FESTIVAL DA CANÇAO 2022

12 MAR 2022

TVG2

22:00 - 25:39 (219')

SHARE%	AcepFr%
1%	118.1%

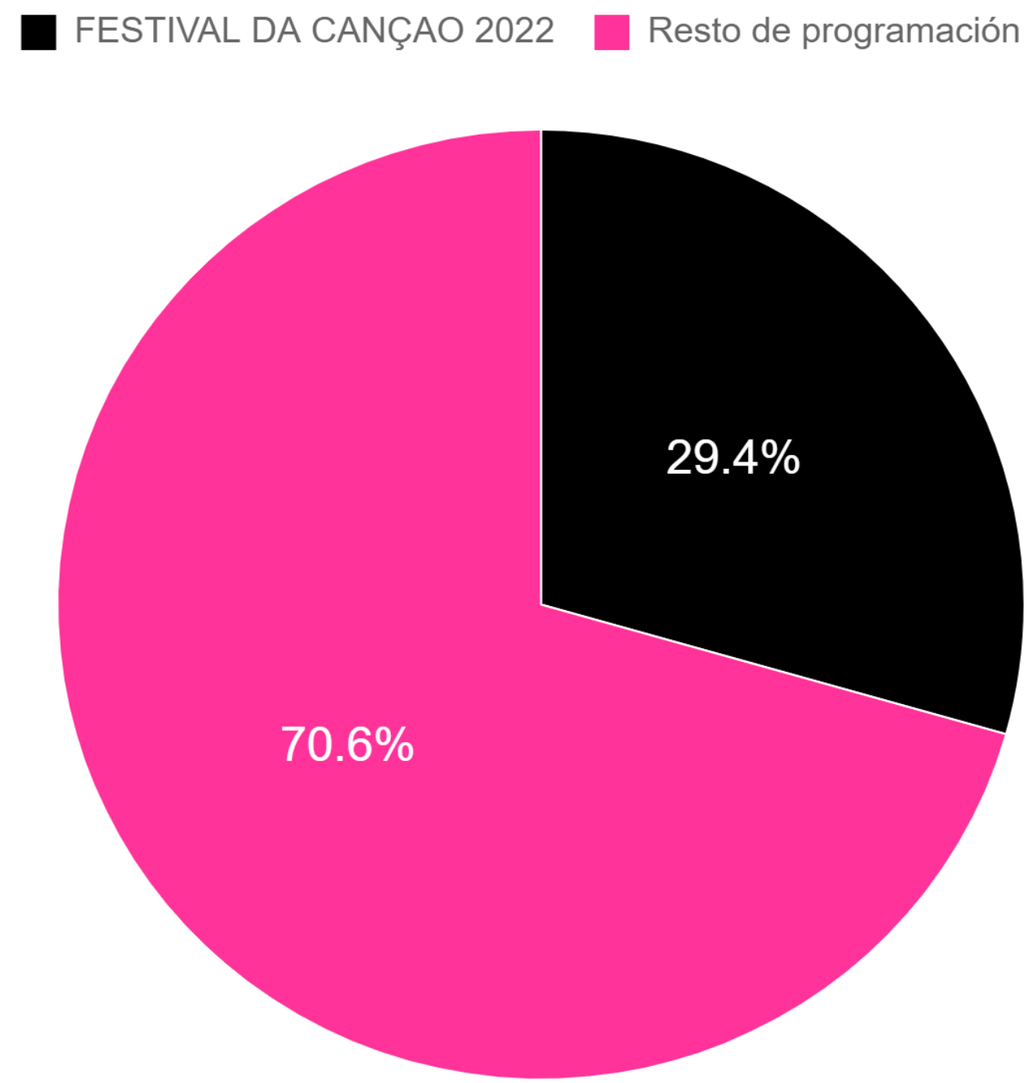
*Elaborado por DOS30' sobre datos de Kantar Media

