

EUROVISION - MALMO 2024:SE

07 MAY 2024

La2

21:00 - 23:22 (142')

SHARE%

5.7%

AcepFr%

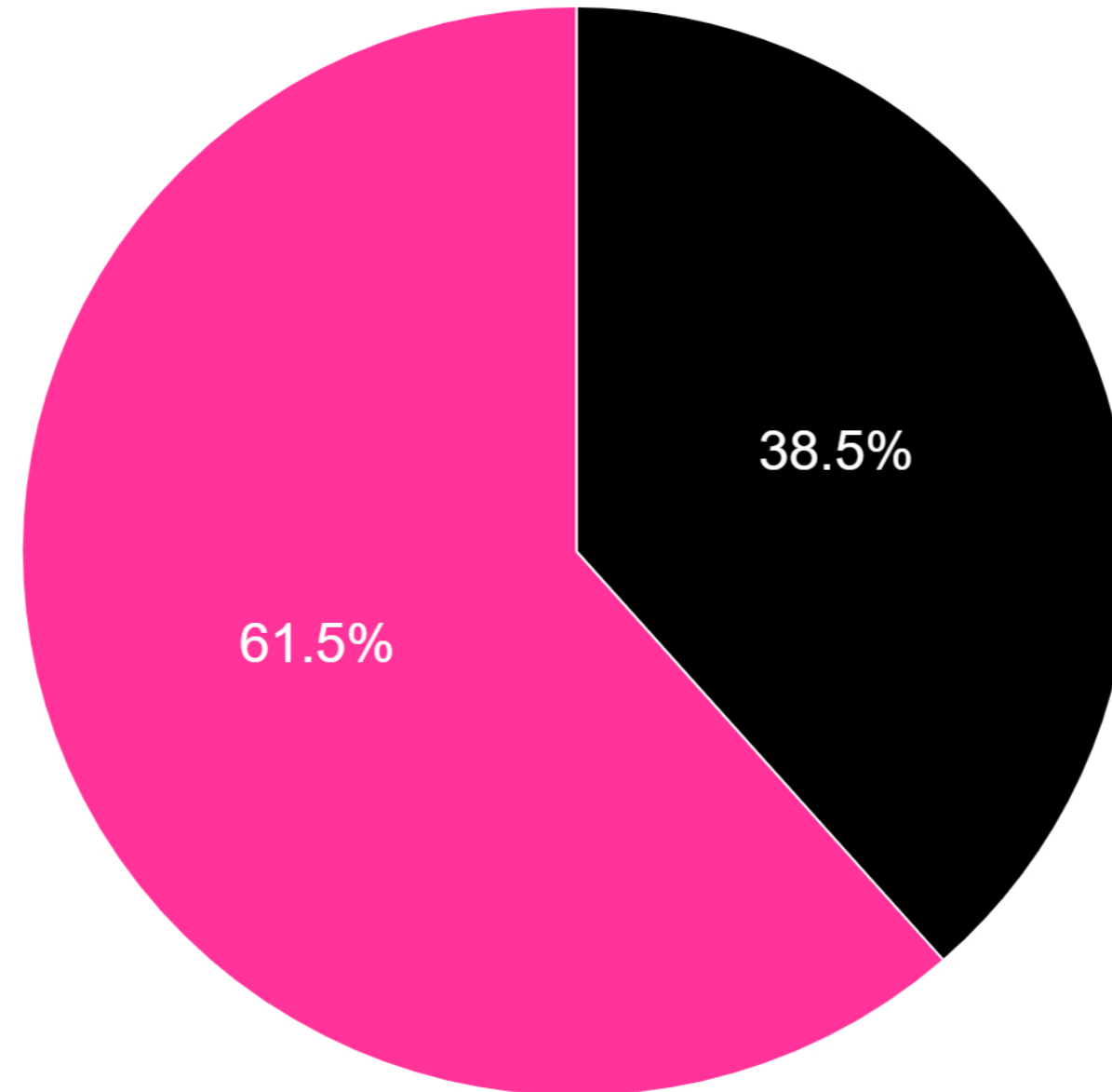
161.1%

PERFIL (Y PLUSVALÍAS) DEL PROGRAMA

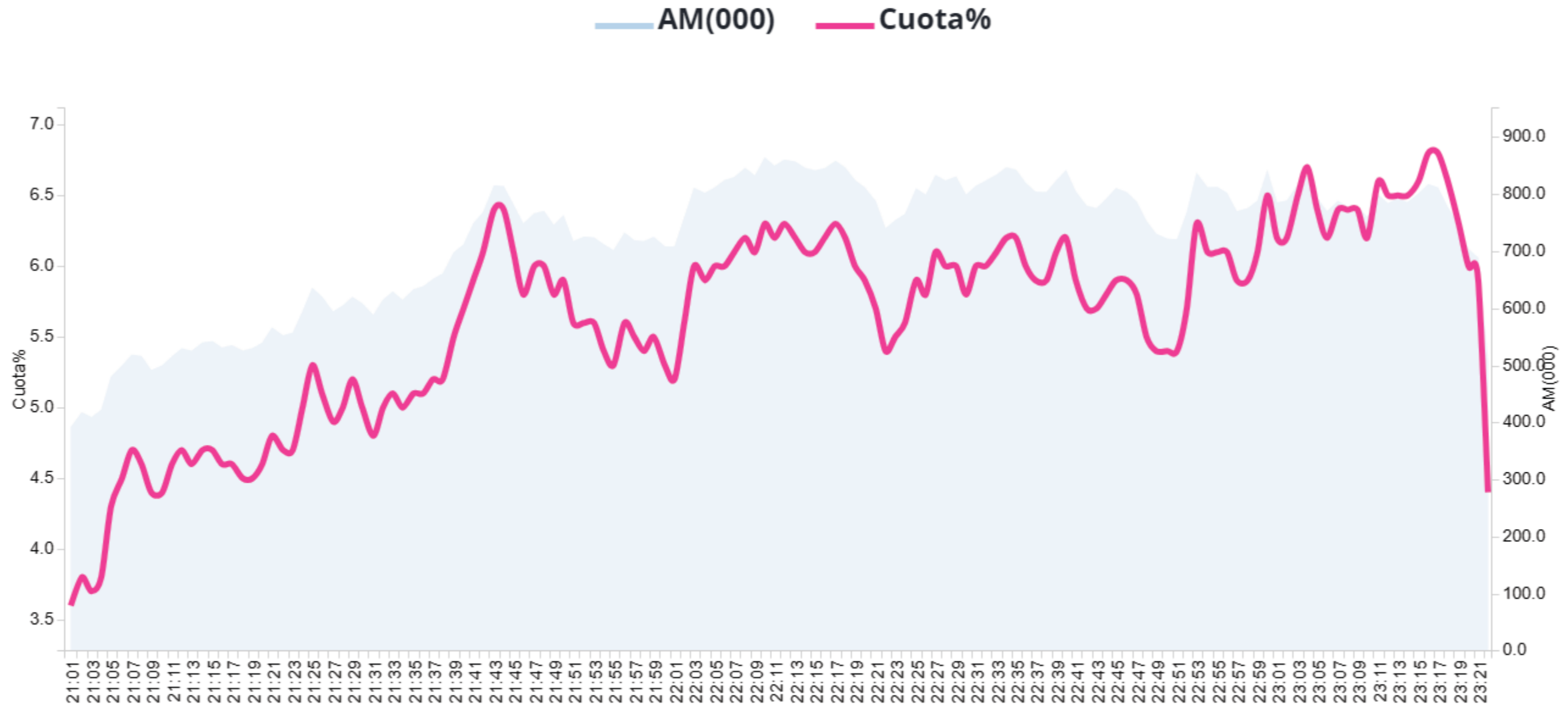
Targets	Cuota%	AM(000)	MAA(000)	FidM%	ACad%	AcepFr%	Perfil%
IND. 4+	5.7	722	3121	23.1	38.5	161.1	100
HOMBRES	6.7	403	1606	25.1	39.9	160.4	55.8
MUJERES	4.7	319	1515	21.1	36.9	159.6	44.2
NIÑOS (4-12)	4.9	21	66	32.2	54.6	179.3	3
JÓVENES (13-24)	10.8	65	154	42.2	80.2	273.9	9
ADULTOS JÓVENES (25-44)	13.2	257	590	43.6	67.2	252.6	35.7
ADULTOS (45-64)	5	246	1285	19.1	35.8	148.9	34.1
MAYORES 65	2.7	132	1027	12.9	19.4	88.1	18.3
TARGET COMERCIAL	10.9	412	1273	32.4	58.7	223.9	57.2
-10Mil	4.1	118	545	21.7	32.9	137	16.4
10-50Mil	5.3	187	857	21.9	34.6	144.6	26
50-200Mil	4.6	130	710	18.3	32.9	140.4	18
+200Mil	8.1	286	1009	28.3	49.6	204.9	39.6
USUARIO OTT	9.6	169	536	31.6	58.1	222.1	23.5

