

BENIDORM FEST:SEMIFINAL 02

30 ENE 2025

La1

22:55 - 24:54 (118')

SHARE%

11.7%

AcepFr%

110.7%

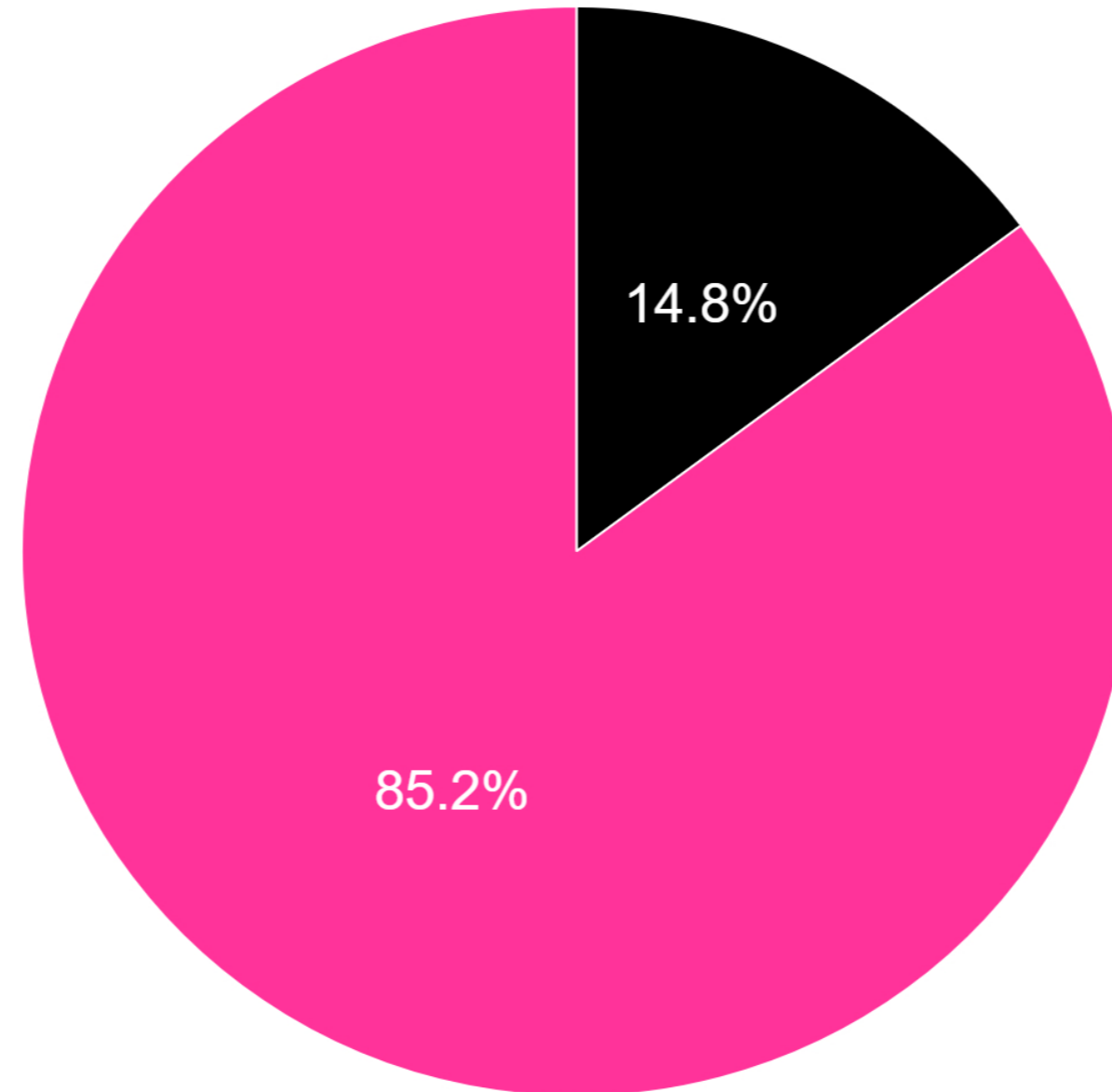
*Elaborado por DOS30' sobre datos de Kantar Media

