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## **Mediaset España topped TV ratings with its best October since 2016, versus the record low of Atresmedia**

### **Telecinco, with 14 months of consecutive leadership, outstripped Antena 3 by 4.4%, the largest margin registered in the month of October since 2007**

**Telecinco outperformed its competitor by 4.4% in total day and was the leader in commercial target, matching its 2014 figure and securing the best month of October in the last decade, versus the worst October ever for its competitor in this metric. Telecinco's news bulletins dominated in both the lunchtime and evening slots.**

**Mediaset España was the leading group, posting its best October figures for the last 3 years and obtaining 3% more than Atresmedia. It outperformed Atresmedia by 3.3% in commercial target, prime time, daytime and among young people aged 13-24, as well as among 25-34-year-olds.**

The audience has made it clear, choosing Mediaset España for another month as the go-to television group to stay informed and entertained. With a **29.2% share, the company's family of channels secured its best October since 2016**, 3% more than Atresmedia, which registered its worst ever October with 26.2%.

The margin between both groups widened to 3.3% in terms of **commercial target**, in which Mediaset España grew to **31.0%**, versus the 27.7% registered by Atresmedia. This variation was consolidated once again by the younger audience, who reaffirmed their loyalty to Mediaset España's family of channels in October, with a 34.9% share among 13-24-year-olds and 33.1% among those aged 25-34.

By time slots, Mediaset España beat Atresmedia in **prime time (28.1% vs. 26.3%) and daytime (29.7% vs. 26.1%)**.

Mediaset España broadcast **98 of the 100 most-viewed advertisement spots, versus only 2 offered by Atresmedia.**

## Telecinco: The flagship network of Mediaset España continues to grow, outperform and smash its own records from this decade

Telecinco continued to sweep the board in its successful season kick-off and **dominated October overall for the eighth year in a row**, improving on its September figure by 7 tenths of a percentage point to secure a **15.7% share**. This figure not only positioned Telecinco as the **most-viewed channel, but also marked its widest October lead since 2007 over Antena 3**, which registered its worst October ever with **11.3%**.

The outstanding figure that Telecinco obtained in total share is virtually mirrored, as is its leadership position, in the commercial target segment. In terms of commercial target (15.3%), the channel matched 2014 and obtained its **best figure in the month of October since 2009** (15.6%), versus the 11.0% of its main rival, the **lowest ever figure** registered by Antena 3 in October for this metric.

Telecinco was the leader across all time slots, outperforming its nearest competitor in **prime time (14.9% vs. 11.5%), daytime (16.0% vs. 11.2%), morning (16.6% vs. 10.8%), lunchtime (13.7% vs. 13.1%), evening (17.3% vs. 12.1%) and late night (19.6% vs. 7.8%)**.

It was also the most-viewed channel among all age groups and in 12 of the 14 geographical regions: **Canary Islands (21.5%), Asturias (20.6%), Murcia (18.4%), Basque Country (17.9%), Madrid (17.4%), Andalusia (16.3%), Galicia (16.0%), Valencia (15.8%), Castile & Leon (14.7%), Balearic Islands and Castile La Mancha (14.4%) and in what is known as “Other” territory (15.3%)**.

It stole the top spot on 30 of the 31 days in the month (96.8%) and on six of the seven nights of the week among commercial TV channels (Tuesdays were led by Cuatro), accounting for 16 of the 20 most-viewed programmes of the month.

### An impenetrable prime time

Telecinco was the most-viewed channel **in all time slots**, with **14.9% in prime time**, 3.4% higher than Antena 3 (11.5%). The robustness of its large-format entertainment programmes played a crucial role in securing this margin among the **most-viewed** programmes:

- The Thursday-night catch-up sessions of **‘GH VIP’** (31.9% and 3,147,000) were the **most-viewed and most-competitive TV programme** in October, registering an upward trend after growing by 3.7% and 406,000 viewers versus its already outstanding September figure (28.2% and 2,741,000). It outperformed Antena 3 (7.0%) in the time slot by 24.9%.
- **‘GH VIP: El Debate’** (22.5% and 2,551,000) also increased by 1.8% and 217,000 viewers versus September, with a solid win on Sunday nights, representing a lead of 11.2% over the programme offering of Antena 3 (11.3%) in the same time slot.
- **‘Got Talent’** (21.4% and 2,291,000) boosted its September TV ratings (20.8%), coming out as the firm leader versus Antena 3’s key programme this season, **‘La Voz Kids: Audiciones’**, which dropped almost 2% in October (14.2% and 1,924,000) versus September (16.0%), relegating the audition stage of the

programme formerly broadcast by Telecinco to an all-time low for any national channel.

### An unrivalled daytime line-up

Telecinco not only reached the unequivocal top spot in terms of audience during prime time, but, as usual, it held on to its leadership position with current affairs, live reporting and news over the course of its cohesive daytime line-up, in which its unparalleled in-house production stood out.

In the mornings, **'El programa de Ana Rosa'** (20.8% and 668,000) with its best audience share since January '19 (21.0%) secured its most competitive **October** since 2014 (21.1%) and the **most viewers** since 2008 (731,000). The magazine show, outright leader among the morning TV programmes, outperformed its rival by the **second largest margin ever in the month of October**. A **lead of 7.5% over 'Espejo Público'** (13.3% and 429,000), which registered its **worst ever October in terms of TV ratings**.

