averaged 7.2% share and 1,188,000 viewers, almost half a million more than its second season and 1.8 points ahead. In commercial *target* it reached a 9.9% audience share.

Additionally, another of Cuatro's great formats, **'Granjero busca esposa'**, returned to our screens in 2016 with 8.2% share and 1,144,000 viewers.

Within the offering of journalism, reporting and investigation, Cuatro has reinforced its commitment to the genre with 'Reporteros Cuatro', with programs like **Fuera de Cobertura'** (6.6% and 1,155,000), **'A pie de calle'** (6.4% and 1,119,000) and the reporting format **'En el punto de mira'** (7.9% and 1,078,000).

2016 has been the year of great historical formats for the channel, such as **'Cuarto Milenio'**, which has experienced the jump to *prime time* together with **'Zoom'** (5.6% and

1.025.000) without forgetting its incombustible space ship of mystery in the *late night* slot, where it has already accumulated 11 seasons (7,5% and 906,000). **'Hermano Mayor'** grew by 0.5 points to 7.1% share and 855,000 viewers and **'21 días'** amassed an average of 914,000 viewers, increasing the programs figures compared to its last edition by almost 14%.

Among the most risky formats of the year, Cuatro has given us a lot to speak about with **'Quiero ser monja'**, an approach to the concerns of five young people with doubts about their possible religious vocation (5,3% and 963,000) and **'Feis tu feis'** (6% and 918,000), a twist to the interview genre.

Cuatro has also demonstrated its social commitment to two in-house production formats: **'Esclavas'**, which in its eight broadcasts received an average of 4.5% share and 733,000 viewers and **'Proyecto Bullying'**, which in its only broadcast recorded a 6.3% of quota and 1,066,000 viewers.

Cuatro's international fiction has also shone with figures above average in young people in a year in which it has dismissed two of its iconic series: 'Castle' (7.9% and 1,538,000) and 'CSI' which in its final episode obtained a 9.3% and 1,323,000 viewers.

Among the premieres of 2016, 'Quántico' stands out, with a 7.2% share and 976,000 viewers (9.3% in commercial target) on average in its first season.

With regards to cinema, **'The Blockbuster'** (8.1% and 1,216,000) has become a reference in *prime time* cinema, placing 'Star Wars Episode 6: The Return of the Jedi' as the year's most watched film broadcast on the channel. **'Home Cinema'**, Cuatro's double cinema session on weekends and holidays, obtained an average of 8% share and 994,000 viewers in its first instalment and 6.7% and 767,000 in its second.

Regarding the news, **Noticias Cuatro I** closed 2016 with an **11,2% share and 1.102.000 viewers and an 11,1% commercial target share**, whilst **Noticias Cuatro II**, with its signature news offering, closes the year with an average **4.9% share and 551,000 viewers**.

**Cuatro Weekend News** has closed the year with a record in the afternoon slot reaching **10.1% share and 882,000 viewers**, is best figure in history. And at night has achieved a **5.8% share and 694,000 viewers**.

**Cuatro Sports** has consolidated its hegemony with an **8.5% share, 1,047,000 viewers and a 10.3% in commercial target**, achieving a fantastic 14.2% in youngsters aged 13 to 24 and 13.2% in 25-34 year olds.

**'Las Mañanas de Cuatro'** finishes 2016 with an historical record: it is their most watched year, with 693,000 viewers and 11.3% share.

**Factoría de Ficción (3.2%), thematic leader for the fifth consecutive year after 57 uninterrupted months as the first choice**

Mediaset España's series and film channel closed 2016 with a 3.2% share, becoming the most viewed thematic channel for the fifth consecutive year, surpassing Neox by 0.7 points (2.5%).

**FDF is the third most watched channel among the 13 to 24 year-old group that grows to 8.9% share, beating Neox (7.2%) by 1.7 points.** In commercial target it reaches a 3.9% share, a figure with which it again surpasses Neox (3.5%). Of the 20 most watched broadcasts in 2016 on thematic channels, 6 belong to FDF with 'La que se avecina'.