PERFIL (Y PLUSVALÍAS) DEL PROGRAMA

Targets	Cuota%	AM(000)	MAA(000)	FidM%	ACad%	AcepFr%	Perfil%
IND. 4+	11.7	1030	3063	33.6	14.8	110.7	100
HOMBRES	13.5	541	1504	35.9	17.9	130.4	52.5
MUJERES	10.3	489	1559	31.4	12.4	94.9	47.5
NIÑOS (4-12)	15.2	17	65	25.8	13.9	208.6	1.6
JÓVENES (13-24)	23.1	96	213	45	26.7	164.7	9.3
ADULTOS JÓVENES (25-44)	27.4	385	737	52.3	33.2	200	37.4
ADULTOS (45-64)	9.7	340	1173	29	14.2	99.7	33
MAYORES 65	5.7	192	876	21.9	6.5	55.7	18.6
TARGET COMERCIAL	22.6	624	1437	43.4	28.1	174.2	60.5
-10Mil	8.3	154	530	29.1	11.2	87	15
10-50Mil	8.8	195	703	27.7	11.3	95.3	18.9
50-200Mil	12.8	254	785	32.4	16.4	116.8	24.7
+200Mil	15.5	426	1045	40.8	18.3	125.5	41.4
USUARIO OTT	26.1	292	647	45.1	26.5	196.6	28.3

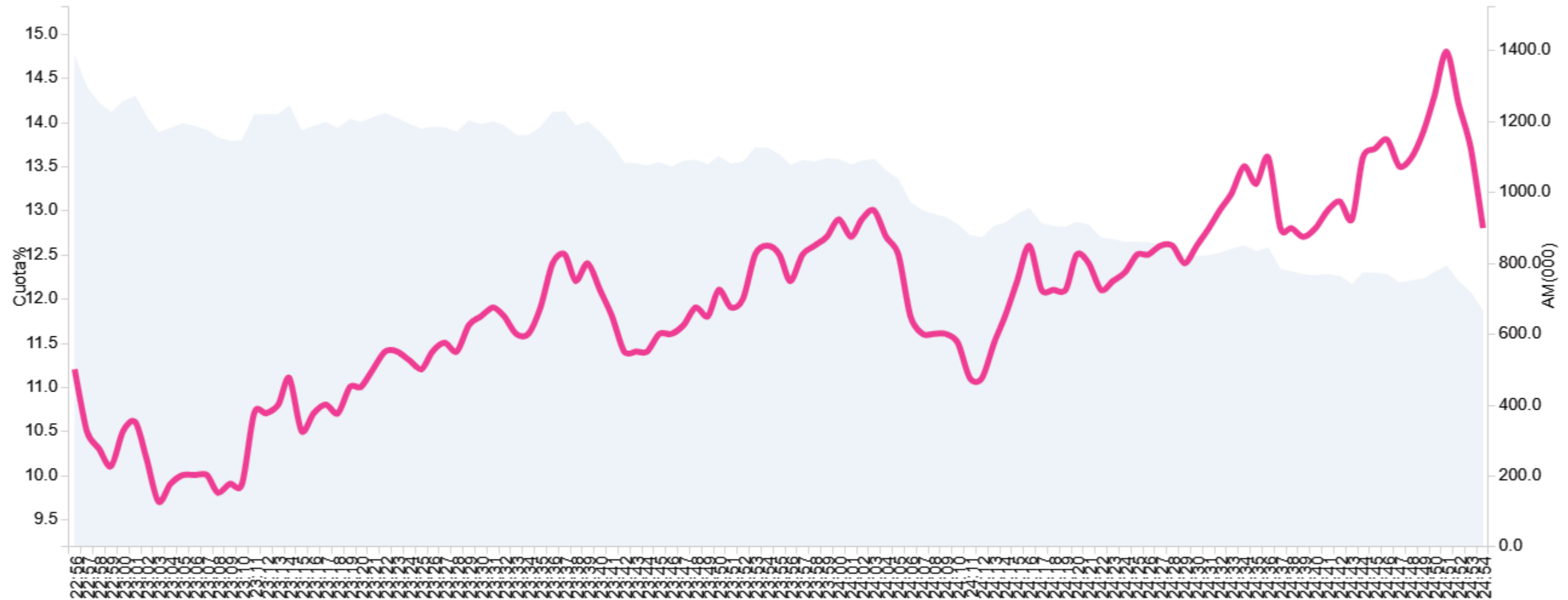
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■ BENIDORM FEST:SEMIFINAL 02 ■ Resto de programación



