



TO: COMUNICACION/ADVERTISING/TELEVISION SECTIONS  
FROM: TELECINCO'S PRESS OFFICE

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**TELECINCO REPORTS RECORD ADVERTISING REVENUE WITH A 26.2% GROWTH AND LEADERSHIP IN PRIME TIME AUDIENCE SHARE AND COMMERCIAL TARGET YEAR-TO-DATE**

- **Telecinco closed the first eight months of the year with an average audience share of 22.1%, up 0.9 pp over the same period of 2003 (21.2%), virtually equalling TVE-1's rates; and 1.7 pp more than Antena 3 TV (20.4%)**
- **Telecinco leads the prime time slot with a 23.2% audience share, up 0.9 pp year-on-year**
- **Telecinco also leads the commercial target with a 25.1% share, up 1 pp compared with the January-August period of 2003**

Telecinco, through its advertising concession Publiespaña, hit a new advertising revenue record in the first eight months of 2004 with a 26.2% increase on the same period of 2003.

This revenue growth exceeds the figure reported for 1H 2004, which Publiespaña closed with a 24.6% increase on 2003.

**Telecinco's average audience share up 0.9 pp on 2003**

The notable results of the advertising business line are explained, among other factors, by Telecinco's 0.9 pp audience share increase year-to-date. With an average share of 22.1%, Telecinco is Spain's most-watched television channel tied with TVE-1. Antena 3 TV ranks third with 1.7 percentage points less (20.4%) than Telecinco.

**Audiences: Audience Comparison Total-Day January-August 2004 vs. 2003**

	<b>Telecinco</b>	<b>TVE 1</b>	<b>Antena 3 TV</b>
January-August 2004	<b>22.1%</b>	22.1%	20.4%
January-August 2003	<b>21.2%</b>	23.3%	19.5%
% change	<b>+0.9</b>	-1.2	+0.9

### **Leader in the prime time and commercial target audiences**

Telecinco begins the last four months of the year as leader in the prime time slot, with an average audience share of 23.2% – up 0.9 pp year-on-year (22.3%). TVE1 ranks second with 22.3% and Antena 3 TV third with 20.3%.

#### **Audience: Prime time January-August 2004 vs. 2003**

	<b>Telecinco</b>	<b>TVE 1</b>	<b>Antena 3 TV</b>
Prime time January-August 2004	<b>23.2%</b>	22.3%	20.3%
Prime time January-August 2003	<b>22.3%</b>	24.2%	18.2%
Prime time % change	<b>+0.9</b>	-1.9	+2.1

Telecinco's commercial target audience share on a total-day basis for this period (25.1%) also places the channel as the undisputed leader in the most interesting audience segment for advertisers. Antena 3 TV obtained a 21.6% share and TVE-1 ended the period with 18.5%.

#### **Audiences: Commercial target, January-August 2004 vs. 2003**

	<b>Telecinco</b>	<b>TVE 1</b>	<b>Antena 3 TV</b>
January-August 2004	<b>25.1%</b>	18.5%	21.6%
January-August 2003	<b>24.1%</b>	19.1%	20.9%
% change	<b>+1</b>	-0.6	+0.7

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