**Divinity (2.3%), third most watched thematic channel of the year, becomes the leading female channel for the first time after beating Nova (2.2%)**

With 2.9% in commercial target and 3.5% in its target audience (women 16 to 44 years old), Divinity became the first female themed channel, also surpassing Nova in all these parameters (2.1% and 3.3%, respectively).

Among its most viewed contents in 2016 are the factual programs 'Minicasas de sueño' (2.2% and 275,000), 'La casa de mis sueños' (2.2% and 250,000). In fiction, the new instalments of Season 12 of 'Grey's Anatomy' (2.2% and 424,000) and the premiere of 'Major Crimes' (2.2% and 390,000).

**Energy (1.9%), the thematic television channel with the most growth (+0.4 points), achieves the best figure in its history**

Since its conversion to a men's series channel, Energy has been ahead of Mega (1.8%) this year, its main competitor. It grows up to 1.9% in commercial target and up to 2% in core target (men aged 25-54). It is the thematic channel which grew the most (+0.4 points) and the most progressive in prime time: 1.6% share to 2.1%.

Among its most viewed content are the CSI series (2.2%), Hawaii 5.0 (2.2%), AHS: Coven (1.6%), AHS: Hotel (2, 0%) and 'Without trace' (2.0%), as well as the 'Rocky' saga (2.3% and 214,000), among other film titles.

**Boing, the leading Children's commercial television channel for the fourth year with a 12.6% in children, marking the largest distance in its history over the Disney Channel**

The children have again chosen Boing for the fourth consecutive year as the commercial reference children's channel with a **12.6% share of audiences between viewers from 4 to 12 years old**, a figure that puts a 2.8 points distance between them and the Disney Channel (9.8%), which has been uninterrupted since January 2015. In absolute terms, Boing has scored a 1.5% share compared to the Disney Channels 1.1%.

Cinema has been the most valued content by the small viewers with the films 'The Flintstones Viva Rock Vegas' (3.7% and 646,000) and 'Turbo' (3.6% and 588,000) as their most viewed broadcasts.

**Be Mad achieves 0.4% in its first year of broadcasting**

Mediaset España's new **urban and commercial** HD channel aimed at 16 to 44 year olds, in its first year has achieved **0.4% in total day and 0.6% in its core target** (men aged 16 to 44 years old), prevailing in this audience group compared to the other channels launched in 2016.



In house production programs such as **'Convénczeme'**, The commitment to innovation through new television trends, such as the *slow TV* of **'Río Salvaje'** and the launch of **'Be the best'**, are the most outstanding contents of the channel this season, with an average of 1.1%, 1.2% and 0.6% *share* in the channels *core target*, respectively.

## Mediaset España, the most viewed television on the Internet, places its websites as the users preferred website

With a monthly average of 91.4 million videos viewed compared to the 69 million of Atresmedia between January and November, Mediaset España has consolidated another year as the most watched television on the Internet.

Mediaset España webs have registered 10.6 million unique users a month in 2016 with Telecinco.es as the most viewed, with an average of 7.7 million unique users compared to 5.7 million Antena3.com.

In addition, Mediaset España has been the leading television group in terms of video consumption with an average of 499 million minutes of video views per month, ranking in the overall ranking behind only the Google, Facebook and VEVO giants. With 3 hours and 50 minutes of video consumption per viewer, it has also been the group with the highest loyalty, compared to Atresmedia, which is below the 2 and a half hours mark.

On the other hand, Mediaset España's apps have so far accumulated 12.1 million downloads on smartphones and tablets, Mitele being the most downloaded (5.9 million), 'Big Brother' (3.4 million), 'La Voz '(1.8 million) and Mediaset Sport (666,000).

**This year, Mediaset España has launched mtmad**, a new exclusive Internet video channel within Mitele, the nation's leading television platform in video consumption with an average of 2.9 million unique viewers per month between January and November.

*\* Data from January to November. Source: ComScore Multiplatform and Videometrix. Average calculated based on data from comScore. \*\* Videometrix data is for PC only.*

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