PERFIL (Y PLUSVALÍAS) DEL PROGRAMA

Targets	Cuota%	AM(000)	MAA(000)	FidM%	ACad%	AcepFr%	Perfil%
IND. 4+	1	7	96	6.9	29.4	118.1	100
HOMBRES	1.2	4	43	8.6	32.6	131.5	55.5
MUJERES	0.7	3	53	5.6	26.2	105	44.5
NIÑOS (4-12)	0.1	0	4	0.5	0.9	5	0.3
JÓVENES (13-24)	18.1	4	10	36	82.2	459.7	54
ADULTOS JÓVENES (25-44)	0.1	0	13	1.1	5.1	19	2.1
ADULTOS (45-64)	0.9	2	43	5.5	31.7	122.6	36.2
MAYORES 65	0.2	0	25	2	8.8	35.9	7.4
TARGET COMERCIAL	1.4	3	36	7.4	51.3	194.5	40.2
-10Mil	1.2	3	21	12	44.2	185	38.1
10-50Mil	0.3	1	40	2.1	10.6	41.9	12.3
50-200Mil	0.3	0	17	1.8	5.9	24.8	4.6
+200Mil	2.3	3	18	16.4	76	280.8	45
USUARIO OTT	0.4	0	2	3.2	49.2	183.3	1

APORTACIÓN A LA CADENA (ACad%)

