

# EUROVISION - MALMO 2024:SE

09 MAY 2024

La1

21:00 - 23:21 (141')

SHARE%

10.4%

AcepFr%

122%

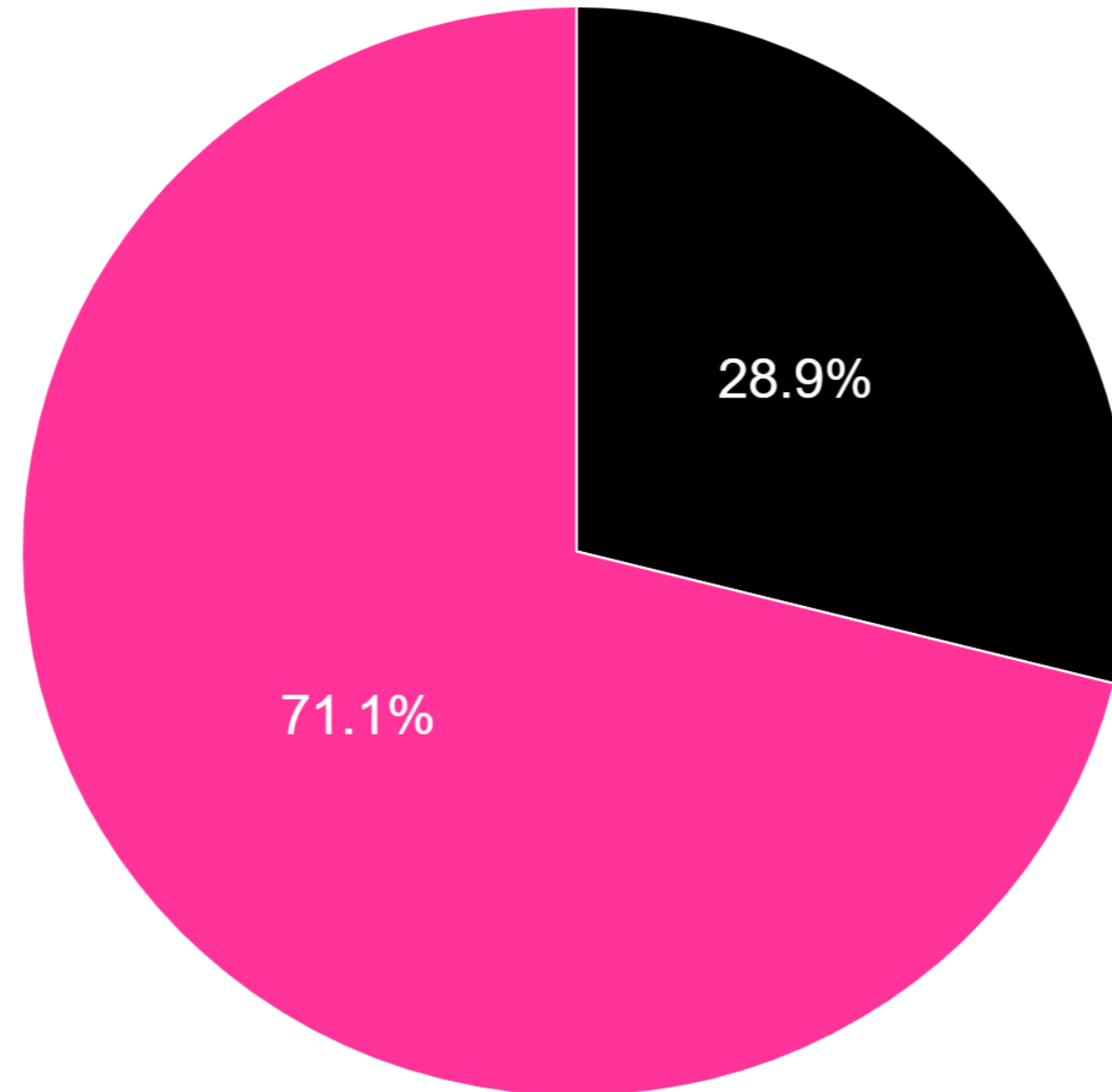
\*Elaborado por DOS30' sobre datos de Kantar Media

