

# DOS30'

## INFORME CUALITATIVO

### EUROVISION

13 MAY 2025

La1

21:00 - 23:29 (149')

SHARE%

11.0%

AcepFr%

114.4%

\*Elaborado por DOS30' sobre datos de Kantar Media

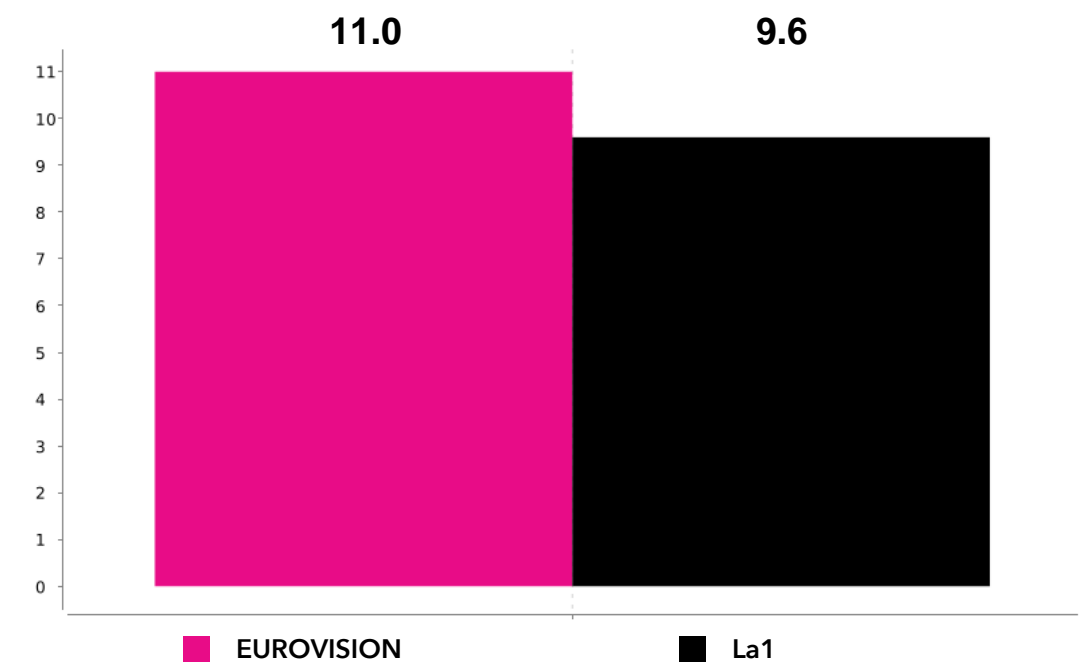
## EUROVISION - 13 MAY 2025

Targets	Cuota%	AM(000)	MAA(000)	FidM%	ACad%	AcepFr%	Perfil%
<b>Ind. 4+</b>	<b>11</b>	<b>1348</b>	<b>6014</b>	<b>22.4</b>	<b>28.8</b>	<b>114.4</b>	<b>100</b>
HOMBRES	11.1	624	2799	22.3	30.4	117.8	46.3
MUJERES	10.8	724	3215	22.5	27.5	111.7	53.7
NIÑOS (4-12)	13.9	43	166	26	59.8	213.1	3.2
JÓVENES (13-24)	19.8	128	433	29.6	50.2	146.9	9.5
ADULTOS JÓVENES (25-44)	19.7	362	1174	30.8	42.3	153.5	26.8
ADULTOS (45-64)	10.9	510	2472	20.6	31.7	124	37.9
MAYORES 65	6.3	304	1769	17.2	16.1	69.9	22.6
ALTA (IA+IB)	15	649	2666	24.4	37.2	130.7	48.2
MEDIA (IC+ID)	10.5	484	2179	22.2	26.8	108.1	35.9
BAJA (IE)	6.4	214	1169	18.4	19	85.3	15.9
Habitat <10M	7.8	205	1079	19	23.5	95	15.2
Habitat 10-50M	10.6	362	1608	22.5	33	131.8	26.9
Habitat 50-200M	10.8	301	1381	21.8	28.6	110.5	22.3
Habitat >200M	13.9	480	1945	24.7	28.9	115.4	35.6
TARGET COMERCIAL	18.3	689	2506	27.5	42.5	148.3	51.1
USUARIO OTT	13.1	1035	4436	23.3	33	127.4	76.8