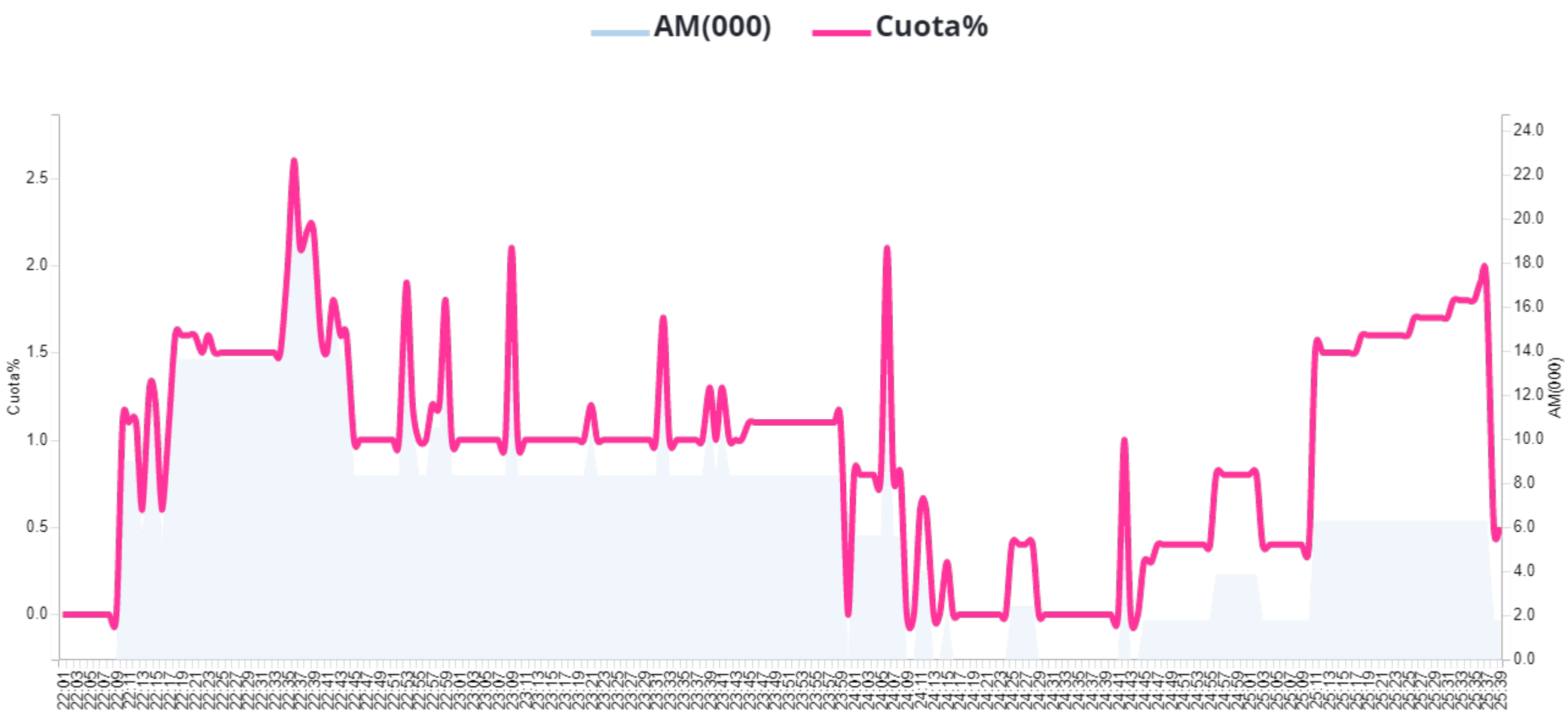
FESTIVAL DA CANÇAO 2022 - 12 MAR 2022



MINUTO A MINUTO

DOS30'

