

BENIDORM FEST:SEMIFINAL 01

28 ENE 2025

La1

22:56 - 24:46 (110')

SHARE%

13.1%

AcepFr%

117.9%

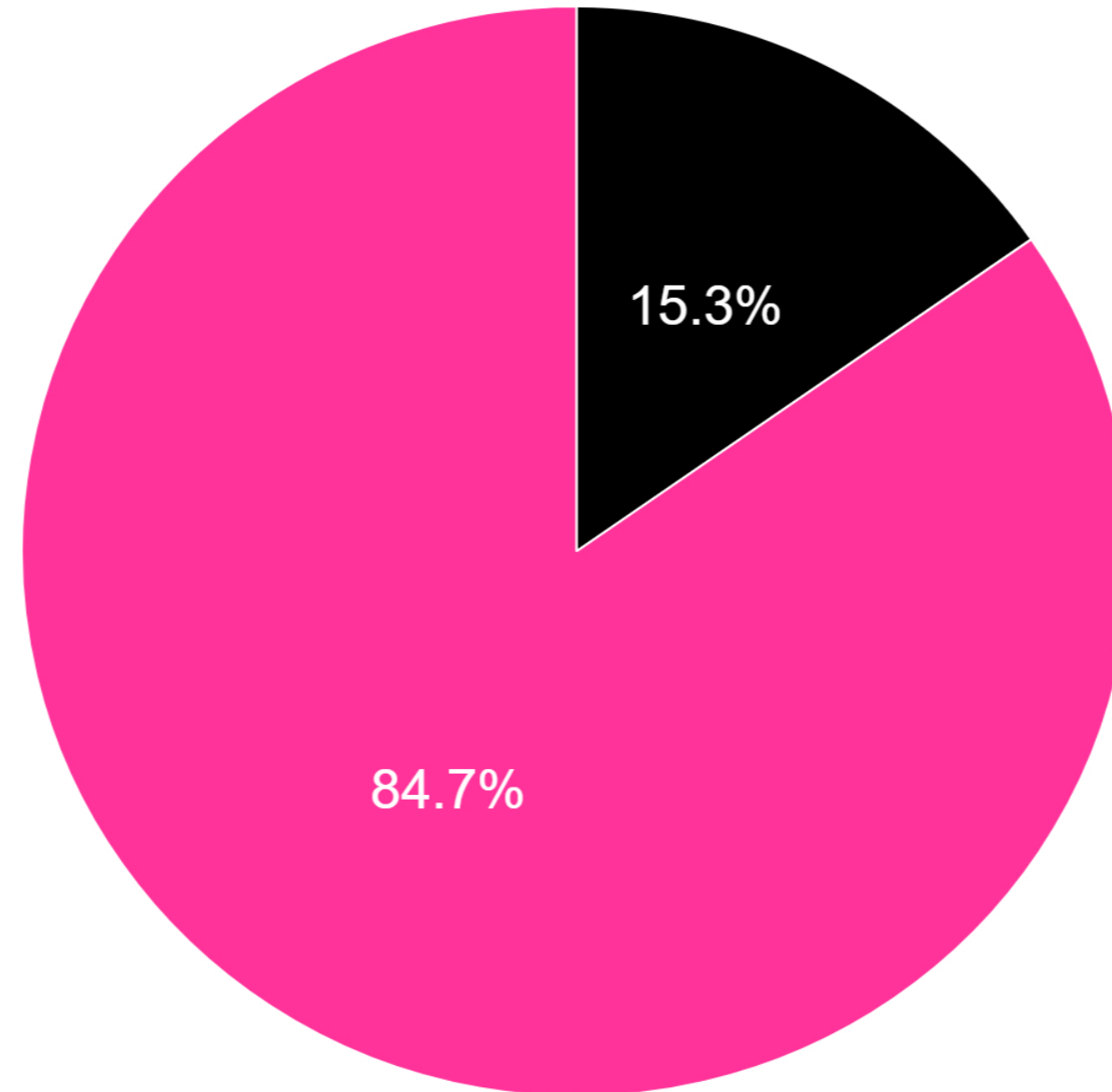
*Elaborado por DOS30' sobre datos de Kantar Media