## DIFERENCIA CON LA CADENA POR TARGETS SHARE%

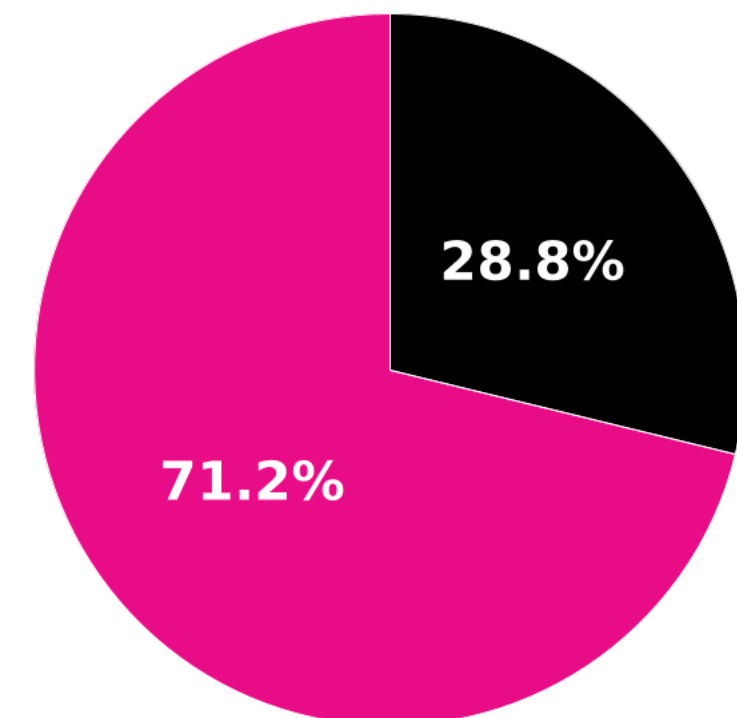
Targets	Cuota programa	Cuota cadena Total Día	Dif.
Ind. 4+	11	9.6	1.4
HOMBRES	11.1	9.5	1.6
MUJERES	10.8	9.7	1.1
NIÑOS (4-12)	13.9	6.5	7.4
JÓVENES (13-24)	19.8	13.5	6.3
ADULTOS JÓVENES (25-44)	19.7	12.8	6.9
ADULTOS (45-64)	10.9	8.8	2.1
MAYORES 65	6.3	9.1	-2.8
ALTA (IA+IB)	15	11.5	3.5
MEDIA (IC+ID)	10.5	9.7	0.8
BAJA (IE)	6.4	7.6	-1.2
Habitat <10M	7.8	8.2	-0.4
Habitat 10-50M	10.6	8	2.6
Habitat 50-200M	10.8	9.8	1.0
Habitat >200M	13.9	12	1.9
TARGET COMERCIAL	18.3	12.4	5.9
USUARIO OTT	13.1	10.3	2.8

