LA REVUELTA - MELODY

03 FEB 2025

La1

21:43 - 23:09 (87')

SHARE%	AcepFr%
13.4%	128.1%

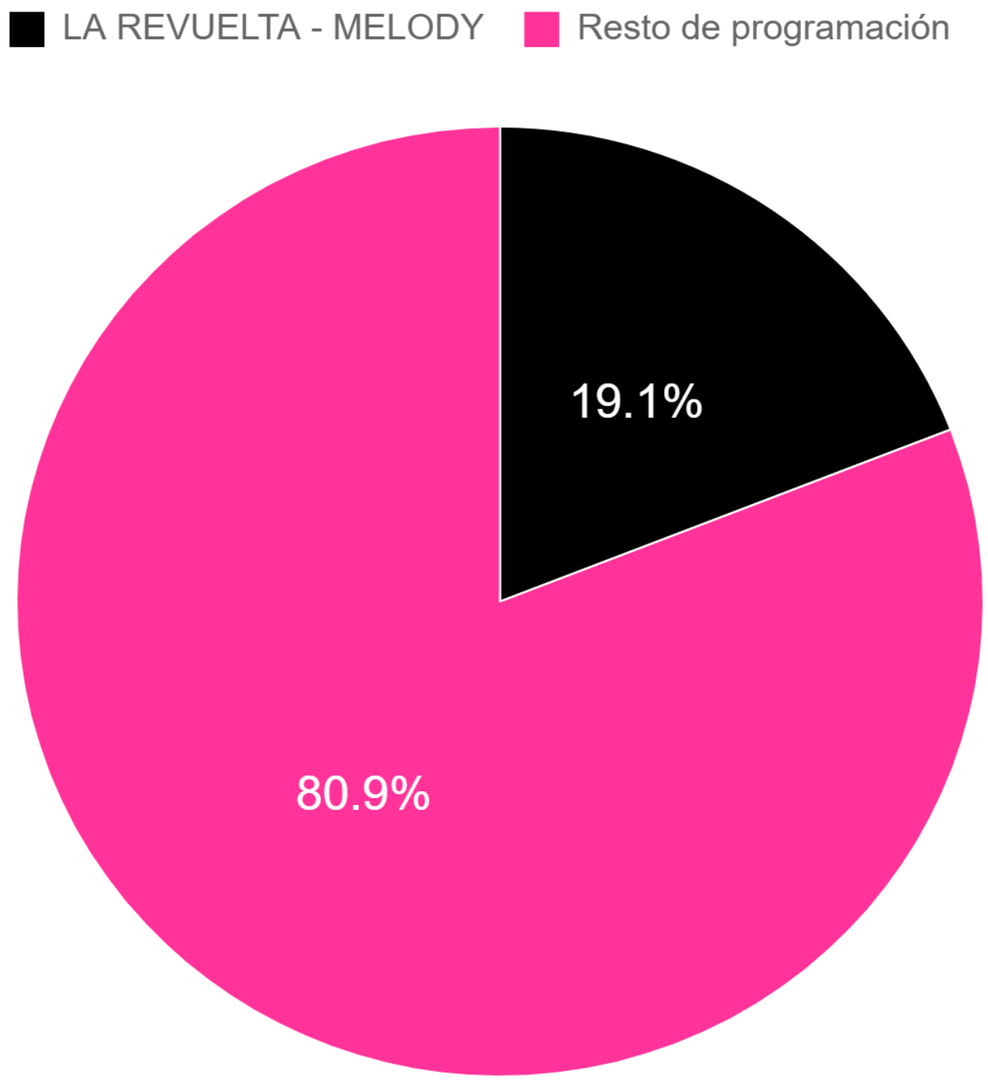
*Elaborado por DOS30' sobre datos de Kantar Media