PERFIL (Y PLUSVALÍAS) DEL PROGRAMA

Targets	Cuota%	AM(000)	MAA(000)	FidM%	ACad%	AcepFr%	Perfil%
IND. 4+	13.1	1215	3703	32.8	15.3	117.9	100
HOMBRES	13.8	580	1732	33.5	16.7	128.6	47.7
MUJERES	12.5	635	1971	32.2	14.2	109.6	52.3
NIÑOS (4-12)	6.7	10	50	19.5	10.6	114.6	0.8
JÓVENES (13-24)	28.3	107	217	49.3	27.6	194.7	8.8
ADULTOS JÓVENES (25-44)	28.3	457	954	47.9	35.2	204.4	37.6
ADULTOS (45-64)	10.7	395	1397	28.3	13.8	101.8	32.5
MAYORES 65	7.2	247	1084	22.8	7.5	66.4	20.3
TARGET COMERCIAL	23.5	687	1607	42.8	26.4	167.7	56.5
-10Mil	9.1	179	673	26.6	11.9	95.7	14.7
10-50Mil	11	269	866	31	13.8	114.6	22.1
50-200Mil	12.7	263	896	29.3	13.8	104.2	21.6
+200Mil	18	505	1267	39.9	19.4	137.9	41.6
USUARIO OTT	25.1	313	745	42.1	25.1	178.2	25.8

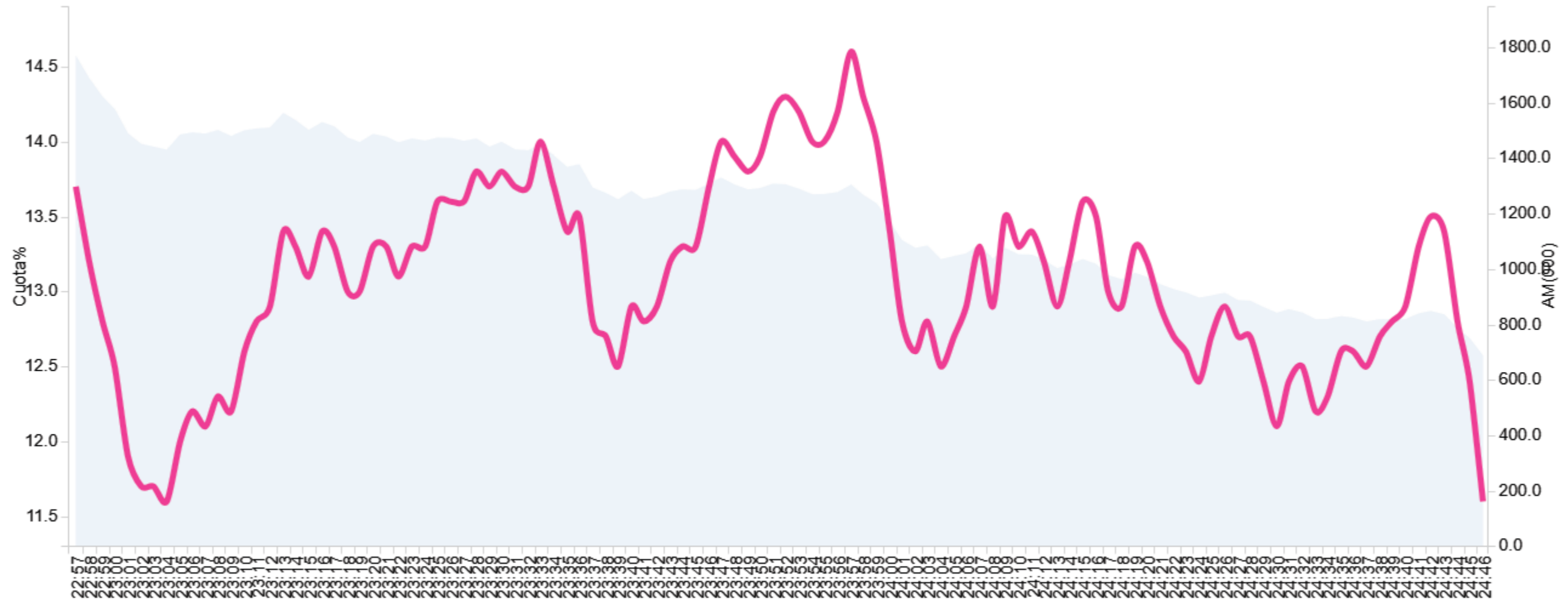
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■ BENIDORM FEST:SEMIFINAL 01 ■ Resto de programación