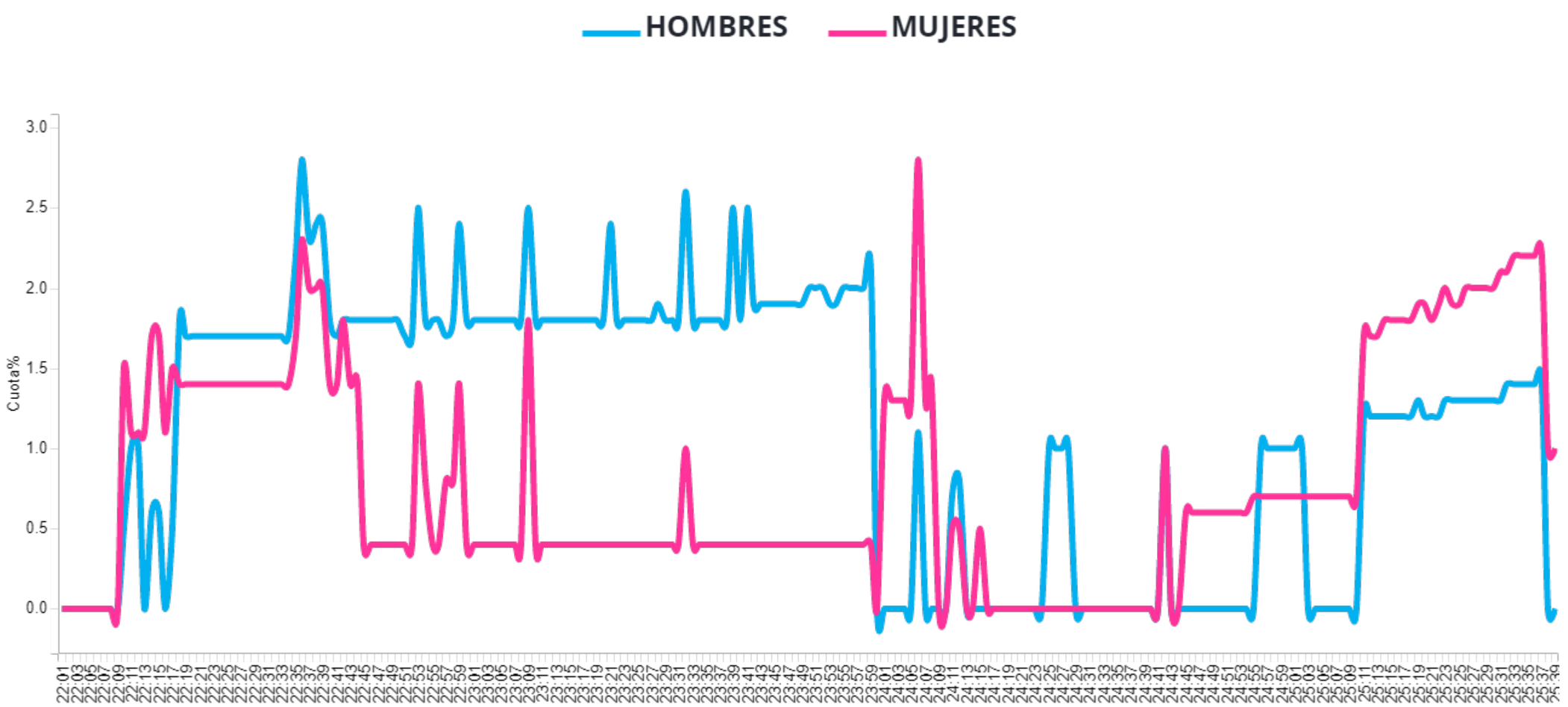
FESTIVAL DA CANÇAO 2022 - 12 MAR 2022



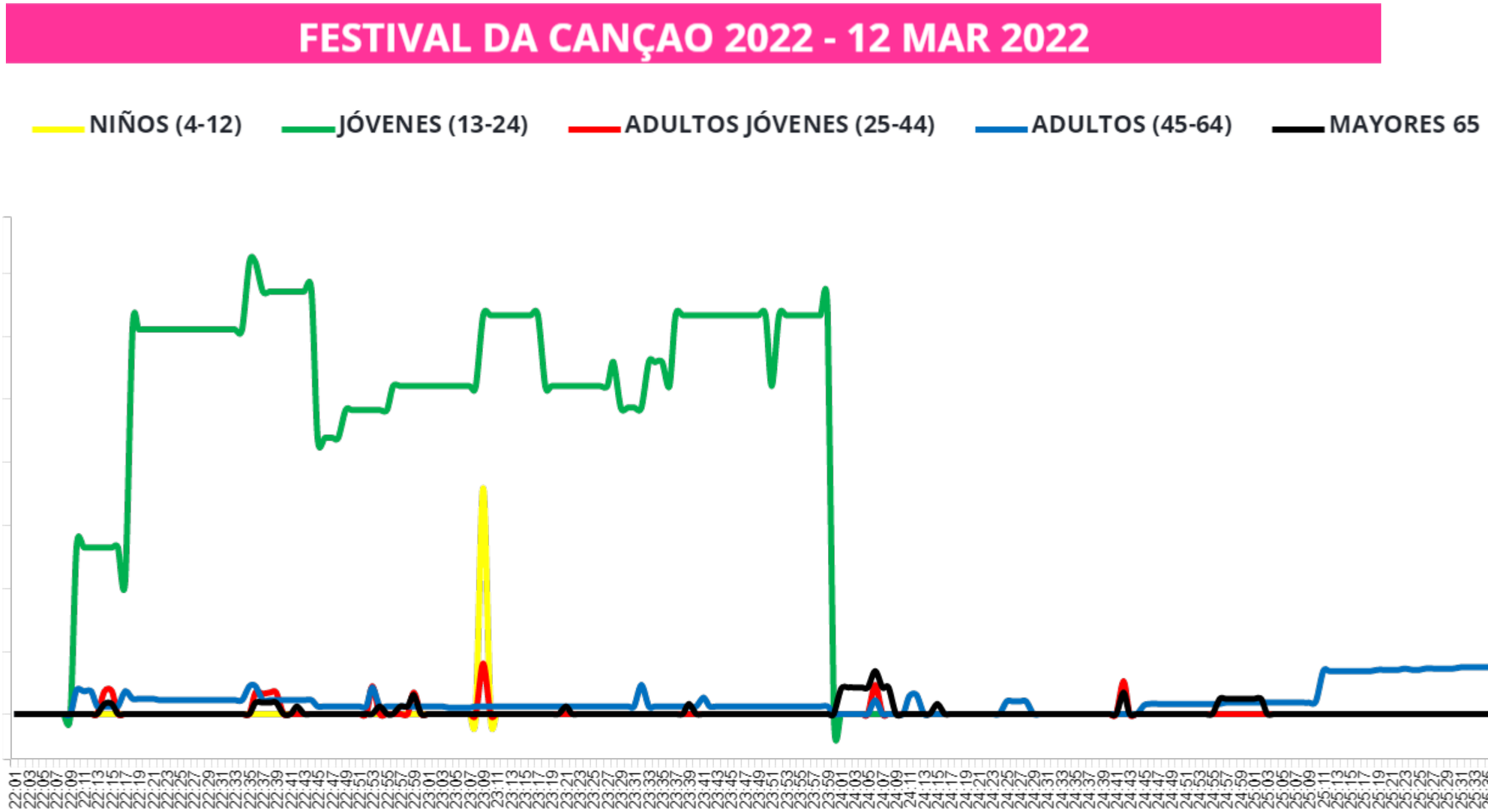
MINUTO A MINUTO: SEXOS

DOS30'