## DIFERENCIA CON LA CADENA SHARE%



## APORTACIÓN A LA CADENA ACAD%

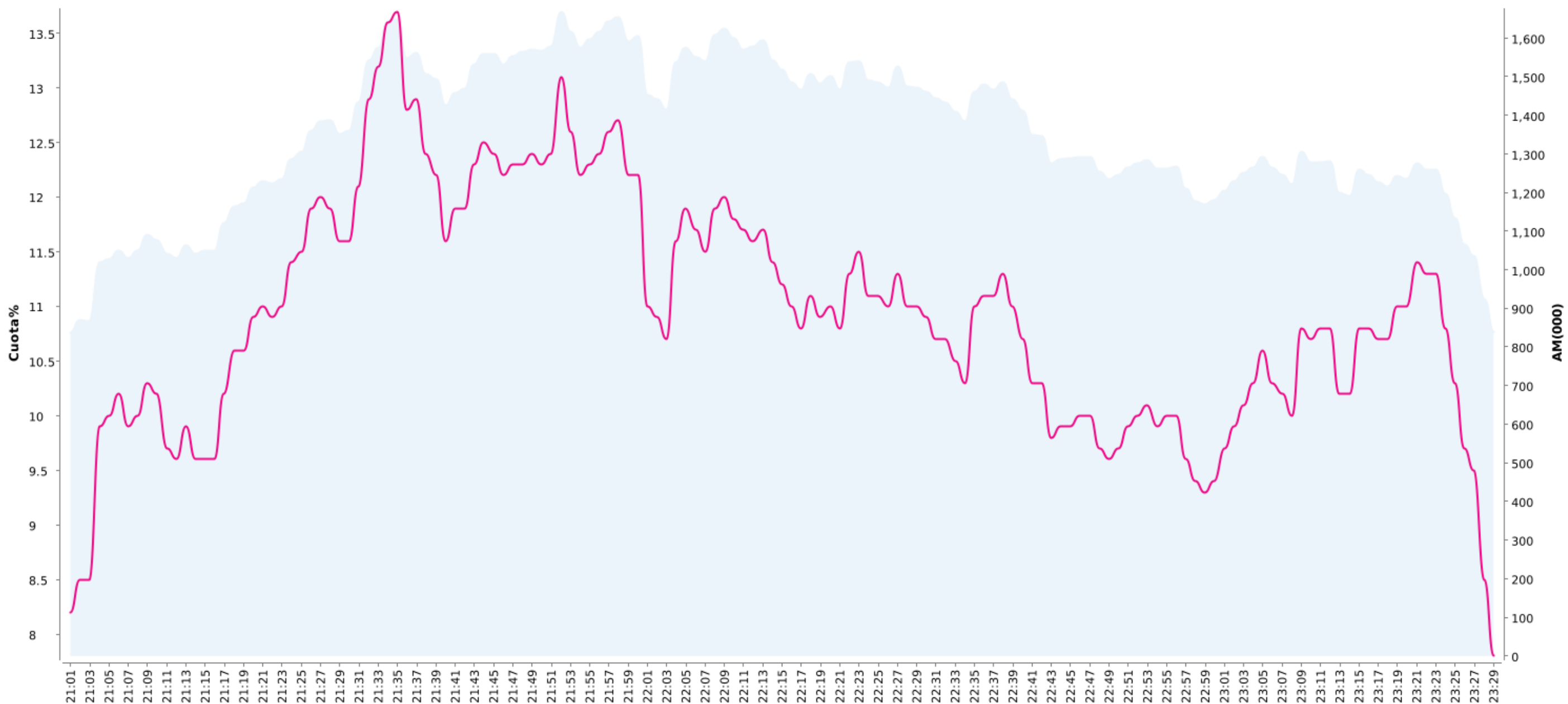
■ EUROVISION ■ Resto de programación



## EUROVISION - 13 MAY 2025

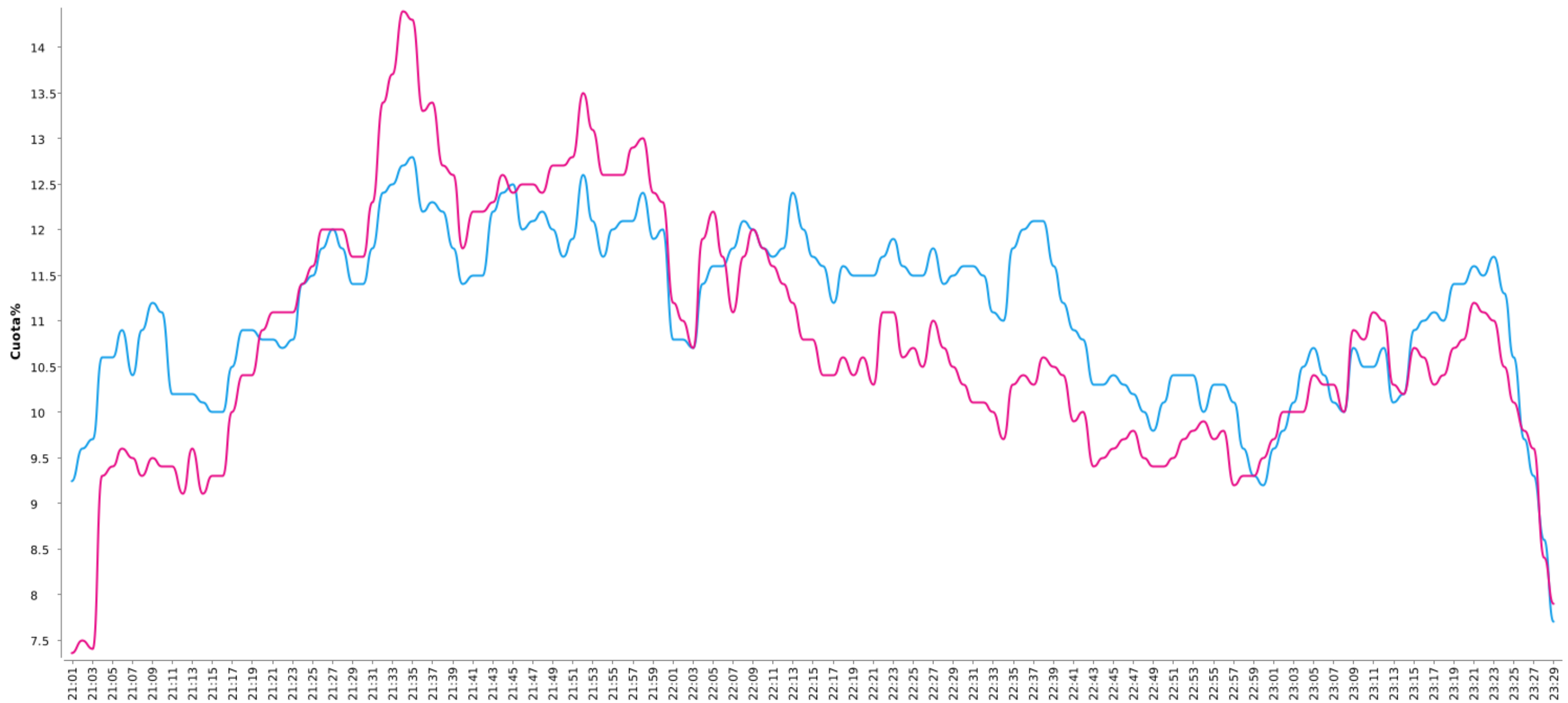
Primer minuto	<b>8.1</b>		(21:00h)
Último minuto	<b>7.8</b>		(23:29h)
Minuto más visto	<b>13.1</b>	<b>1668 (000)</b>	(21:52h)
Cuota máxima	<b>13.7</b>		(21:35h)

— Cuota%    — AM(000)