PERFIL (Y PLUSVALÍAS) DEL PROGRAMA

Targets	Cuota%	AM(000)	MAA(000)	FidM%	ACad%	AcepFr%	Perfil%
IND. 4+	13.4	1802	4595	39.2	19.1	128.1	100
HOMBRES	13.8	864	2151	40.2	21.5	141.2	48
MUJERES	13	938	2444	38.4	17.2	118.3	52
NIÑOS (4-12)	12.8	42	106	40	32.9	218.8	2.3
JÓVENES (13-24)	19.9	133	255	52.2	30.8	153.5	7.4
ADULTOS JÓVENES (25-44)	19.8	399	913	43.7	32.9	193.3	22.1
ADULTOS (45-64)	14.9	785	1941	40.5	22.1	145.5	43.6
MAYORES 65	8.5	443	1381	32.1	10.7	79.5	24.6
TARGET COMERCIAL	19.6	811	1921	42.2	29.2	168.1	45
-10Mil	10.7	316	790	40	16	107.3	17.5
10-50Mil	11.5	422	1182	35.7	18	124.9	23.4
50-200Mil	16.7	483	1161	41.6	21.5	143	26.8
+200Mil	14.6	581	1462	39.8	20.1	132.3	32.3
USUARIO OTT	16.9	315	690	45.7	27.3	165.7	17.5

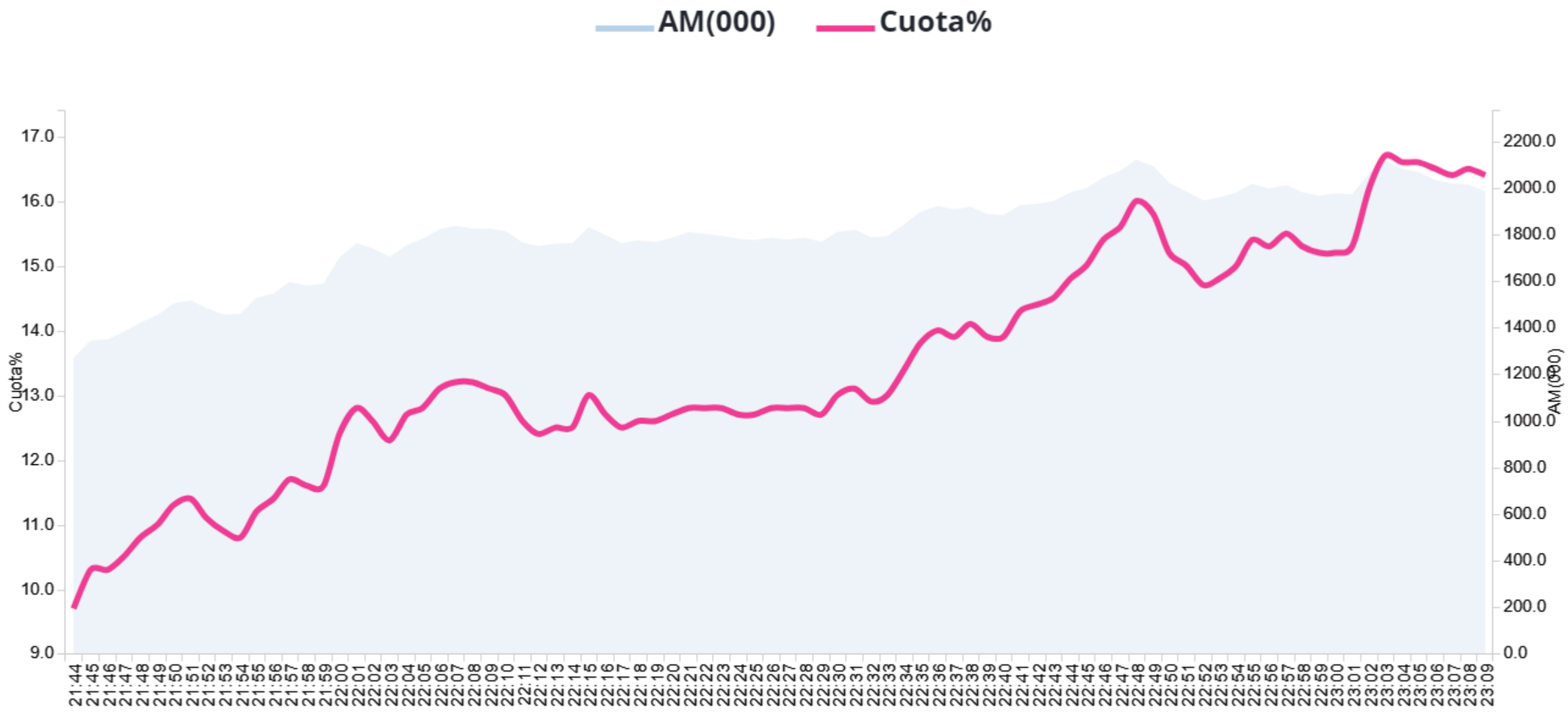
APORTACIÓN A LA CADENA (ACad%)