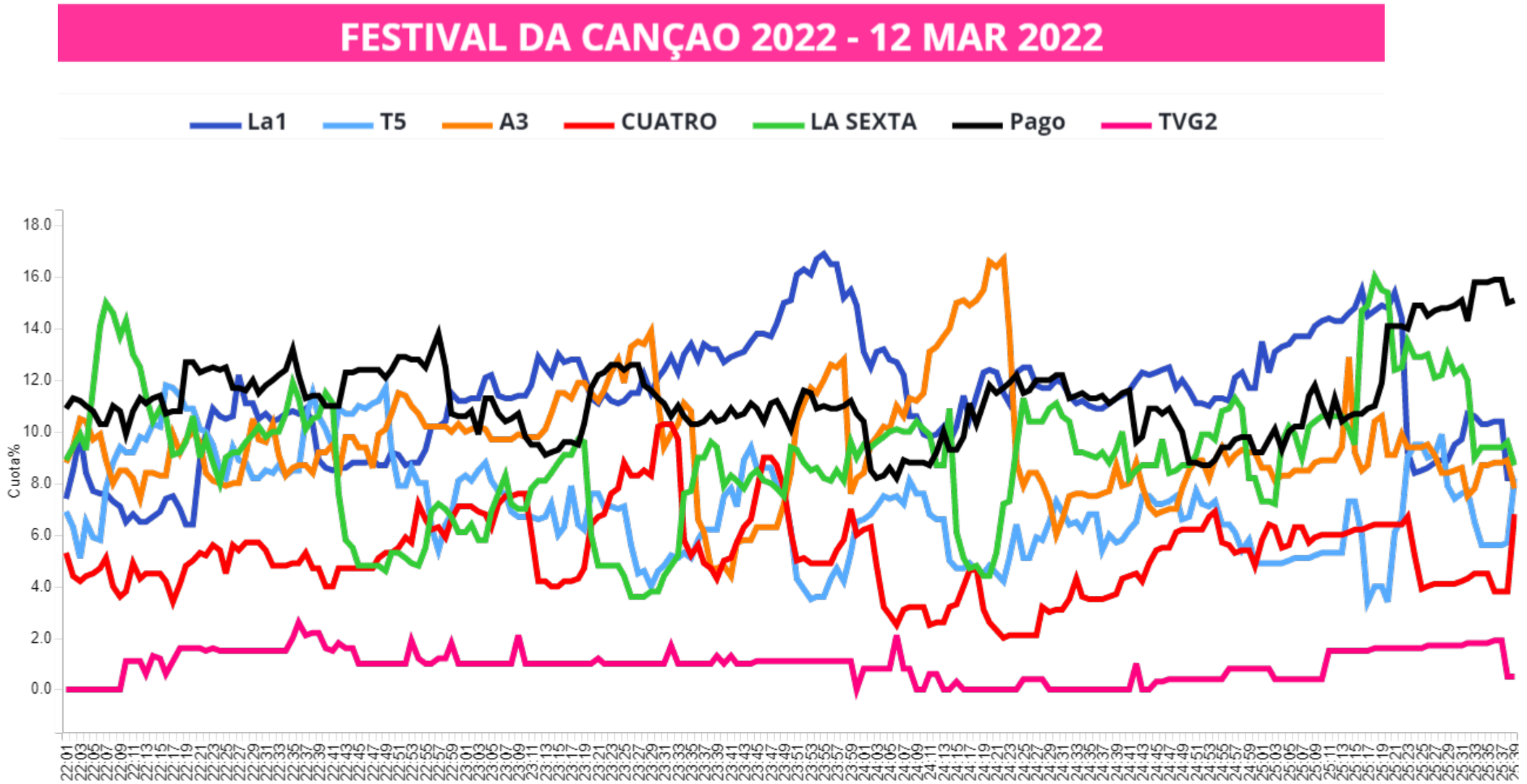
FESTIVAL DA CANÇAO 2022 - 12 MAR 2022



MINUTO A MINUTO: EDADES



MINUTO A MINUTO: COMPETENCIA



Targets	1	2	5	A3	T5	6	TRECE	24h	A3S ATRESERIES	BE MAD	BOING	clan	DMAX	DISNEY CHANNEL	d.	DKISS	E.	F.	MEGA	neox	novo	Paramount NETWORK	tdp	ten	GOL	*
IND. 4+	11.2	2.8	7.3	9.6	5.3	8.7	0.9	1	1.3	0.4	0.1	0.2	0.1	0.1	4.2	0.1	1.5	3.4	1.1	0.8	5.9	2.2	1	0.7	1.4	1
HOMBRES	10.1	3.2	3.8	8	5.9	10.1	1.6	2	0.8	0.3	0	0.3	0.2	0.1	1.6	0.1	1.2	4.5	1.3	0.8	3.1	3.1	1.4	0.4	2.5	1.2
MUJERES	12.1	2.5	9.8	10.8	4.9	7.6	0.4	0.3	1.7	0.5	0.2	0.2	0.1	0.2	6.1	0.1	1.7	2.5	1.1	0.8	7.9	1.5	0.7	0.9	0.6	0.7
NIÑOS (4-12)	18	3.8	4.9	5.7	1.8	3.7	0.3	5.3	0	0.4	0	3.4	0	1.4	1.8	0	0	0	0	0.2	0	4.9	0	0	0	0.1
JÓVENES (13-24)	1	0.4	1	3.2	4.5	1	0	0.1	0	0	0	0	0.3	0	0	0	0	6.7	0	0	0	0	0.5	10.8	0	18.1
ADULTOS JÓV. (25-44)	9.7	6.1	5.9	4.3	8.6	3.3	0	0.3	0.5	1.1	0.6	0	0	0	0.1	0.2	0.4	10.4	0.3	3.1	8.9	4.6	1.2	0.5	3.1	0.1