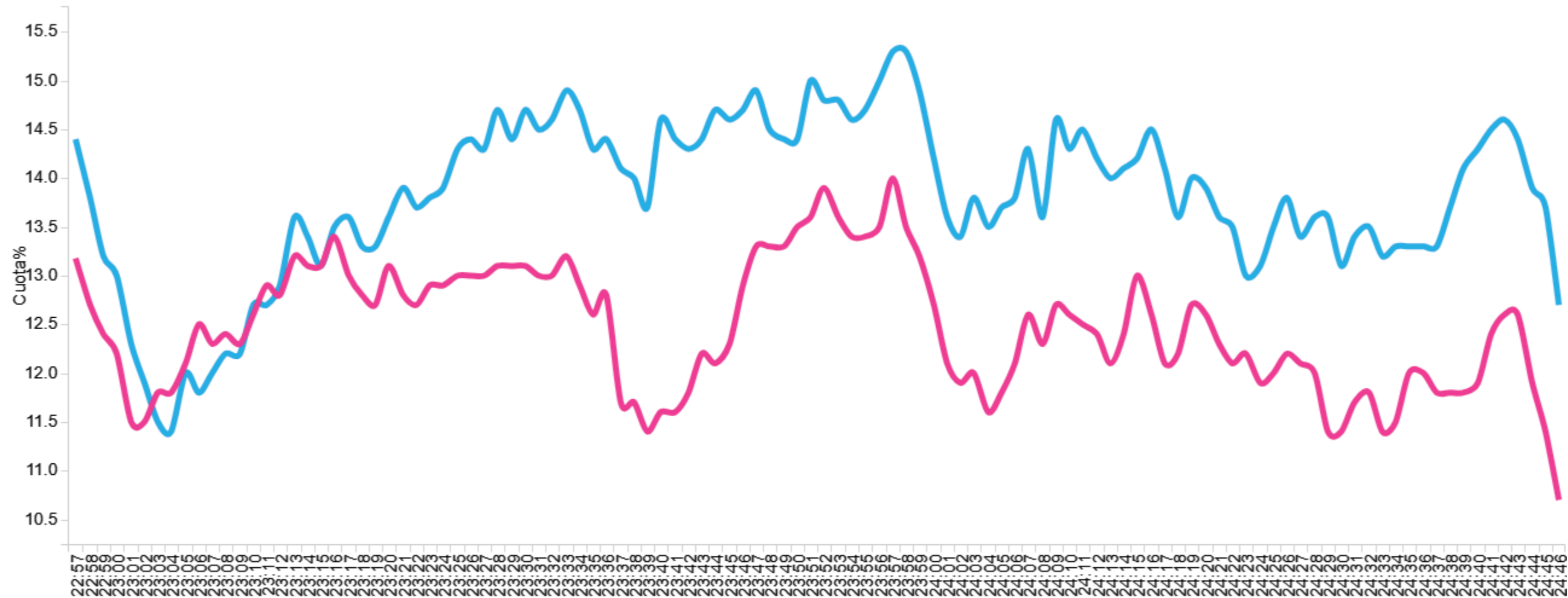
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— AM(000) — Cuota%