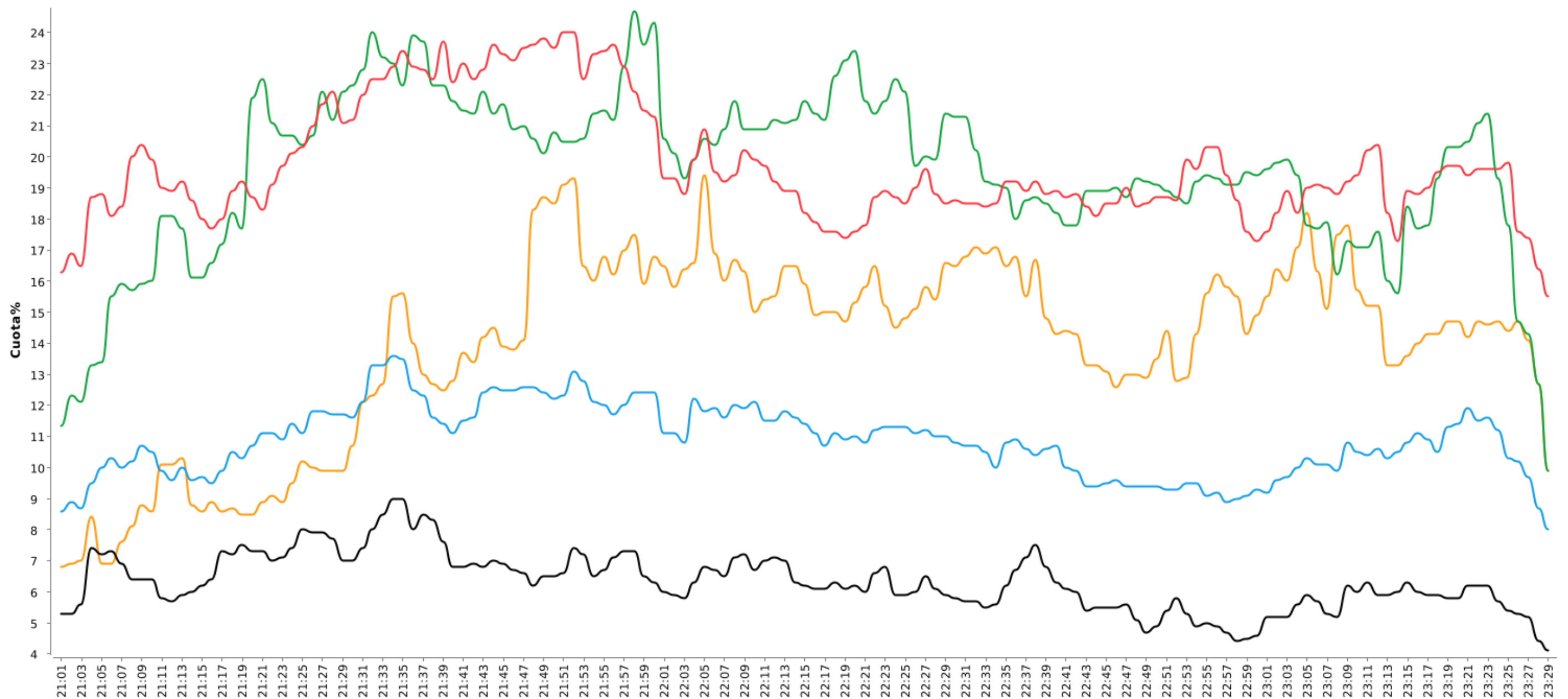
## EUROVISION - 13 MAY 2025

— HOMBRES — MUJERES



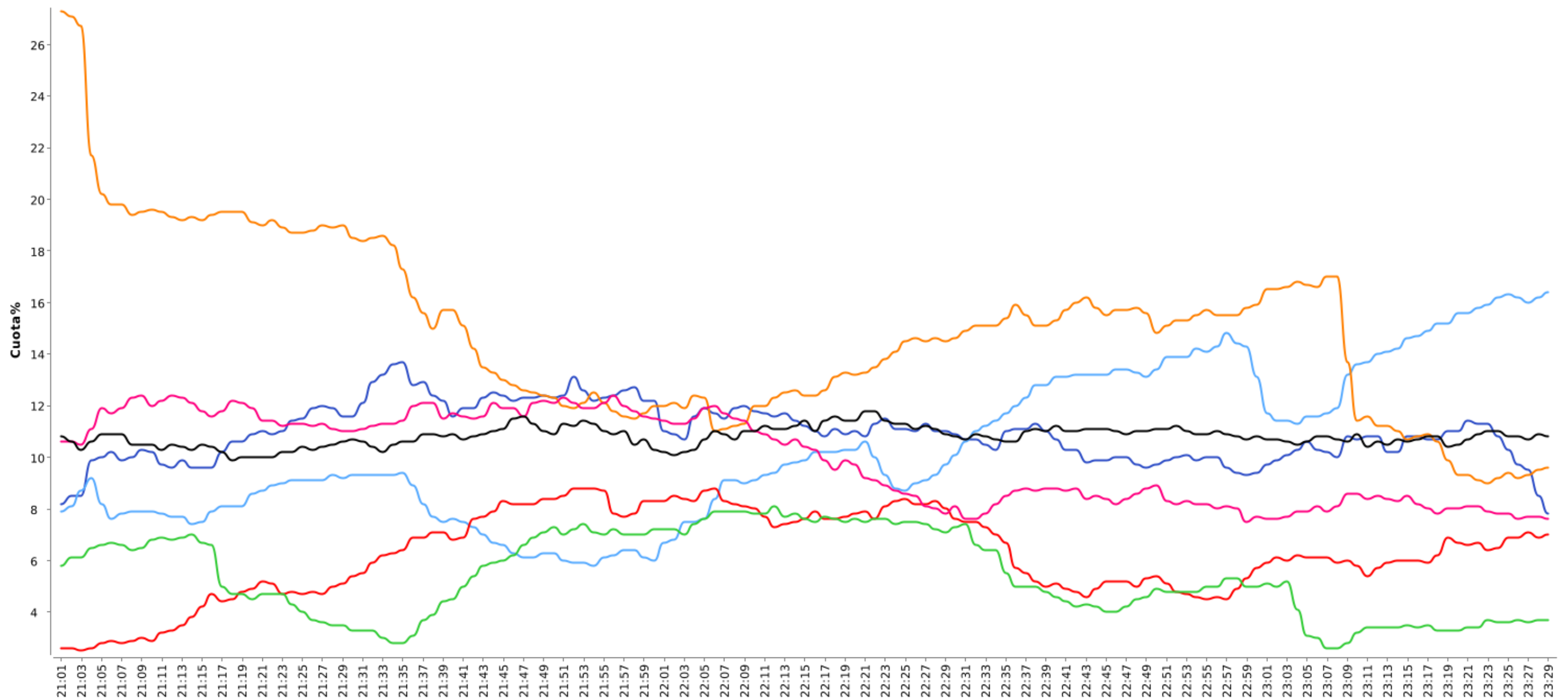
## EUROVISION - 13 MAY 2025

NIÑOS (4-12)   JÓVENES (13-24)   ADULTOS JÓVENES (25-44)   ADULTOS (45-65)   MAYORES 65



## EUROVISION - 13 MAY 2025

La1 T5 A3 CUATRO LA SEXTA AUT TEMATICAS PAGO




# ¿QUÉ CADENA LIDERÓ EN CADA TARGET?


Targets	*																										
Ind. 4+	11.0	4.2	10.3	14.9	6.3	5.5	10.0	1.3	1.1	1.9	1.5	0.6	0.4	1.2	0.7	0.9	0.7	2.2	1.5	1.0	1.3	1.6	1.4	0.4	0.4	2.9	10.8
HOMBRES	11.1	3.9	6.7	12.5	6.2	6.0	10.9	1.8	1.3	1.5	1.9	0.7	0.3	1.6	0.9	0.6	0.4	1.6	1.8	1.4	1.6	0.8	1.7	0.6	0.3	4.6	12.2
MUJERES	10.8	4.4	13.3	16.9	6.4	5.1	9.1	0.9	0.9	2.3	1.1	0.5	0.4	0.8	0.5	1.1	1.0	2.8	1.3	0.7	1.1	2.2	1.1	0.3	0.5	1.5	9.7
NIÑOS (4-12)	13.9	2.1	8.9	8.9	3.3	2.2	4.7	0.2	0.2	0.7	1.9	8.1	3.7	1.3	0.0	0.5	1.4	0.2	2.3	1.2	0.4	3.3	0.3	0.0	0.4	6.4	14.8