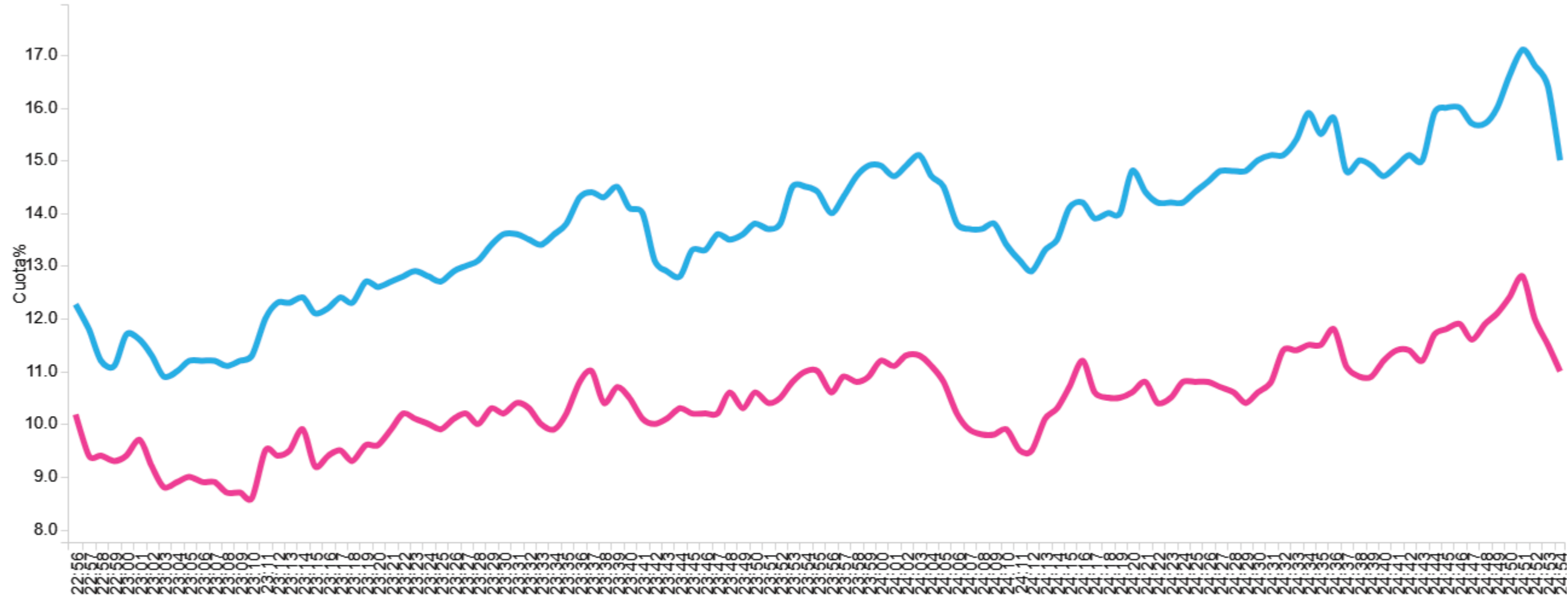
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— AM(000) — Cuota%