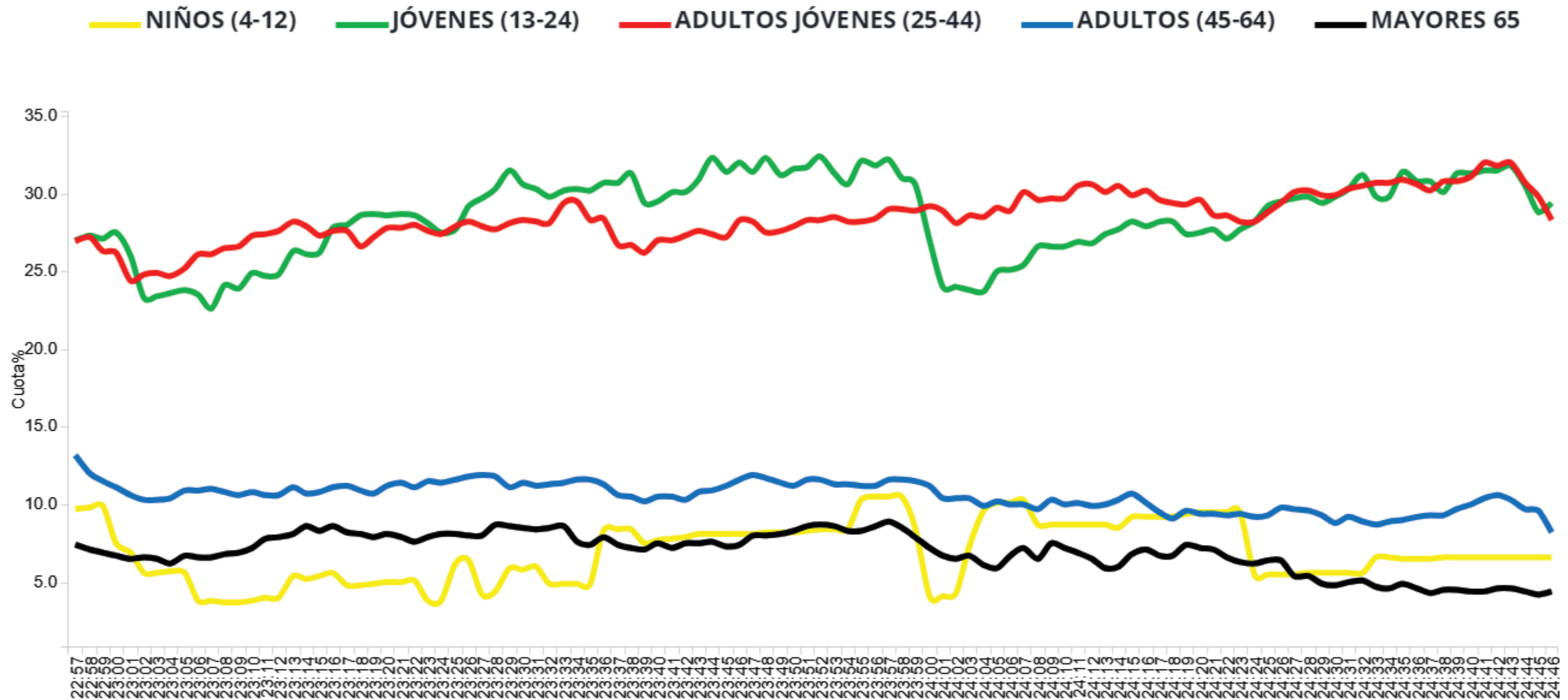


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— HOMBRES — MUJERES

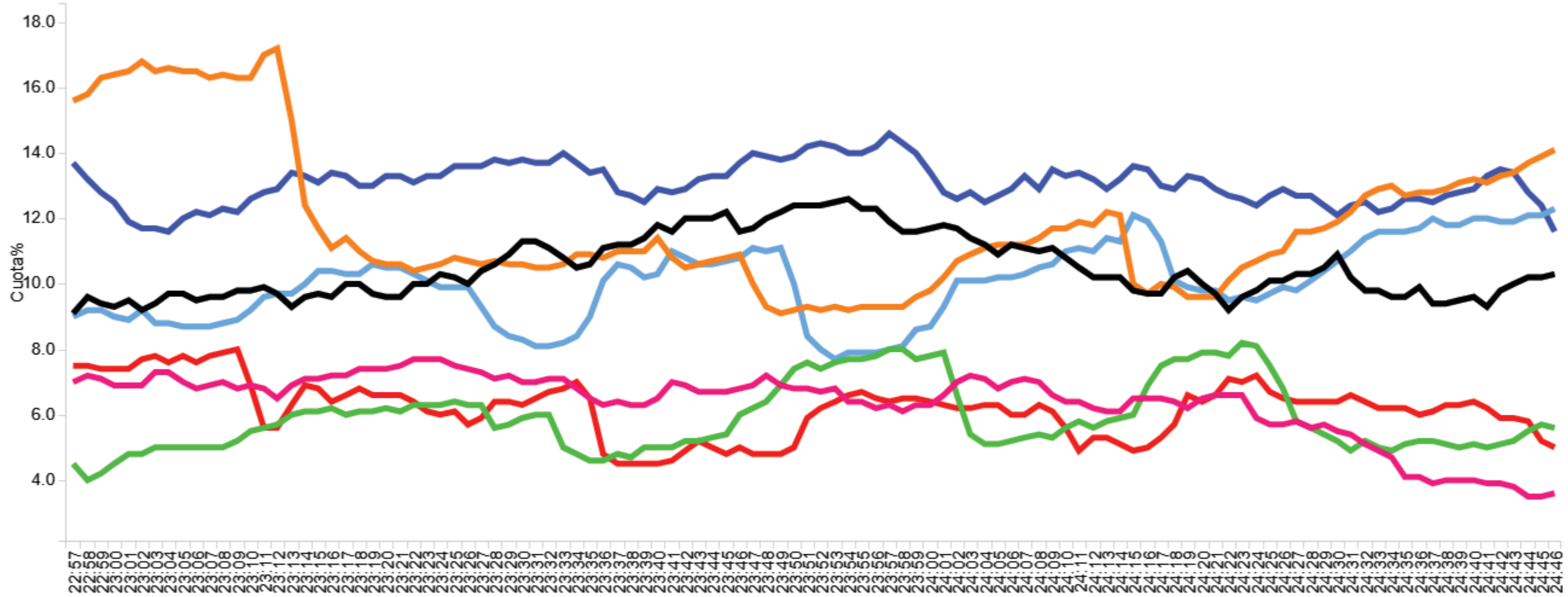


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La1 T5 A3 CUATRO LA SEXTA Aut Pago



¿QUÉ CADENA LIDERÓ EN CADA TARGET?