**'Ya es mediodía'** (13.9% and 1,182,000) registered its second-best month ever in terms of share, and **'Sálvame diario'** (17.6% and 1,796,000) matched its May '19 figure with the best monthly audience share since April 2018 and its most-viewed month since January 2019.

On weekends, **'Socialité by cazamariposas'** (14.7% and 1,278,000) hit a monthly high in terms of viewers and its second best audience share ever, with the greatest lead over Antena 3 in the same time slot (+7.6%); while **'Viva la vida'** (12.2% and 1,403,000) registered both its best October and third best month ever in terms of audience share.

### Informativos Telecinco: The news leader

On average, across all of its lunchtime and evening editions from Monday to Sunday, **Informativos Telecinco (15.3% and 2,012,000) was the most-viewed news broadcast**, obtaining its most-competitive October figure in the last 11 years.

Once again in October, **the edition presented by Pedro Piqueras was the most watched**, attracting **2,305,000 viewers and a 15.6% share**, +1.7% more than Antena 3 Noticias 2 (13.9%).

At **weekends**, the two editions of Informativos Telecinco were the undisputed leaders in October ahead of their rivals, both in the **lunchtime programme (15.4% and 1,802,000)**, versus the 14.2% of Antena 3 Noticias 1 and the 13.6% of Telediario 1 on TVE1, as well as in the **prime-time edition (13.7% and 1,928,000)**, versus the 11.1% of Antena 3 Noticias and Telediario 2 on TVE1.

### Cuatro beat last October's figure in total day, prime time, daytime and commercial target

**Cuatro (5.5%) saw its share increase** by 3% versus October 2018. In prime time (6.0%), it improved its figure from last month and October 2018, securing an **overall victory on Tuesday nights (19.1%)**, and outperformed La Sexta in prime time on Mondays and Sundays with **Cine (7.3%)**, **'Volando voy' (6.8%)** and **'Cuarto milenio' (7.4%)**.

In terms of **commercial target (6.5%)**, the channel was up by a tenth of a percentage point versus October 2018, outstripping La Sexta among young people aged 13-24 (6.7% vs. 5.5%).

As regards the daytime slot, Cuatro (5.2%) also registered a rise of 2 tenths of a percentage point versus October 2018 and led by 3.8% over La Sexta in late night (when it obtained a 10.0% share, the highest level since June 2014 (10.2%) and an all-time high for the month of October).

Of particular note in October was the increase of 4.1% and almost half a million viewers of **'GH VIP: Límite 48 horas' (26.2% and 2,652,000)**, outright leader in its Tuesday time slot and the number one option for viewers across all target age groups. The reality show broadcast on Cuatro was **among the 20 most-viewed programmes in October**. It doubled Antena 3's 'La Voz Kids' in the same time slot (11.6%) (on Tuesdays, 14.4% and 1,919,000), and almost quintupled La Sexta's broadcast (5.9%).

The results of **'First Dates'** are also noteworthy. On **Monday to Thursday** in October it posted its best month since March 2019 (6.8% and 1,132,000) and ahead of its rival among those aged under 35 (6.7% vs. 6.3%). It was a similar picture on **Fridays** (5.9% and 845,000), particularly among viewers aged 25-34 (7.9%) and with **'Volando voy' (6.8% and 1,178,000)**, beating La Sexta among those aged under 35 (7.0% vs. 6.6%).

The monthly figures were also bolstered by **'Mujeres y Hombres y Viceversa' (4.7% and 247,000)**, which held on to its habitual leadership position among young people aged 13-24 (16.4%); **'El Concurso del Año' (4.8% and 443,000)**; **'Todo es mentira' (4.2% and 458,000)**, with its **second best share ever**; **'Cuatro al día' (3.7% and 337,000)**, with its **highest ever monthly share and viewer figures**; and **'Cuarto Milenio' (7.4% and 775,000)**.

### **Mediaset España's themed channels have held on to their leadership position for the 66<sup>th</sup> month running**

With an **average audience share of 8.1%**, they beat the themed channels of Atresmedia (7.1%) by 1%, reaching 9.2% in commercial target.

**Factoría de Ficción (2.5%)** bagged its 91<sup>st</sup> consecutive monthly victory with a 4% lead over Neox, which with a 2.1% share, was pushed into fourth position to register its worst monthly figure since April 2010 (2%). FDF was the fourth most-watched national channel among young people aged 13-24 (6.9%), securing 3.1% in commercial target.

**Energy (2.3%)** was the second most-viewed themed TV channel after securing its best ever figure in the month of October. It obtained 2.7% in commercial target, its best ever figure for the month of October in this metric.

**Divinity (1.7%)** was the leading themed channel aimed at women in commercial target with a 2.1% share, increasing by 3.0% in its core target (women aged 16-44).

**Boing (11.3% among 4-12-year-olds)**, was the leading commercial TV channel among children, tying with Disney Channel in October, while **Be Mad** secured a share of 0.5% in total individuals, 0.6% in commercial target and 0.7% in men aged 16-44.