LA REVUELTA - MELODY - 03 FEB 2025

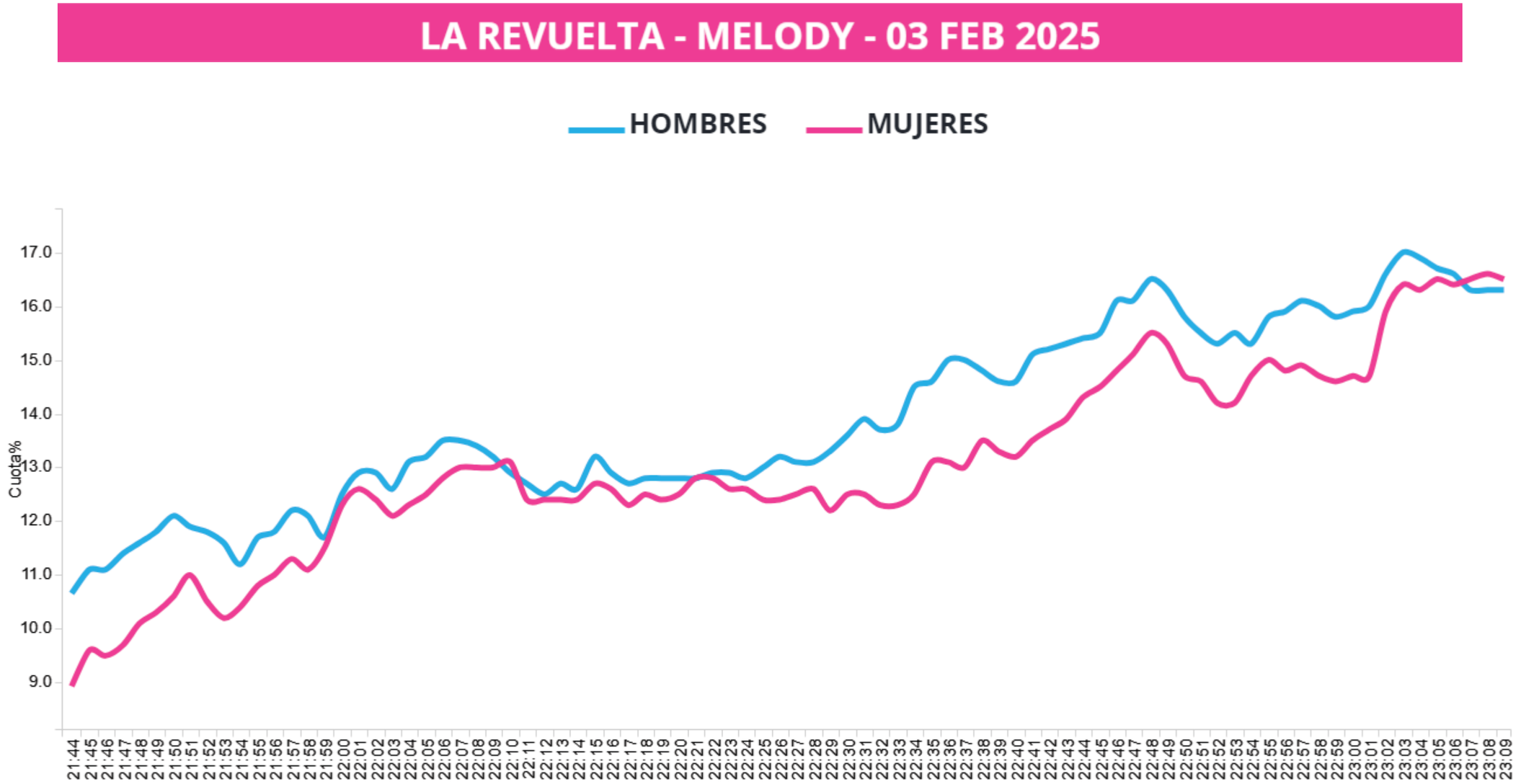


MINUTO A MINUTO