Targets	*	2	5			6	forta	TRECE	24h	A3S ATRESERIES	BE MAD	BOING	clan	DMAX	squirrel	d	DKISS	E.	F.	MEGA	neox	NOVO	Paramount NETWORK	tdp	ten	GO! PLAY	TEMÁTICAS PAGO
IND. 4+	13.1	3.3	9.9	12.1	6.3	5.8	6.5	2.3	1.9	2.3	2.5	0.3	0.5	1.3	0	2.3	0.9	2.3	2.2	1.8	1.3	1.4	2.4	0.2	0.5	0.9	10.5
HOMBRES	13.8	3.8	6.2	8.4	6.1	5.9	6.2	3.1	2.5	1.8	3.4	0.3	0.4	1.6	0	1.3	0.8	2.4	2.8	2.6	1.3	1.2	3.1	0.3	0.4	1.4	12.3
MUJERES	12.5	2.9	12.9	15.1	6.4	5.8	6.8	1.5	1.4	2.8	1.8	0.3	0.5	1.1	0	3.1	0.9	2.2	1.8	1.1	1.2	1.6	1.8	0.1	0.6	0.5	8.9
NIÑOS (4-12)	6.7	7.9	6	17.3	7.4	4.1	3.7	1.7	0.3	2.6	0	4.9	1.1	2	0	2	0.6	0.9	0.5	4.1	0.3	0.8	3.1	0	0	0.3	15.6
JÓVENES (13-24)	28.3	4	9.1	8.1	3.3	2.9	3.8	2.5	0.2	1.4	1	1	0.6	1.4	0	4	0.2	0.4	2.9	0.1	0.2	1.1	3.2	0	0.2	1.2	12
ADULTOS JÓV. (25-44)	28.3	1.3	9.4	6.4	6.8	7	2.7	0.6	0.6	0.5	2.3	0.6	0.3	1.1	0	2.2	1.3	1.2	3.1	2.7	1	0.6	1.2	0	0.8	1.3	10.7
ADULTOS (45-64)	10.7	3.6	9.2	10.1	5.8	6.4	5.7	1.7	1.5	2.7	3.8	0.1	0.6	1.8	0	2.8	1.1	3	2.5	1.8	1.3	1.6	2.7	0.1	0.7	0.6	13.1
MAYORES 65	7.2	3.7	11.1	17	6.8	5.1	9.7	3.6	3.3	2.9	1.5	0	0.4	0.9	0	1.5	0.4	2.3	1.5	1.4	1.5	1.7	2.6	0.3	0.4	1	7.2
TARGET COMERCIAL	23.5	1.8	8.7	7.2	6.1	6.7	4.2	1.4	0.9	1.9	3.1	0.2	0.6	1.6	0	2.5	0.9	2.1	2.3	1.9	0.6	1	1.7	0	0.4	0.8	13.4
-10Mil	9.1	3.8	10.4	14.2	6.5	6.1	5.9	2.8	2.4	1.9	1.7	0.3	0.3	1.4	0	2.8	1.7	1.9	2.4	1.4	1.6	1.4	3.5	0.1	0.7	1.6	9.2
10-50Mil	11	3.3	10.9	11	7	5.2	6.7	1.9	1.4	2.4	2.9	0.5	0.4	2.3	0	3.4	1.1	2.8	2.1	1.8	1.7	1.1	2.5	0.3	0.4	0.9	9.9
50-200Mil	12.7	3.2	9.5	13	7.1	7.1	7.6	1.6	2	1.9	3	0.1	0.2	0.6	0	1.5	0.1	2.1	2.8	2.5	0.4	1.3	1.8	0.1	0.7	0.8	10.6
+200Mil	18	3	8.9	10.9	4.9	5.3	6.1	2.7	2	2.9	2.4	0.2	0.9	1	0	1.4	0.6	2.3	1.9	1.4	1.4	1.8	2	0.1	0.4	0.6	11.8
USUARIO OTT	25.1	1.3	7.8	7.4	5.3	6.6	3.6	1.5	0.2	1	4	0.4	0.3	0.6	0	1.4	1.1	1.6	1.9	1.6	0	0.9	1.7	0.2	1.3	0.5	18.2

SHARE% POR COMUNIDADES AUTÓNOMAS

Ámbito	Cuota%
MADRID	24.6
CASTILLA Y LEÓN	17.5
C. VALENCIANA	17.3
MURCIA	15.6
BALEARES	14.6
ESPAÑA	13.1
ASTURIAS	12.5
CATALUÑA	12.2
GALICIA	9.8
ARAGÓN	9.3
CASTILLA LA MANCHA	9.1
ANDALUCÍA	8.8
NAVARRA	8.3
CANARIAS	8.3
RESTO	8.2
EUSKADI	7.9