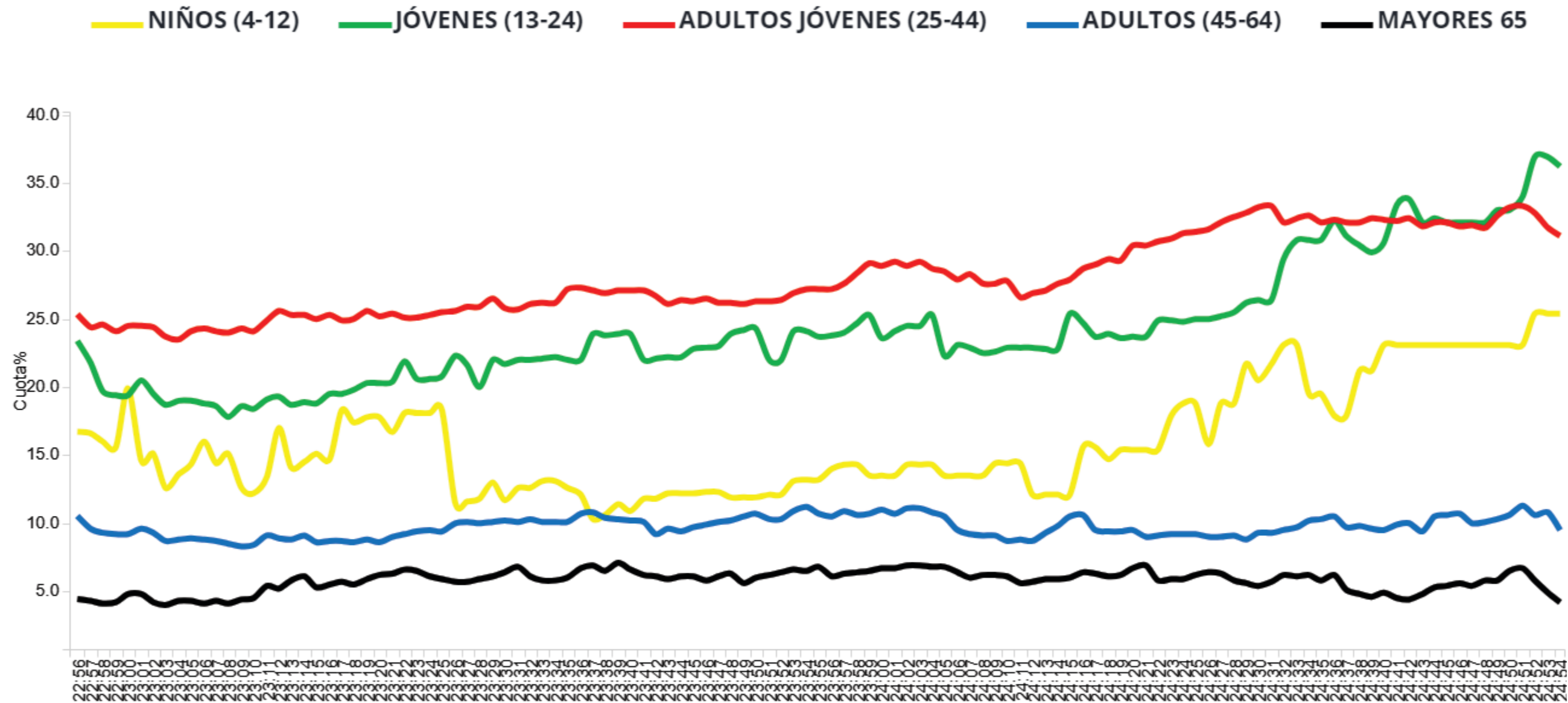


BENIDORM FEST: SEMIFINAL 02 - 30 ENE 2025

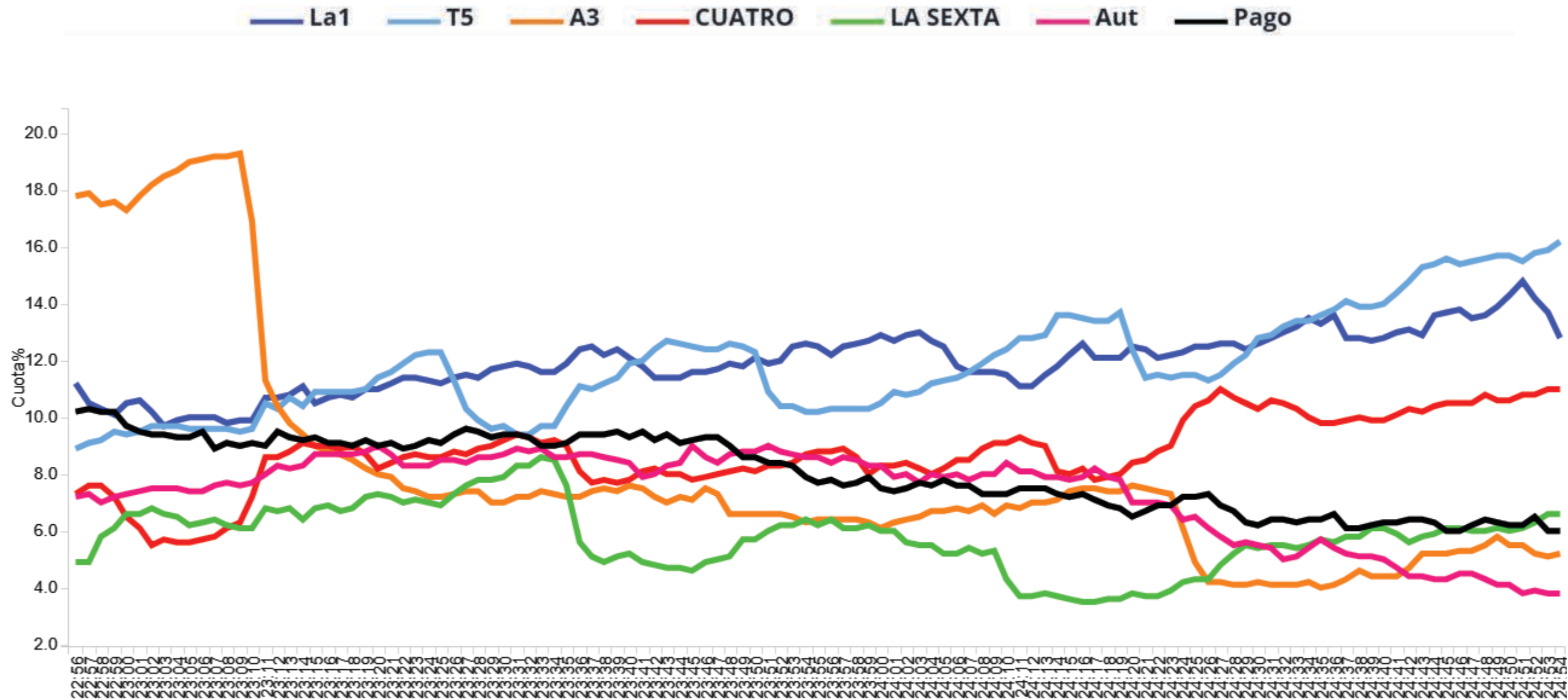
— HOMBRES — MUJERES



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¿QUÉ CADENA LIDERÓ EN CADA TARGET?