JÓVENES (13-24)	19.8	2.4	9.4	11.8	5.4	3.8	13.3	0.5	0.3	1.2	2.2	1.8	0.4	0.6	0.2	0.8	1.0	0.5	2.4	0.5	0.1	0.7	0.4	0.2	0.0	2.3	15.2
ADULTOS JÓVENES (25-44)	19.7	1.8	11.1	10.4	7.0	5.4	7.1	0.3	0.7	1.1	1.2	0.8	0.5	1.2	0.5	1.1	0.9	0.8	3.7	1.4	1.2	1.2	1.4	0.4	0.5	3.2	10.9
ADULTOS (45-64)	10.9	3.1	10.1	14.5	6.3	5.9	8.4	0.9	1.0	2.3	1.9	0.3	0.3	1.8	0.6	1.1	0.7	2.9	1.4	1.6	1.4	1.0	1.7	0.3	0.5	2.8	12.6
MAYORES 65	6.3	6.5	10.4	17.7	6.3	5.7	12.5	2.4	1.5	2.0	1.1	0.1	0.1	0.6	0.9	0.6	0.6	2.5	0.7	0.3	1.5	2.3	1.2	0.7	0.4	2.7	8.2
ALTA (IA+IB)	15.0	4.1	8.6	16.0	6.1	5.5	10.8	1.0	1.1	1.4	0.9	0.5	0.5	1.2	0.3	0.5	0.8	1.5	1.7	0.8	1.0	0.5	0.9	0.3	0.3	1.8	12.8
MEDIA (IC+ID)	10.5	4.1	10.5	13.5	6.3	6.3	9.5	1.9	1.1	2.1	1.6	0.5	0.4	1.3	0.6	1.1	0.6	2.4	1.5	1.5	2.0	1.5	1.4	0.3	0.5	3.3	10.2