EUROVISION - MALMO 2024:SEMIFINALES - 07 MAY 2024

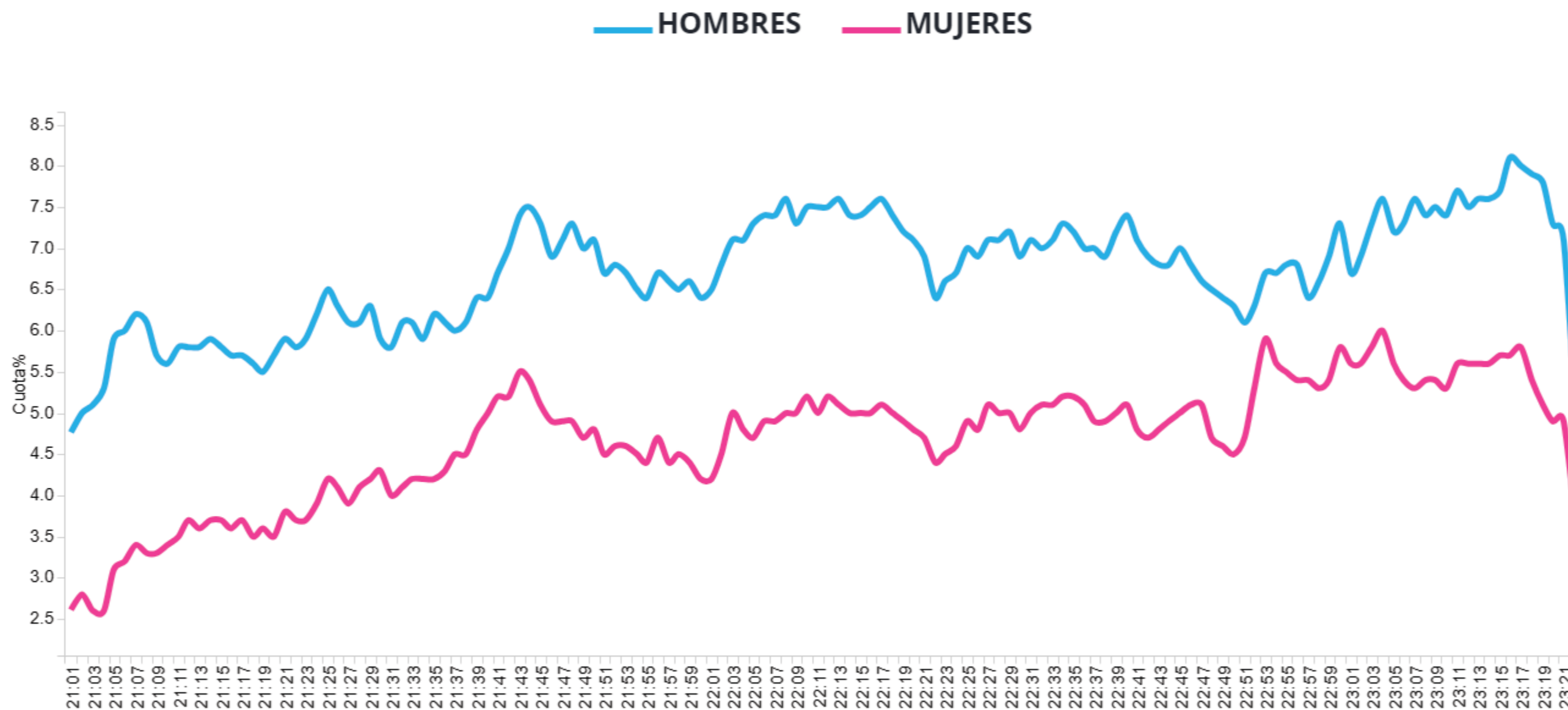
■ EUROVISION - MALMO 2024:SEMIFINALES ■ Resto de programación