# PERFIL (Y PLUSVALÍAS) DEL PROGRAMA

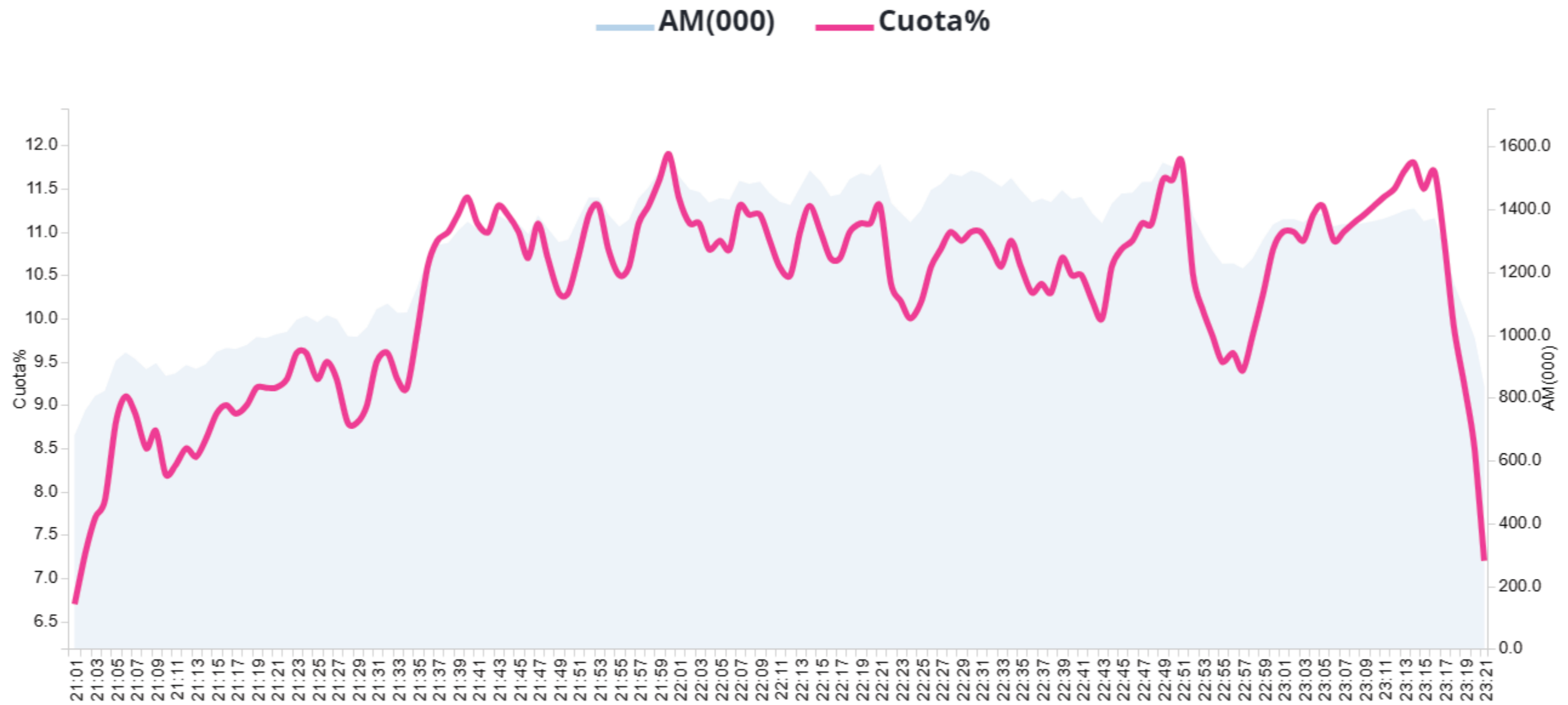
Targets	Cuota%	AM(000)	MAA(000)	FidM%	ACad%	AcepFr%	Perfil%
IND. 4+	10.4	1285	5230	24.6	28.9	122	100
HOMBRES	11.1	628	2510	25	30.8	127.9	48.9
MUJERES	9.7	657	2721	24.1	27.3	116.9	51.1
NIÑOS (4-12)	12.9	52	171	30.4	49	183.2	4
JÓVENES (13-24)	16.4	109	285	38.4	43.9	150.7	8.5
ADULTOS JÓVENES (25-44)	18.1	333	854	39	58.2	227.3	26
ADULTOS (45-64)	10.7	504	2120	23.8	29.6	125	39.2
MAYORES 65	6	286	1801	15.9	15.8	70.9	22.3
TARGET COMERCIAL	16.9	613	1875	32.7	44.6	174	47.7
-10Mil	8.6	241	1179	20.4	24.3	100.8	18.8
10-50Mil	10	338	1332	25.4	30.7	130	26.3
50-200Mil	9.7	263	1106	23.8	29.3	124	20.5
+200Mil	12.7	443	1613	27.5	30.5	129.5	34.5
USUARIO OTT	19.7	314	985	31.9	43.3	172.3	24.5