BAJA (IE)	6.4	4.4	12.3	15.4	6.7	4.5	9.4	1.0	1.0	2.3	2.2	0.9	0.1	0.9	1.2	1.0	0.9	2.9	1.4	0.6	0.9	3.0	2.0	0.8	0.5	3.6	9.0
Habitat <10M	7.8	5.0	9.8	15.6	7.0	5.0	11.1	2.0	1.4	1.2	1.8	0.8	0.1	1.0	1.2	0.7	0.9	1.7	1.7	1.1	1.8	1.8	2.3	0.5	0.3	3.1	9.2
Habitat 10-50M	10.6	4.1	9.8	15.0	6.8	4.0	11.6	1.0	1.1	2.3	1.6	1.0	0.4	1.5	0.6	1.0	0.7	3.1	1.5	1.2	1.0	1.6	0.9	0.5	0.5	2.8	10.3
Habitat 50-200M	10.8	3.9	12.1	15.9	5.9	6.3	8.9	1.1	1.0	1.1	0.8	0.3	0.3	0.9	0.6	0.9	0.4	2.1	1.9	1.1	1.7	2.1	1.5	0.4	0.2	2.9	10.9
Habitat >200M	13.9	3.8	9.7	13.5	5.7	6.8	8.4	1.4	0.9	2.8	1.6	0.3	0.5	1.1	0.4	0.9	0.9	1.8	1.2	0.7	1.0	0.9	1.1	0.4	0.7	2.8	12.5
TARGET COMERCIAL	18.3	2.5	9.9	12.3	6.5	5.7	8.1	0.6	0.9	1.8	1.1	0.3	0.6	1.5	0.3	1.1	0.6	1.7	2.4	1.5	1.2	0.6	1.2	0.3	0.3	2.3	12.6
USUARIO OTT	13.1	3.1	9.9	14.8	5.6	5.9	8.5	0.9	0.8	2.0	1.3	0.8	0.4	1.3	0.5	0.9	0.9	1.8	1.6	1.3	1.3	0.9	1.2	0.4	0.4	2.5	13.8