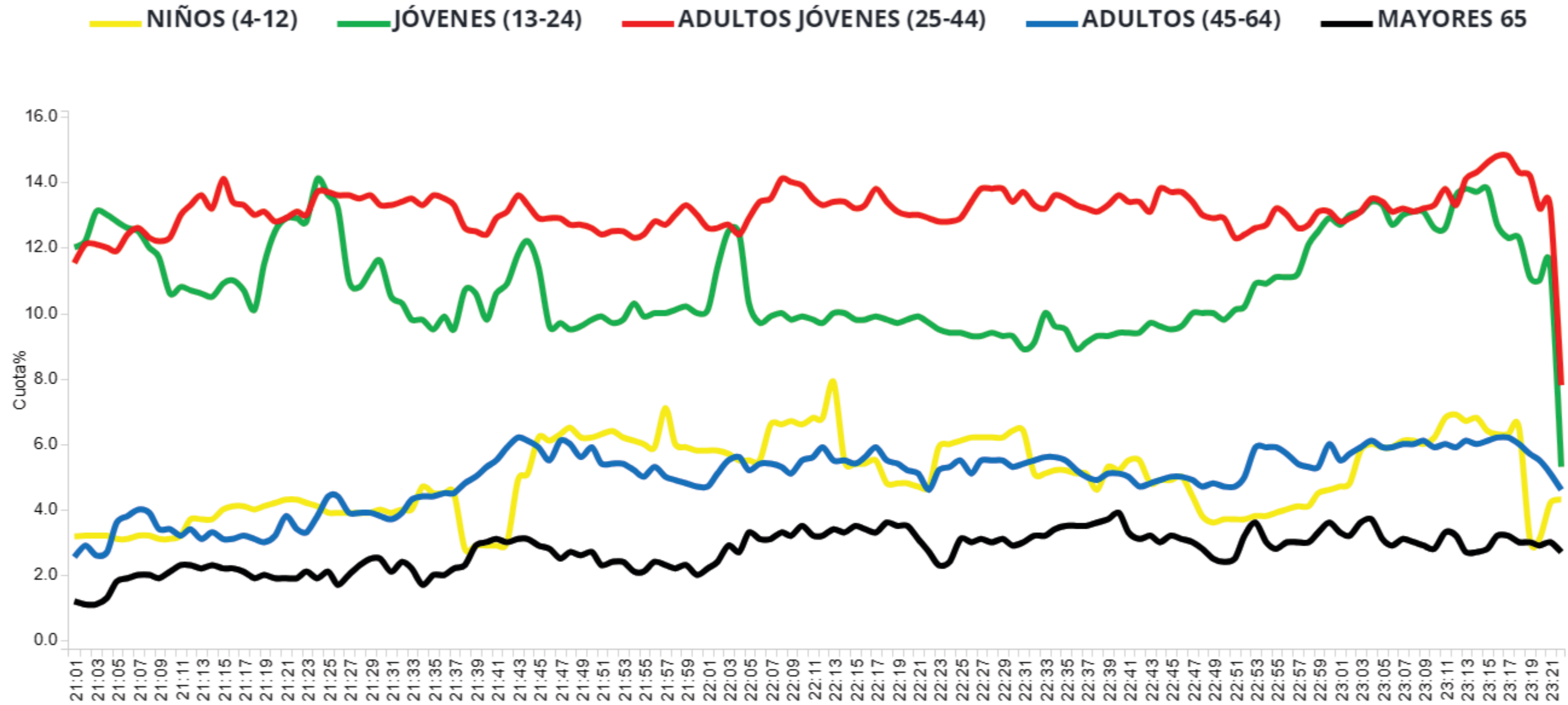
EUROVISION - MALMO 2024:SEMIFINALES - 07 MAY 2024



