

# UMK:UUDEN MUSIIKIN KILPAIL

08 FEB 2025

TEN

20:00 - 21:59 (120')

SHARE%

0.6%

AcepFr%

63.8%

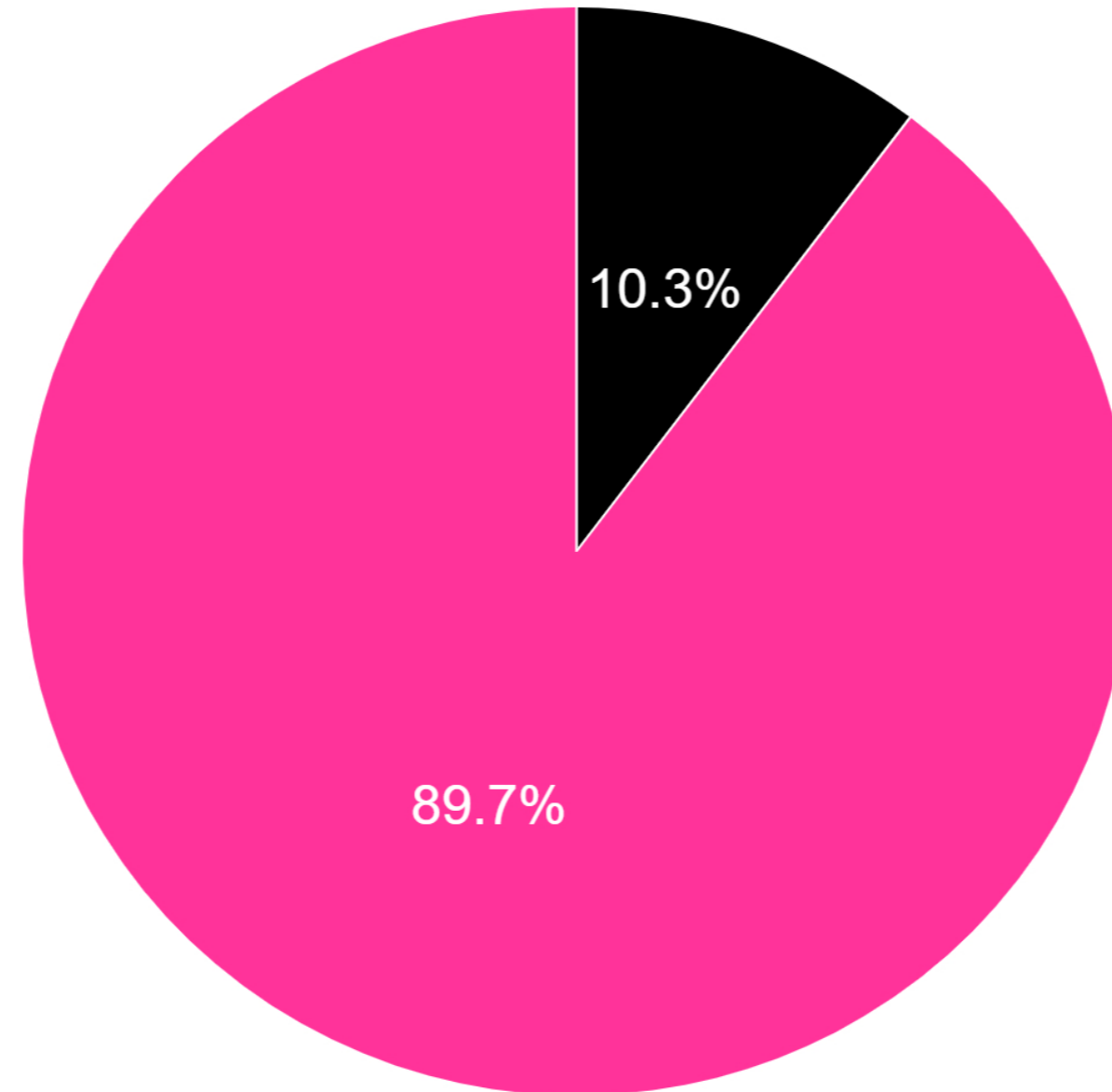
\*Elaborado por DOS30' sobre datos de Kantar Media

# PERFIL (Y PLUSVALÍAS) DEL PROGRAMA

Targets	Cuota%	AM(000)	MAA(000)	FidM%	ACad%	AcepFr%	Perfil%
IND. 4+	0.6	66	570	11.6	10.3	63.8	100
HOMBRES	0.7	34	274	12.5	15.3	93.7	51.8
MUJERES	0.5	32	296	10.8	7.7	47.6	48.2
NIÑOS (4-12)	0	0	6	3.9	14.6	86	0.3
JÓVENES (13-24)	1	5	18	28.5	34.6	222.5	7.8
ADULTOS JÓVENES (25-44)	1.2	15	77	19.8	20.5	139.8	23.1
ADULTOS (45-64)	0.6	25	239	10.5	9.7	61.7	38.1
MAYORES 65	0.4	20	230	8.8	7.1	41	30.7
TARGET COMERCIAL	1.1	29	161	17.9	26.8	178.9	43.5
-10Mil	0.7	18	123	14.9	12.8	73.9	27.8
10-50Mil	0.7	20	167	12	9.6	60.1	30.4
50-200Mil	0.4	9	129	6.7	5.9	37.4	13.2
+200Mil	0.6	19	150	12.6	13.5	85.9	28.6
USUARIO OTT	0	1	26	2.5	3	19.3	1