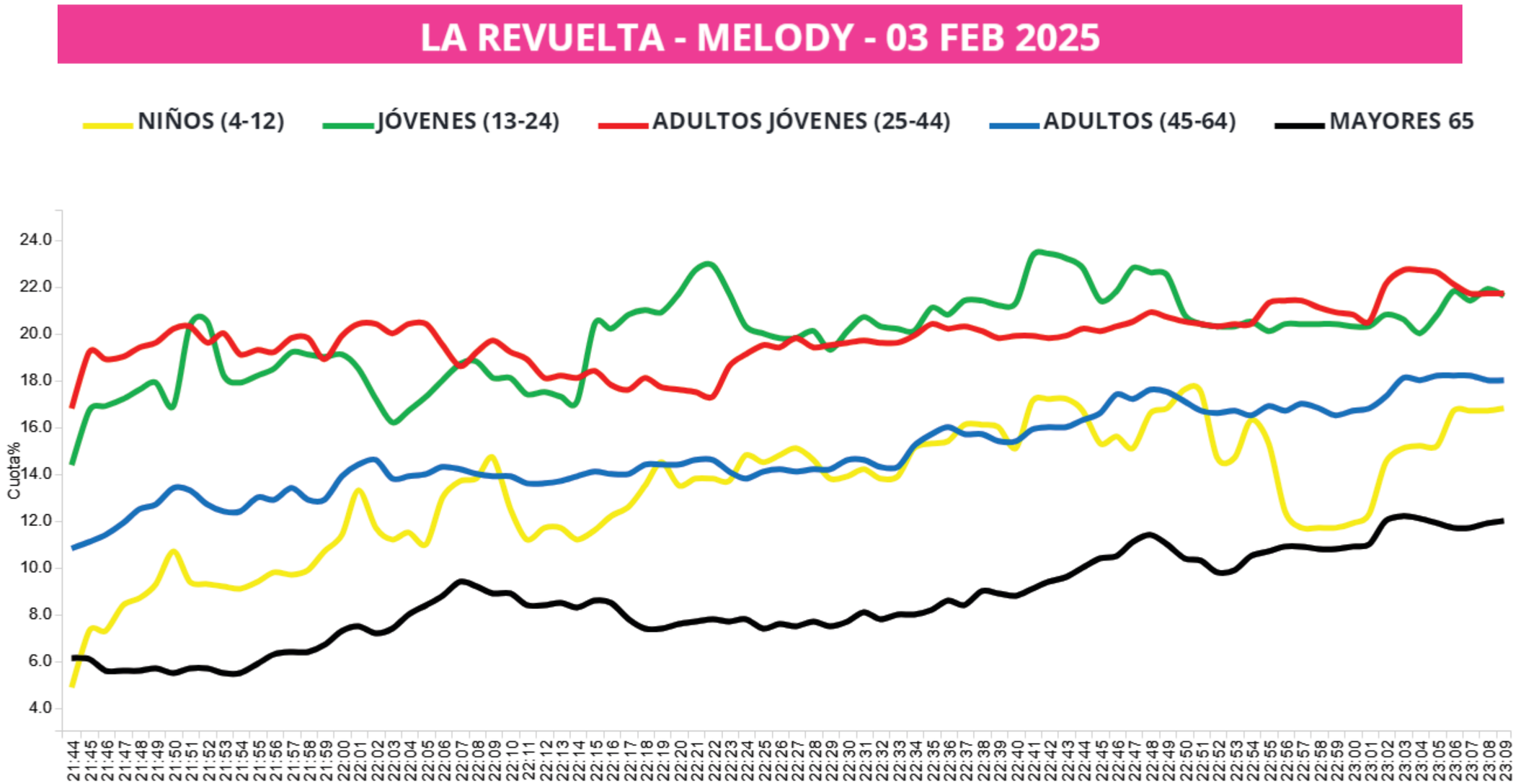
LA REVUELTA - MELODY - 03 FEB 2025



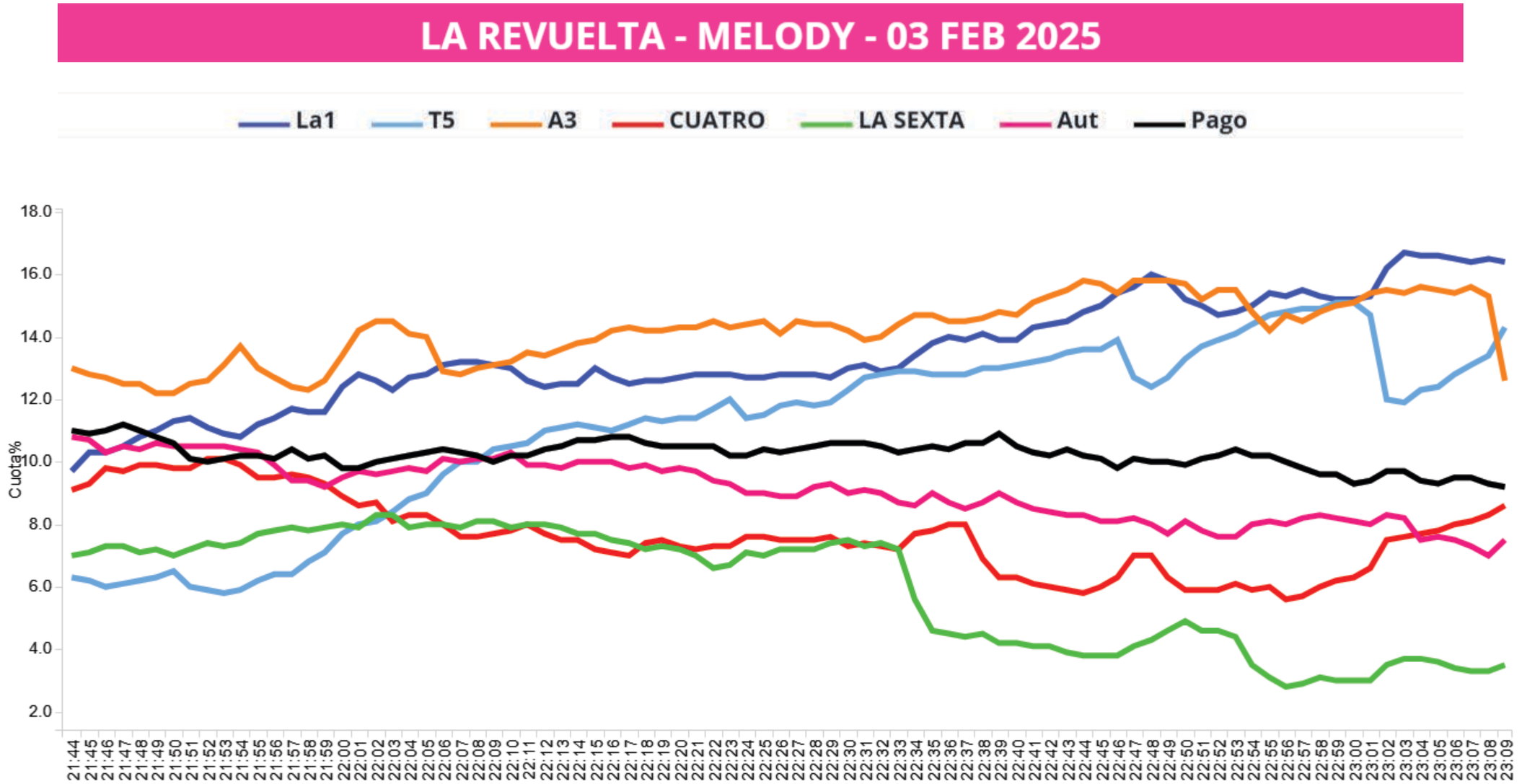
MINUTO A MINUTO: SEXOS



MINUTO A MINUTO: EDADES



MINUTO A MINUTO: COMPETENCIA



¿QUÉ CADENA LIDERÓ EN CADA TARGET?