ADULTOS (45-64)	13.1	0.7	7.7	9.7	6.8	9.8	1.1	1.3	1.3	0.4	0	0.3	0.1	0.1	1.6	0.1	3.5	2.4	2.3	0.4	4.7	3.2	1.3	0.4	0.6	0.9
MAYORES 65	10.2	3.6	8	12.4	2.6	10.7	1.2	0.9	1.8	0.1	0	0	0.2	0.2	8.9	0	0.1	1.3	0.5	0.3	6.6	0.1	0.7	0.3	1.8	0.2
TARGET COMERCIAL	12.4	4	5.8	6.1	9.3	8.1	0.4	1.4	1.1	0.5	0	0.1	0.2	0.1	0.2	0.1	2.8	4.3	3.2	1.2	2.1	5.5	1	0.2	0.7	1.4
-10Mil	7.5	2.2	7.9	13.6	3.1	7.8	0.6	1.1	1.5	0.7	0	0.3	0	0	6.1	0.1	1.5	2.9	0.5	0.2	9.9	1.1	0.7	0	3.3	1.2
10-50Mil	17.4	1.4	4.4	5.3	6.3	7.5	0.7	0.9	0	0	0	0.1	0.2	0.1	3	0.1	2.5	3.5	2.3	1.5	5.5	1.9	1.7	0	0.8	0.3
50-200Mil	7.4	3.5	12.9	16.5	6.1	11.5	2	0.9	2.2	0.9	0	0.1	0.6	0	3.6	0.1	0	0.8	0.8	0.2	0.3	7.5	0.4	1.5	0.5	0.3
+200Mil	7.8	5.9	7.7	6.6	6.3	10.2	1.1	1.4	2.7	0.3	0.5	0.4	0	0.4	3.8	0	0.6	5.8	0.2	0.7	4.4	0.3	0.4	2.4	0.3	2.3
USUARIO OTT	9.1	0.1	7.3	5.3	9	2.7	0	8.9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5.5	0	0	0.4