\*En rosa cadena que lidera en cada target en la franja de emisión del programa.

\*En amarillo cuota del programa por targets.

Ámbito	Cuota%
MURCIA	17.7
MADRID	17.4
C. VALENCIANA	15.8
CASTILLA Y LEÓN	14.1
BALEARES	13.9
ARAGÓN	13.3
RESTO	12.6
<b>ESPAÑA</b>	<b>11</b>
CASTILLA LA MANCHA	10.2
EUSKADI	9.1
CATALUÑA	7.9
ASTURIAS	7
ANDALUCÍA	6.9
NAVARRA	6.7
GALICIA	6.4
CANARIAS	6.1

 \*En verde por encima de la media del programa.

 \*En rojo por debajo de la media del programa.

# PARRILLA DE PROGRAMACIÓN DE LA CADENA

DOS30'

Título	Inicio	Fin	Duración	Cuota	AM(000)	MAA(000)	FidM	ACad%	AcepFr%
<b>MEDIA CADENA DÍA</b>				<b>9.6</b>	<b>485</b>	<b>10845</b>	<b>4.5</b>	<b>100</b>	<b>100</b>
LA HORA DE LA 1	07:50:12	10:34:48	02:44:36	14.7	275	1160	23.7	6.5	153.3
MAÑANEROS 360	10:34:48	13:55:06	03:20:18	10.5	295	1739	16.9	8.5	109.3
D.REG(INFORMATIVO TERRITORIAL 1)	13:55:06	14:20:17	00:25:11	8.5	521	890	58.5	1.9	88.8
D.REG(MAÑANEROS 360)	14:20:17	14:57:08	00:36:51	6.9	555	1303	42.6	2.9	72.3
TELEDIARIO 1	14:57:08	15:35:58	00:38:50	10.8	992	1792	55.4	5.5	112.4
D.REG(INFORMATIVO TERRITORIAL 2)	15:44:48	15:54:58	00:10:10	10	906	1140	79.5	1.3	103.9
LA FAMILIA DE LA TELE	15:56:11	20:30:10	04:33:59	9.1	684	3622	18.9	26.8	94.5
VALLE SALVAJE	17:11:24	18:00:15	00:48:51	10.6	796	1490	53.4	5.6	111
LA PROMESA	18:00:15	19:05:35	01:05:20	15	1040	1582	65.8	9.7	156.6
TELEDIARIO 2	20:30:10	20:56:15	00:26:05	6.7	604	1457	41.5	2.3	70.4
<b>EUROVISION</b>	<b>21:00:08</b>	<b>23:29:21</b>	<b>02:29:13</b>	<b>11</b>	<b>1348</b>	<b>6014</b>	<b>22.4</b>	<b>28.8</b>	<b>114.4</b>
THAT'S MY JAM QUE EL RITMO NO PARE	23:29:31	24:49:23	01:19:52	7.9	615	1886	32.6	7	82.2
THAT'S MY JAM QUE EL RITMO NO PARE	24:49:23	26:12:58	01:23:35	4.8	175	620	28.2	2.1	50.1
LA NOCHE EN 24H:PORTADA - LUIS GARCIA MONTERO	26:12:58	26:29:59	00:17:01	6.3	123	173	70.8	0.3	65.9

\*En verde por encima de la media de la cadena.

\*En rosa resultados del programa en la parrilla.