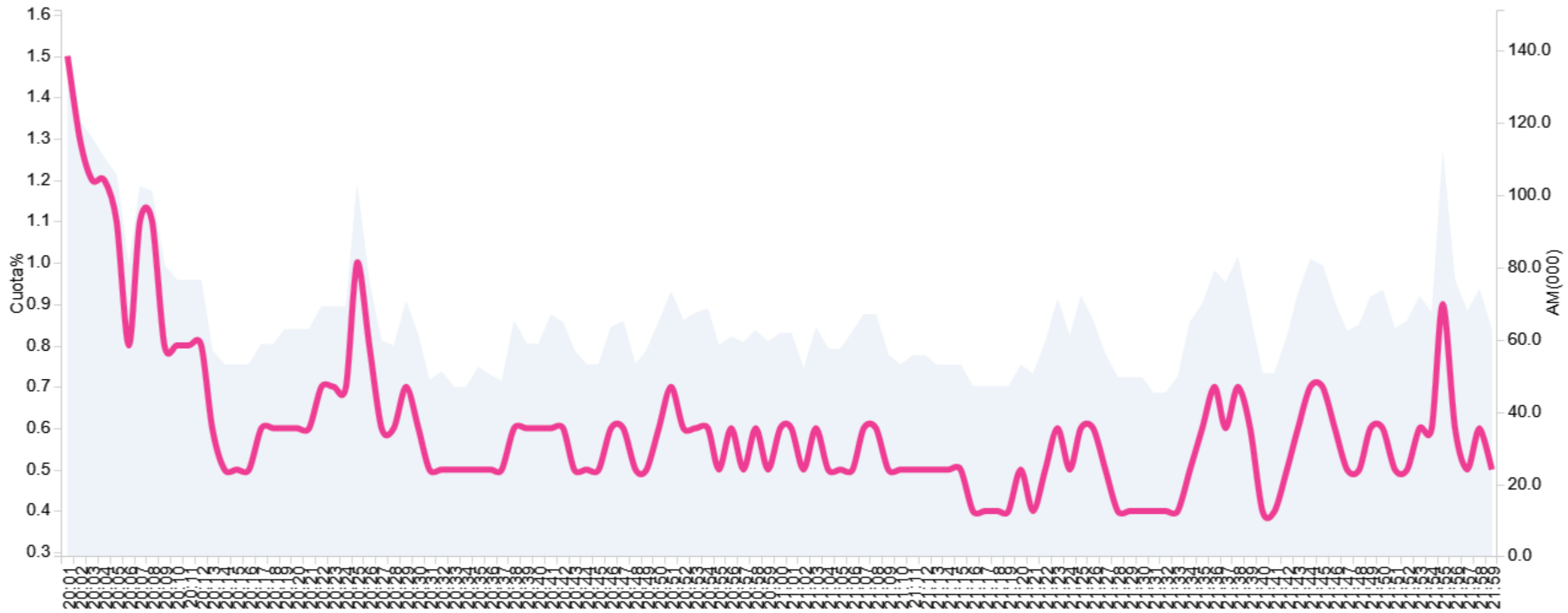
## UMK:UUDEN MUSIIKIN KILPAILU - 08 FEB 2025