DOS30

Targets	*	2	5	A3	7	6	forta	TRECE	24h	A3S ATRESERIES	BE MAD	BOING	clan	DMAX	squirrel	d.	DKISS	E.	F.	MEGA	neox	nova	Paramount NETWORK	tdp	ten	GOL PLAY	TEMÁTICAS PAGO
IND. 4+	13.4	3.2	11	14.2	7.7	6	9.1	1.1	1	2.1	1	0.4	0.6	1.3	0	0.6	0.8	2.4	1.2	1	1.6	2.1	1.3	0.2	0.6	0.5	10.2
HOMBRES	13.8	3.7	8.5	12.7	8.1	6.4	8.7	1.7	1.4	1.7	1.1	0.5	0.7	1.7	0	0.3	0.4	2.5	1.4	1.2	1.5	1	1.2	0.4	0.4	0.8	11.5
MUJERES	13	2.7	13.2	15.5	7.3	5.7	9.5	0.7	0.6	2.4	0.8	0.4	0.5	0.9	0	0.9	1.2	2.3	1	0.8	1.6	3.1	1.4	0.1	0.8	0.2	9.2
NIÑOS (4-12)	12.8	2.6	10.3	23.8	4.3	3	6.6	0	0	0.6	0	6.6	5.9	2.1	0	0	0	1.4	0.4	2.9	1.3	0.9	0	0	0.1	0.1	10.4
JÓVENES (13-24)	19.9	1	23.1	13.1	5.2	4.8	4	0	0.3	1.5	0.3	1.5	1.7	0.5	0	1.9	0.3	1.9	1.5	0.7	0	0.7	0.9	0.1	0	0.1	10.8
ADULTOS JÓV. (25-44)	19.8	1.1	20.2	10.2	8.5	4.8	5.2	0	0.2	1.3	1.2	0.3	1.7	0.8	0	0.4	0.4	1.5	1.8	1.3	1.5	1.5	0.4	0.1	0.2	0.4	9.7
ADULTOS (45-64)	14.9	2.4	10.3	13.6	7.2	5.1	7.4	0.8	0.8	2.4	1.3	0.3	0.2	1.8	0	0.5	1.1	3.5	1.7	1	1.8	1.3	1.2	0.2	0.8	0.4	12.5
MAYORES 65	8.5	5.1	6.6	15.8	8.3	7.9	13.2	2.1	1.5	2.4	0.7	0.1	0	0.9	0	0.6	0.8	1.8	0.5	0.8	1.5	3.5	2	0.4	0.6	0.7	8.1
TARGET COMERCIAL	19.6	2.1	15.4	12.6	6.8	4.7	6.3	0.6	0.5	1.9	0.9	0.2	0.6	1.4	0	0.7	0.8	2.2	1.8	0.9	1.2	0.7	0.7	0.1	0.4	0.3	12.3
-10Mil	10.7	2.8	10	15	9.6	5.6	11.1	1.8	1	1.7	0.6	0.5	0.5	1.7	0	0.2	0.3	2.8	1.5	1.5	1.2	2.5	1.4	0.2	0.4	0.8	8.2
10-50Mil	11.5	3.5	11.8	13.1	8.1	4.7	9.4	0.9	0.7	2.4	1	0.7	0.9	1.3	0	0.7	1.1	3.6	0.9	0.7	1.8	2.9	1.8	0.2	0.6	0.4	10.6
50-200Mil	16.7	2.5	11.8	14.7	8.4	6.3	8.1	0.9	0.9	1	1.1	0.3	0.2	1.1	0	0.7	1	1.6	0.8	1.1	2.2	1.6	0.7	0.3	0.5	0.3	10.6
+200Mil	14.6	3.8	10.5	14.2	5.3	7.4	8.2	1	1.2	3	1.1	0.2	0.6	1.1	0	0.6	0.7	1.6	1.5	0.8	1.2	1.5	1.3	0.2	0.7	0.5	11.2
USUARIO OTT	16.9	1.8	13.7	13.2	5.9	4.8	5.2	0.3	0.2	1.4	1.4	0.6	0.5	1	0	0.7	0.9	2	1.8	0.9	1.3	2.1	0.6	0.1	0.4	0	18.8

SHARE% POR COMUNIDADES AUTÓNOMAS

Ámbito	Cuota%
NAVARRA	21.3
MADRID	18.5
ARAGÓN	18
BALEARES	15.9
EUSKADI	15.8
CASTILLA Y LEÓN	15.2
C. VALENCIANA	14.1
ASTURIAS	13.4
ESPAÑA	13.4
RESTO	13
ANDALUCÍA	12.4
CASTILLA LA MANCHA	12.2
GALICIA	11.8
MURCIA	10.8
CATALUÑA	9.3
CANARIAS	8.3