## EUROVISION - MALMO 2024:SEMIFINALES - 09 MAY 2024

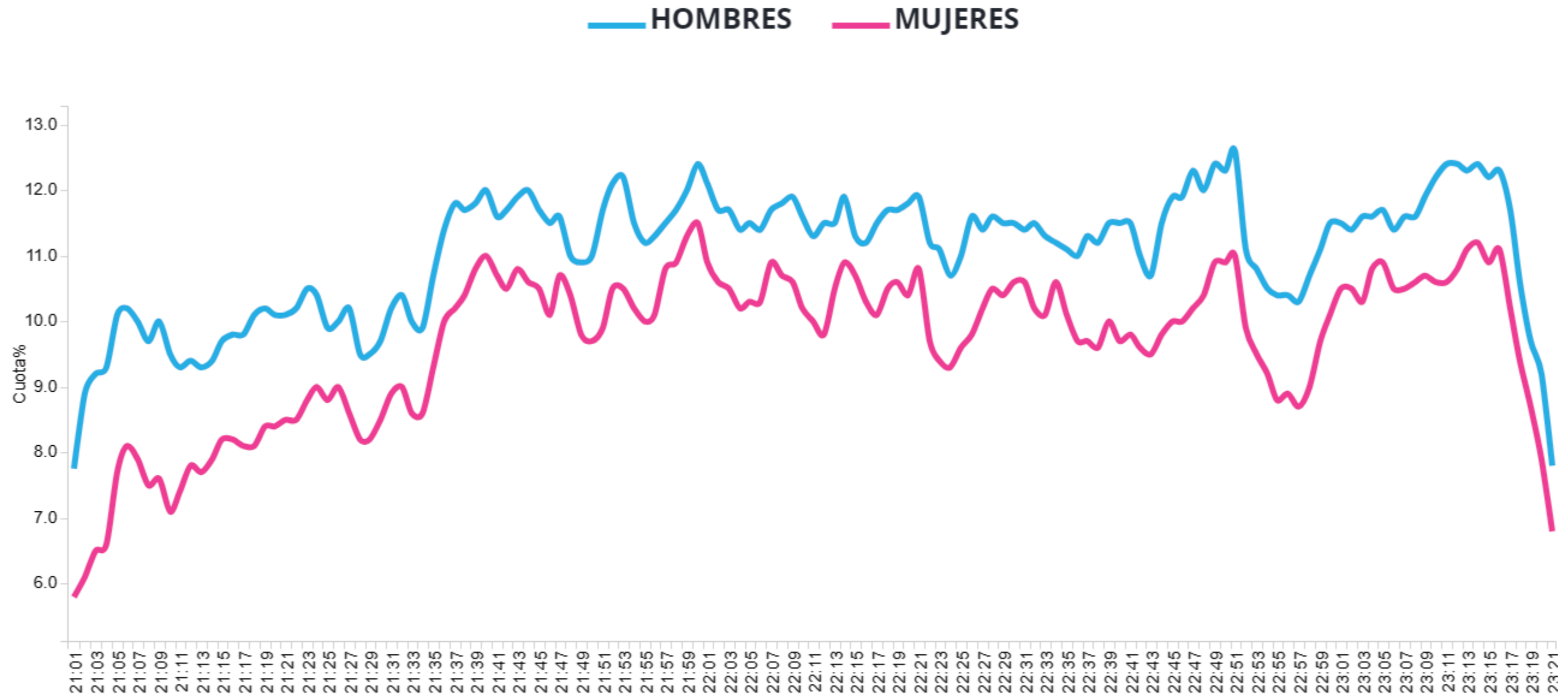
■ EUROVISION - MALMO 2024:SEMIFINALES ■ Resto de programación



