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Telemundo Starts 2010 with a Solid January Performance

MIAMI --(Business Wire)-- Feb 03, 2010 Telemundo, a leading producer of high-quality content for Hispanics in the U.S. and audiences around the world, announced its January NTI results today.

According to Nielsen Media Research, Telemundo averaged 615,000 Adults 18-49 in January 2010, solidifying its position as the #2 Spanish-language network in Monday through Friday prime between the hours of 7pm and 11pm, with an 11% lead over Telefutura. The network's share of the Spanish-language audience was 20%. Telemundo saw a +28% increase over January 2009 in the 8pm hour among Adults 18-49, averaging 818,000 vs. 637,000 last year.

Telemundo drew 582,000 Adults 18-49 on average in January, tuning in during Monday through Sunday primetime programming. Telemundo was the #2 Spanish-language network during prime, with a 7% lead over Telefutura. Telemundo held a 21% share of the Spanish-language audience.

Telemundo has consistently secured the #2 position among Adults 18-49 in all weeks season-to-date during Monday through Friday prime (7-11pm). In total prime, Telemundo continues to rank #2 in 18 of the 19 weeks to-date among Adults 18-49.

Telemundo is averaging 624,000 Adults 18-49 in Monday through Friday prime and 593,000 Adults 18-49 Monday through Sunday for the 2009-2010 broadcast season-to-date, maintaining its #2 ranking among Spanish-language networks. Overall, Telemundo holds a strong 21% share of the Spanish-language audience this season.

Source: NTI Live SD PAV, M-F 7-11P; M-Su 7-11P A18-49, 09/21/09-01/31/10 vs 09/22/08-02/01/09. Prime=7-11pm

About Telemundo:

Telemundo Communications Group ("Telemundo"), a division of NBC Universal, is a world-class media company, leading the industry in the production and distribution of high-quality Spanish-language content across its multi-platform portfolio to U.S. Hispanics and audiences around the world. Telemundo's multiple platforms include Telemundo, a Spanish-language television network featuring original productions, theatrical motion pictures, news and first-class sports events reaching 93% of U.S. Hispanic viewers in 210 markets through its 15 owned-and-operated stations, 45 broadcast affiliates, and 800 cable affiliates; mun2, the preeminent voice for bicultural Hispanics in the U.S. reaching over 30 million U.S. TV households nationwide on digital and analog cable, satellite and free television; Telemundo Digital Media, which leverages Telemundo's original content for distribution across digital and emerging platforms including mobile devices and www.telemundo.com and www.holamun2.com and Telemundo Internacional, the company's international distribution arm which has positioned Telemundo as the second largest provider of Spanish-language content worldwide by syndicating content to more than 100 countries in over 35 languages.

Telemundo
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