

Madrid, October 18th, 2012

AUDIENCE WEDNESDAY OCTOBER 17TH

MEDIASET ESPAÑA REGISTERED A 32,2% AUDIENCE SHARE IN TOTAL DAY AND A 36,9% IN COMMERCIAL TARGET

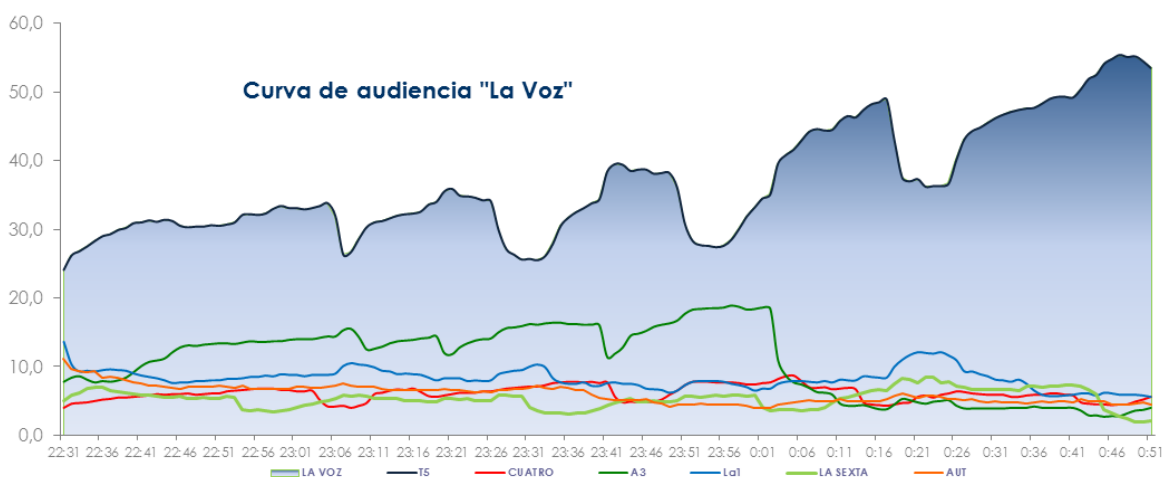
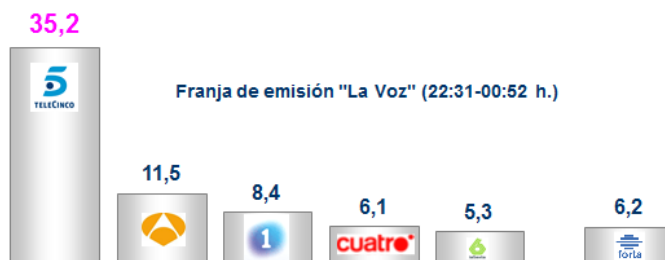
TELECINCO, TOP CHANNEL ON WEDNESDAY WITH A 19,7% AUDIENCE SHARE

5 "THE VOICE" CONTINUES TO GROW FOR FIVE CONSECUTIVE WEEKS SURPASSING 6 MILLION VIEWERS

It has almost reached 1,5 million viewers in comparison to its premier

With an average of 33,3% audience share and 5.388.000 viewers is the most viewed program in the last 10 years

Yesterday show (6.030.000 and 35,2%) was the most watched entertainment slot since October 2005.



The "Golden Minute" of the day (23:21 hours) reached 7.105.000 viewers (35,9%) and the highest quota at 00:47 hours with a 55,4% audience share (5.982.000). 12 million people connected to the program

Commercial target grew up to 38,6% audience share, the highest one of all programs broadcasted yesterday on TV

The channel obtained a **22,9% audience share in prime time** and a **34,1% in late night**

Liderazgos "La Voz"			
Targets	T5	A3	LA1
Ind. 4+	35,2	11,5	8,4
T.C.	38,6	10,9	7,1
Hombres	30,7	8,3	9,1
Mujeres	39,1	14,2	7,7
4-12	47,1	6,1	3,2
13-24	47,2	8,8	3,2
25-34	42,6	10,5	6,6
35-54	36,4	10,6	8,0
55-64	30,1	12,7	10,9
65 y mas	25,3	14,5	11,2
ALTA-MEDIA ALTA	27,5	12,1	10,0
MEDIA	35,8	12,1	7,9
MEDIA BAJA	38,9	11,0	7,7
BAJA	41,7	7,3	9,3
AND	37,9	12,4	9,2
CAT	29,7	8,4	6,4
EUS	28,0	11,8	7,6
GAL	32,9	8,2	9,0
MAD	33,7	13,5	7,6
VAL	39,9	12,6	8,0
CLM	38,0	17,1	9,1
CAN	43,9	5,9	5,4
ARAGON	34,4	8,9	10,6
ASTURIAS	38,6	6,8	13,2
BALEARES	41,7	10,3	5,5
MURCIA	38,3	9,9	8,3
CASTILLA Y LEÓN	31,6	16,5	10,3
RESTO	31,5	13,8	10,9

Completely led in all ages and social class targets, reaching **47,2%** audience share in viewers between 13-24 years old and a **42,6%** between 25-34 years old

It was also the first option in all geographic markets, following the data obtained in The Canaries (43,9%), Valencia (39,9%), Asturias (38,6%), Murcia (38,3%) y Castilla-La Mancha (38%)

The slot before the show, "The Voice Express" – second most viewed broadcast of the day (3.311.000 and 16,2%)- and later "Telecinco.es/laVoz" (1.354.000 and 22,3%)

also comfortably led in their respective slots.

IMPACT ON INTERNET AND SOCIAL NETWORKS

New record in Twitter with **21 world trending topics** and **26 national**

During its broadcast reached to **225.424 comments on the Internet** and **2.011 comments per minute at 22:53 hours**

"The Voice" surpasses **280.000 followers in Twitter** and **265.000 fans in Facebook**

GABINETE DE PRENSA

MEDIASeteespaña.