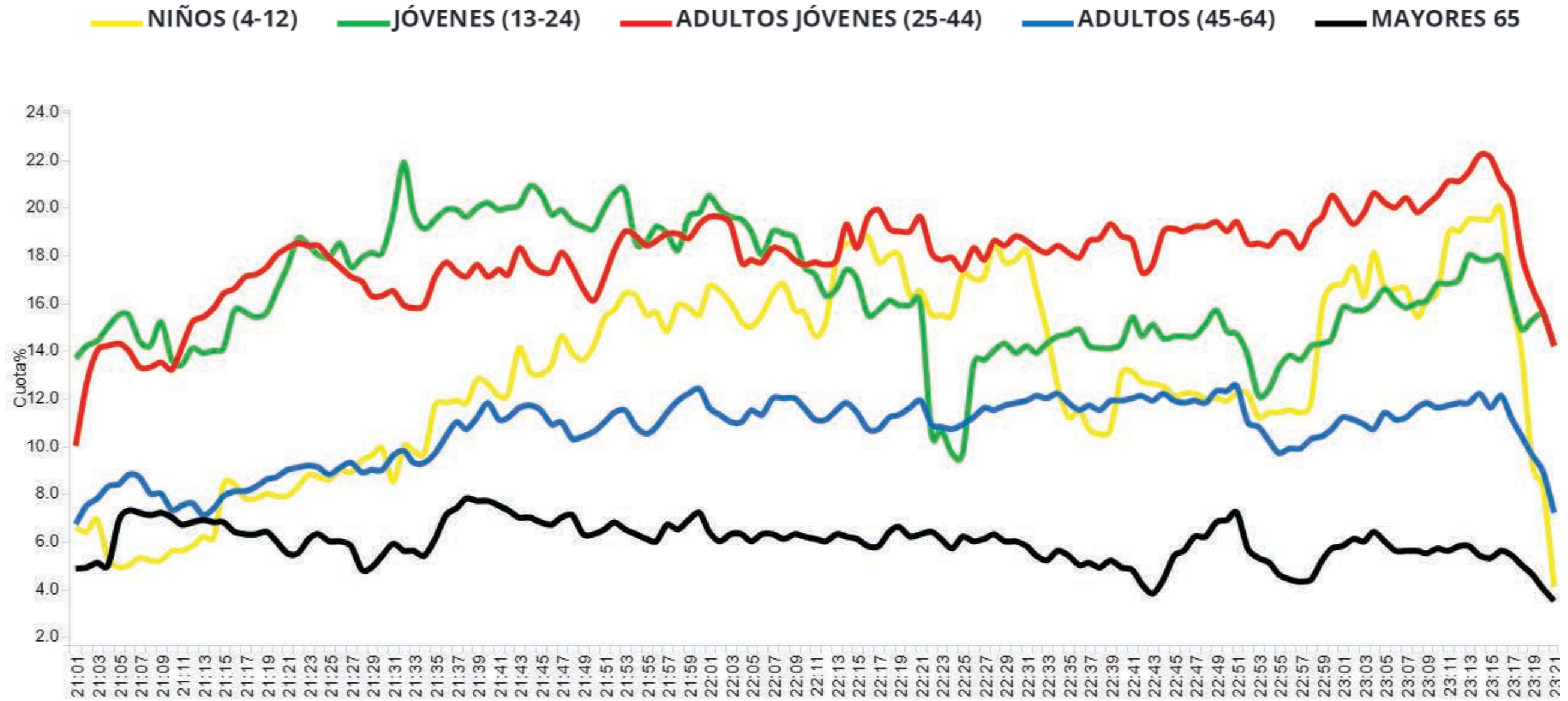
## EUROVISION - MALMO 2024:SEMIFINALES - 09 MAY 2024