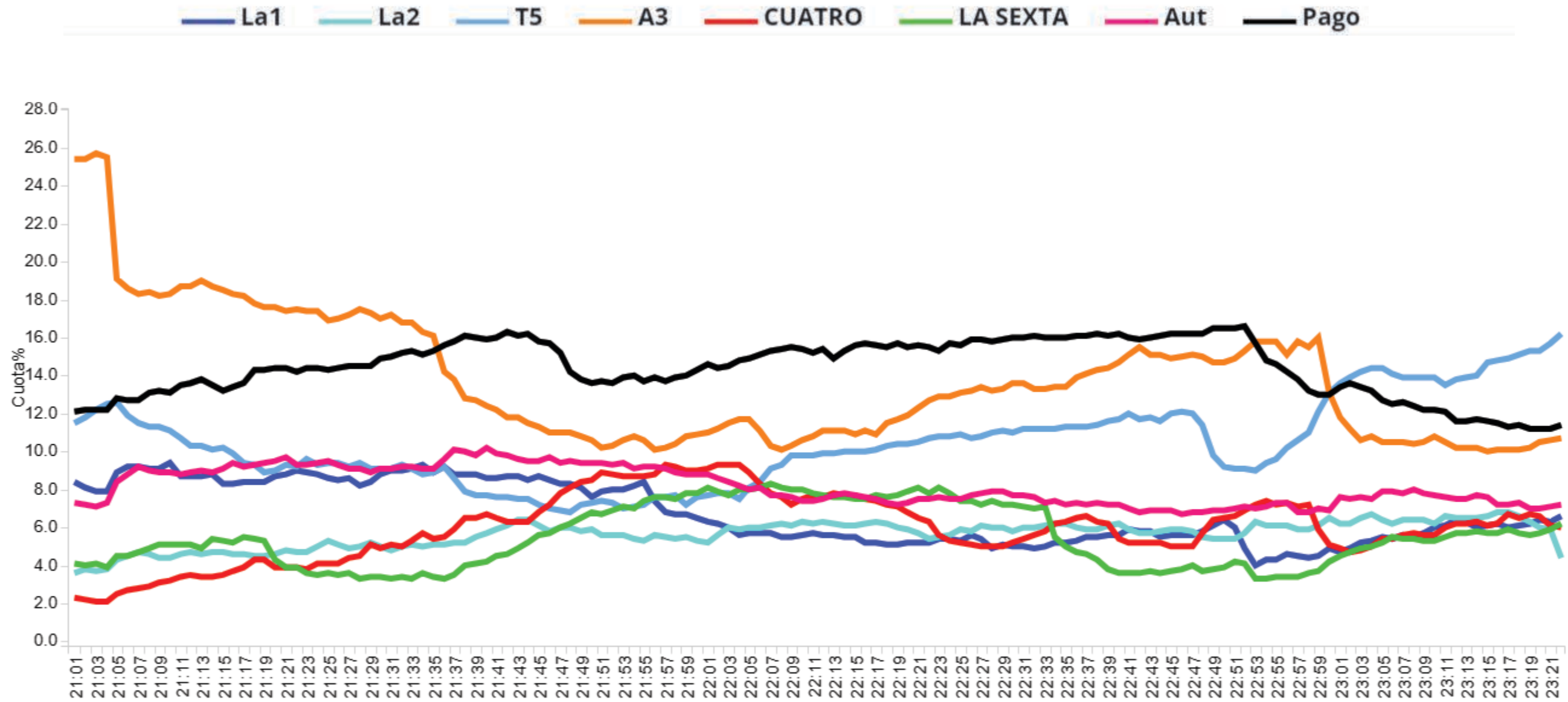
EUROVISION - MALMO 2024: SEMIFINALES - 07 MAY 2024



EUROVISION - MALMO 2024: SEMIFINALES - 07 MAY 2024



EUROVISION - MALMO 2024: SEMIFINALES - 07 MAY 2024



¿QUÉ CADENA LIDERÓ EN CADA TARGET?