Targets	*	2	5			6	fora	TRÉCE	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+	11.7	3.9	11.5	8.8	8.5	5.9	7.6	1.7	1.8	1.8	2.7	0.2	0.6	1.5	0	1.1	0.8	3	2.8	1.6	2.6	3	1.3	0.2	0.6	0.9	8.3
HOMBRES	13.5	3.6	6.4	6.7	9.3	7	8	2.3	2.1	1	3.6	0.3	0.5	2.3	0	0.3	0.4	3	3.5	2.5	2.8	1.2	1.7	0.3	0.5	1.5	9.2
MUJERES	10.3	4.1	15.7	10.6	7.8	4.9	7.3	1.2	1.5	2.5	1.9	0.1	0.6	0.8	0	1.7	1.1	3	2.2	0.9	2.4	4.4	1.1	0.1	0.7	0.4	7.6
NIÑOS (4-12)	15.2	1.8	9.4	19.2	15.8	4.2	8	0	0.1	0	0	2.9	0.7	0.3	0	0	1.1	1	3.5	1.8	0.7	1.6	0	0.1	1	1.7	6
JÓVENES (13-24)	23.1	5.6	6.4	8.2	4.6	2.1	9.2	0.5	0	0.8	2.1	1.7	1.3	2	0	0.2	0.2	0.5	3.1	0.1	5.2	1.2	0.3	0.8	1.3	0.3	14.7
ADULTOS JÓV. (25-44)	27.4	2.2	11.2	5.8	8.8	5	5	0.1	0.7	0.6	1.5	0	0.5	0.8	0	0.4	0.5	2	4.4	1.6	2.1	1.9	0.9	0.2	0.2	0.8	8.8
ADULTOS (45-64)	9.7	3.4	10.5	9.1	9.5	6	6.4	1	1.4	1.9	3.4	0.1	0.8	2.6	0	0.6	1.1	3.8	3.4	2.4	3	2.1	1.9	0.2	0.7	0.8	9
MAYORES 65	5.7	4.9	13.2	9.5	7.5	6.7	9.7	3.2	2.9	2.5	2.6	0	0.3	0.7	0	1.9	0.6	2.9	1.4	1.1	2.1	4.6	1.1	0.1	0.5	1.1	6.7
TARGET COMERCIAL	22.6	2.9	9.5	6.6	10.1	4.6	4.7	0.7	1.1	1.5	2	0.2	0.9	2	0	0.6	0.7	2.9	3.1	1.4	2.5	1	1.1	0.3	0.4	0.4	10.6
-10Mil	8.3	3.4	12.3	10.9	7.1	6.4	8.1	2.7	1.8	1.1	3.4	0.1	0.3	1.2	0	0.1	0.4	3.2	3.3	2	3.2	3.1	2.1	0.3	0.4	1.5	6.9
10-50Mil	8.8	3.5	13.1	8.3	7.4	3.9	8.4	1.5	1.4	2.5	3.3	0.3	0.6	1.1	0	0.9	1.1	4.2	2.4	2.1	4.3	3.6	1.8	0	0.6	1.1	8.6
50-200Mil	12.8	3.4	11.3	8	10.7	6	7.7	1.2	2.2	1.2	2.3	0.1	1.1	2.4	0	2.1	0.7	1.9	3.3	1.5	1.5	2.3	1.1	0	0.8	0.6	8.1
+200Mil	15.5	4.7	9.7	8.4	8.7	7.1	6.6	1.5	1.6	2.3	2	0.2	0.4	1.4	0	1	0.8	2.8	2.4	1.1	1.7	2.8	0.6	0.3	0.5	0.6	9.3
USUARIO OTT	26.1	1.9	8.3	10.5	8.6	4.4	2.1	0.5	0.5	1.1	1.4	0.4	0	0.9	0	0	1.2	1	2.5	1.3	1.7	3.1	1.5	0.5	0.2	0.4	15.2

SHARE% POR COMUNIDADES AUTÓNOMAS

Ámbito	Cuota%
C. VALENCIANA	19.7
MADRID	17.3
MURCIA	15.1
CASTILLA Y LEÓN	14.1
BALEARES	13.8
ASTURIAS	12.3
CATALUÑA	12
ESPAÑA	11.7
ARAGÓN	10.9
RESTO	10.2
CASTILLA LA MANCHA	9.5
EUSKADI	9.1
CANARIAS	8.4
GALICIA	7.6
NAVARRA	7
ANDALUCÍA	6.1