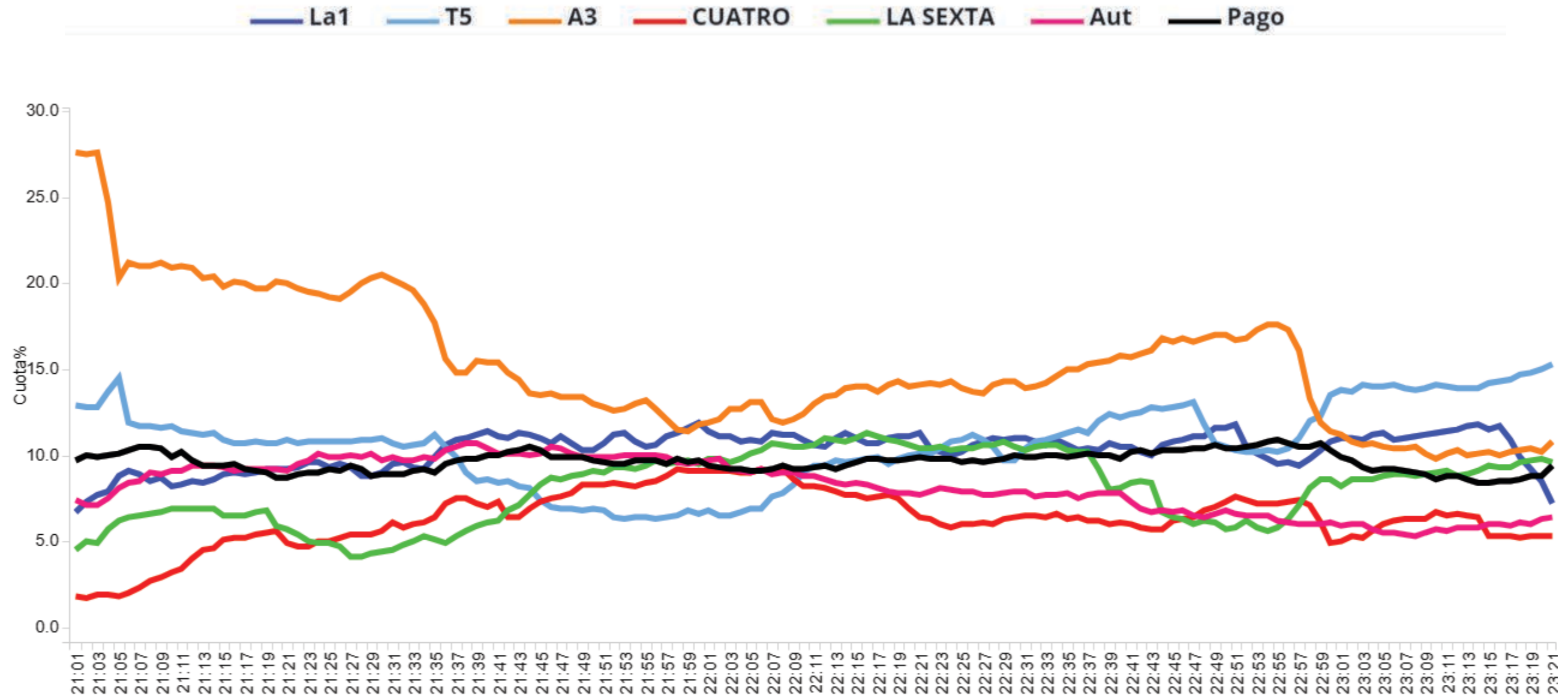
## EUROVISION - MALMO 2024:SEMIFINALES - 09 MAY 2024