Targets	1	*	5				forta	TRECE	24h	A3S ATRESERIES	BE MAD	BOING	clan	DMAX	Disney CHANNEL	d	DKISS	E.	F.	MEGA	neox	NOVO	Paramount NETWORK	tdp	ten	GO PLAY	TEMÁTICAS PAGO
IND. 4+	6.7	5.7	10.4	13.8	6	5.5	8.1	1.1	1.1	2	2.1	0.7	0.4	1.1	0.3	1.4	0.9	2.7	2.2	1.5	1.2	2.2	1.5	0.4	0.5	1.6	14.5
HOMBRES	6.6	6.7	6.5	12.2	5.9	5.8	7.7	1.4	1.4	1.5	2.7	0.8	0.3	1.6	0.3	0.6	0.7	2.4	2.5	1.9	1	0.9	1.6	0.5	0.4	2.5	18.6
MUJERES	6.7	4.7	13.7	15.2	6.2	5.2	8.5	0.8	0.8	2.4	1.5	0.5	0.5	0.7	0.3	2.2	1.2	3.1	2	1.1	1.4	3.4	1.4	0.3	0.6	0.9	10.9
NIÑOS (4-12)	4.8	4.9	6.9	12.3	5.4	1	3.6	0.2	0.7	1	0.3	7.5	5.8	0.7	5.3	0.6	0	0.4	1.9	4.3	0.1	0.9	0	0.2	0.6	1.1	25.7
JÓVENES (13-24)	3	10.8	9.1	11.4	4.9	3.1	5.8	0.6	0.5	1.1	2.3	1.4	0.8	0.2	0.7	0.1	1.4	1.9	5.2	1.4	0.9	0.7	1.2	0.1	0.5	1.1	24.2
ADULTOS JÓV. (25-44)	3.5	13.2	9.4	10.1	6.9	4.9	6.5	0.4	0.5	1.3	1.6	1	0.3	1.2	0.5	1.6	1.1	1.7	3.5	2.4	1.7	1.8	0.6	0.7	0.4	1.8	16.3
ADULTOS (45-64)	6.8	5	10.7	13.5	6.4	5.5	6.3	0.7	0.8	2.2	2.7	0.3	0.3	1.7	0.1	1.1	1	3.4	2.4	1.6	1.7	1.9	1.8	0.4	0.5	1.8	15.6
MAYORES 65	8.5	2.7	11	16	5.5	6.5	11.3	1.9	1.7	2.3	1.7	0.2	0.1	0.6	0	1.9	0.8	2.8	1.2	0.7	0.7	3	1.6	0.3	0.5	1.6	10.5
TARGET COMERCIAL	5.1	10.9	9.3	11.6	7	5.4	6.4	0.4	0.7	1.9	1.8	0.7	0.3	1.4	0.4	0.9	1.2	2.5	2.5	1.6	1.2	1.1	1.2	0.8	0.5	1.7	17.7
-10Mil	6.6	4.1	10.9	15	6	4.8	10.2	1.5	1.1	1.9	2.3	0.7	0.2	0.9	0.4	1	0.8	2	2.4	1.3	1.7	2.5	1.4	0.2	0.5	1.9	13
10-50Mil	6.7	5.3	8.7	13	5.7	4.3	7.2	1.2	1.1	2.6	2.5	1.2	0.5	1.2	0.2	1.4	0.9	3.6	2.5	1.8	1.4	2.2	1.9	0.2	0.5	1.9	15.4
50-200Mil	6.3	4.6	12	14.5	6.2	6.8	8.3	1.1	1.3	1.8	1.7	0.3	0.7	1.1	0.4	1.9	0.3	1.8	1.9	1.7	0.7	2.7	1.5	0.8	0.6	1.4	13.6
+200Mil	7	8.1	10.3	12.9	6.3	6.3	7.2	0.7	0.8	1.5	1.7	0.4	0.4	1.3	0.4	1.4	1.6	3.2	2	1.1	1	1.7	1.1	0.4	0.4	1.3	15.5
USUARIO OTT	5.4	9.6	9.2	12.2	5.3	5.5	8	0.2	0.5	1.2	0.7	1.5	0.4	0.8	0.4	0.4	0.5	2.2	1.3	0.9	0.2	1.6	1.3	0.2	0.3	0.6	27

SHARE% POR COMUNIDADES AUTÓNOMAS

Ámbito	Cuota%
MADRID	11
BALEARES	9
ASTURIAS	8.2
CASTILLA Y LEÓN	8.2
C. VALENCIANA	7.5
ARAGÓN	6.1
MURCIA	6
ESPAÑA	5.7
CATALUÑA	4.2
CASTILLA LA MANCHA	4.2
CANARIAS	3.9
ANDALUCÍA	3.7
RESTO	3.2
EUSKADI	2.3
GALICIA	2