

AUDIENCE NOVEMBER 28TH

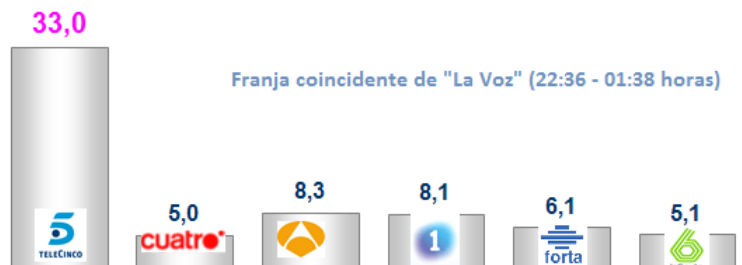
MEDIASET ESPAÑA HAS SUCCEEDED THIS WEDNESDAY WITH 31,7% AUDIENCE SHARE IN TOTAL DAY AND A 34,8% IN COMMERCIAL TARGET

TELECINCO, THE MOST VIEWED CHANNEL OF THE DAY (19,5%) ABSOLUTELY LED IN ALL SLOTS: PRIME TIME (20,5%), LATE NIGHT (37,1%), MORNING (16,4%), EVENING (14%), DAY TIME (19%) AND COMMERCIAL TARGET (20,7%)

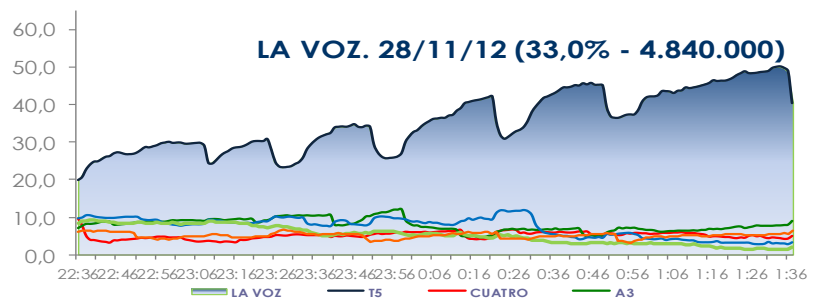


“THE VOICE” REMAINS UNBEATABLE WITH NEARLY 5 MILLION VIEWERS AND TRIPLES THE PREMIERE OF “DOWNTON ABBEY” (9,5%)

Was the most watched broadcast this Wednesday (4.840.000 y 33%). In its slot, the program enlarged even more the distance over its competitors, reached nearly 25 points ahead over the second option



The Golden minute of the day was at 22:59 hours with 6.366.000 viewers (30,1%) and reached peaks of up to 50,2% audience share. Nearly 11 million people connected to the show



Targets	T5	A3
Ind. 4+	33,0	8,3
T.C.	35,8	8,2
Hombres	28,1	6,4
Mujeres	37,3	9,9
4-12	36,8	4,7
13-24	42,5	6,5
25-34	38,2	4,8
35-54	34,7	8,6
55-64	29,3	10,1
65 y más	25,0	9,9
ALTA-MEDIA ALTA	26,2	11,4
MEDIA	34,0	8,3
MEDIA BAJA	35,8	6,4
BAJA	38,1	4,7
AND	35,5	9,1
CAT	25,6	7,8
EUS	29,7	8,0
GAL	32,2	6,8
MAD	28,9	9,9
VAL	38,3	9,6
CLM	37,9	5,1
CAN	41,2	2,3
ARAGON	28,1	11,4
ASTURIAS	39,5	6,8
BALEARES	35,9	7,0
MURCIA	34,3	7,1
CASTILLA Y LEÓN	32,0	9,7
RESTO	33,5	9,1

In commercial target grew up to 35,8% audience share, the highest of all programs broadcasted yesterday on TV

Absolutely led in all ages and social class targets, reaching 42,5% audience share in viewers between 13-24 years old and 38,2% between 25-34 years old

It was also the first option in all geographic markets, highlighting the data obtained in The Canaries (41,2%), Asturias (39,5%), Valencia (38,3%), Castilla La Mancha (37,9%), Baleares (35,9%), Andalucía (35,5%), and Murcia (34,3%)

The broadcast before the show, “THE VOICE: LIVE” -second most viewed broadcast of the day (3.274.000 and 15,3%)- and after “The chat of The Voice” (1.616.000 and 30,4%) also comfortably led in their respective slots.

The program generated on Twitter 28 **national trending topics** and 23 **across the world**. This social network reached 283.225 comments in reference to “The Voice”, with an average of 206 comments per minute. “The golden minute” was at 00:06 minutes with 2.167 comments on Twitter

GABINETE DE PRENSA

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