## EUROVISION - MALMO 2024: SEMIFINALES - 09 MAY 2024



## EUROVISION - MALMO 2024: SEMIFINALES - 09 MAY 2024



# ¿QUÉ CADENA LIDERÓ EN CADA TARGET?

Targets	*	2	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+	10.4	2.6	10.6	15.2	6.4	8.2	8.2	1.4	0.8	2	2.5	0.5	0.6	1.2	0.5	1.5	1	1.9	3	1.1	1.7	2.1	1.2	0.4	0.3	0.8	9.6
HOMBRES	11.1	2.7	7.2	13.7	6.6	8.8	8.3	1.9	1.2	1.3	4.2	0.6	0.5	1.9	0.4	0.6	0.6	1.2	3.4	1.6	1.5	1	1.2	0.6	0.3	1.4	11
MUJERES	9.7	2.4	13.4	16.5	6.2	7.7	8	1.1	0.5	2.5	1.1	0.4	0.6	0.6	0.6	2.2	1.2	2.4	2.7	0.7	1.9	3	1.1	0.2	0.3	0.4	8.5
NIÑOS (4-12)	12.9	0.7	6.7	13.6	6.9	3.1	4.7	0.6	1.1	0.3	0.7	6.4	4.6	1.4	5.6	0.3	0.6	0.1	4.8	1.7	0.4	0.6	0.5	0.6	0	0.9	16.1
JÓVENES (13-24)	16.4	2.5	8.1	15.4	6.2	3.1	6.8	0.3	0.4	1.6	3	0.9	1.2	0.3	0.7	0.1	0.8	0.6	5.7	0.6	0.7	1.4	1.9	0.3	0.3	0.4	15.5
ADULTOS JÓV. (25-44)	18.1	1.5	11.2	11	6.8	8.4	5.5	0.3	0.6	1.1	2.7	0.9	0.6	1	1	1.3	0.5	1.3	5.7	1.4	1.6	1.5	0.3	0.1	0.1	1.1	9.5
ADULTOS (45-64)	10.7	2.6	10.9	14.7	6.5	7.9	6.1	1	0.6	2.6	2.8	0.2	0.5	1.8	0.1	1.4	1.2	2.4	3.4	1.4	2.2	1.8	1.1	0.4	0.4	0.8	10.5
MAYORES 65	6	3.1	10.7	17.4	6.2	9.5	11.7	2.5	1.1	1.9	2.1	0.1	0.2	0.8	0.2	1.9	0.9	2	1.1	0.8	1.5	2.8	1.5	0.6	0.3	0.9	7.5
TARGET COMERCIAL	16.9	2.2	9.4	13.8	6.4	7.5	5.7	0.6	0.6	2	2.6	0.6	0.3	1	0.5	1.5	1	2.1	4	1.3	1.5	1.2	0.7	0.3	0.4	0.5	11.8
-10Mil	8.6	2.4	11.1	16.6	7	8	10.5	1.9	0.8	1.6	2.3	0.4	0.7	1.6	0.3	0.8	0.6	1.7	3.1	1	1.7	2.1	1.2	0.2	0.2	1.2	7.9
10-50Mil	10	2.6	10.6	14	7.4	6.4	7.4	1.2	0.7	2.4	3	0.6	0.7	1.2	0.4	1.4	0.9	2	3.1	1	2.1	2.1	1.7	0.4	0.2	0.8	11.1
50-200Mil	9.7	2.4	11	16.3	6.2	9.7	8.4	1.4	1.1	2.1	1.6	0.6	0.6	1.3	0.9	2.2	1.1	1.6	2.3	1.1	1	2.3	1.2	0.7	0.5	0.6	8
+200Mil	12.7	2.9	9.7	14.3	5.1	8.9	6.9	1.4	0.7	1.6	2.8	0.4	0.3	0.9	0.4	1.6	1.1	2.1	3.3	1.4	1.9	1.9	0.6	0.4	0.4	0.7	10.9
USUARIO OTT	19.7	1.4	8.6	14.6	4.1	8.3	6.5	0.4	0.4	1.8	1.1	0.9	0.3	1	1.3	0.6	0.6	1.4	3.2	0.5	1.4	1.3	0.3	0.2	0.2	0.4	16.2



# SHARE% POR COMUNIDADES AUTÓNOMAS

Ámbito	Cuota%
MADRID	15.6
C. VALENCIANA	15
CASTILLA Y LEÓN	13.2
ASTURIAS	12.5
MURCIA	12.2
EUSKADI	10.7
<b>ESPAÑA</b>	<b>10.4</b>
ARAGÓN	10.2
CATALUÑA	9
RESTO	8.8
CASTILLA LA MANCHA	8.6
BALEARES	8.3
ANDALUCÍA	6.8
GALICIA	5.9
CANARIAS	5.2