■ UMK:UUDEN MUSIIKIN KILPAILU ■ Resto de programación



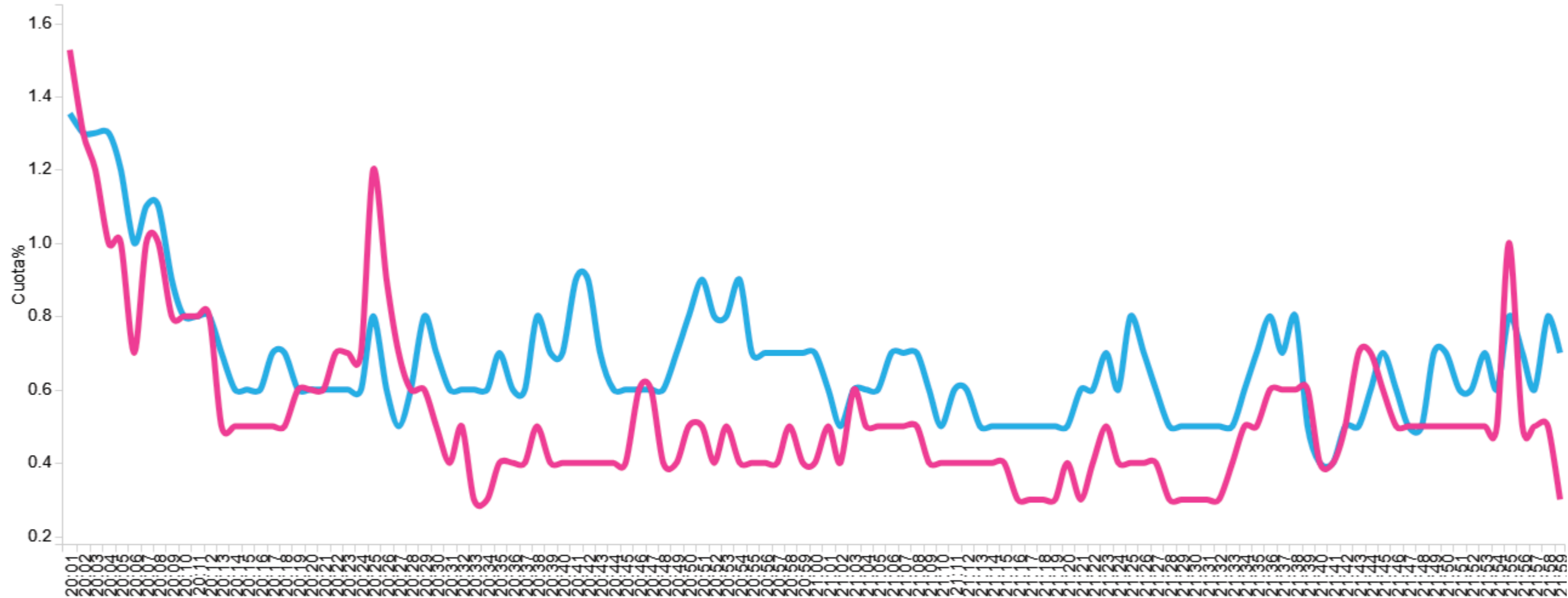
## UMK:UUDEN MUSIIKIN KILPAILU - 08 FEB 2025

AM(000) Cuota%



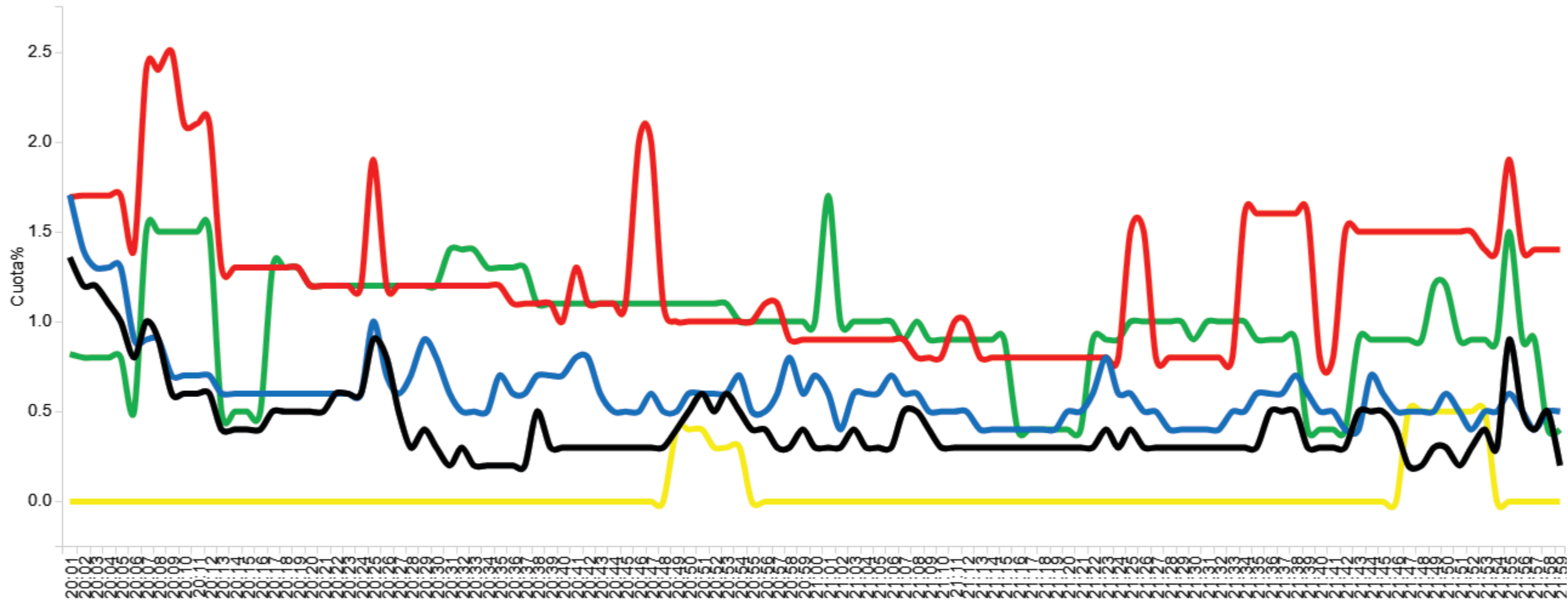
## UMK: UUDEN MUSIIKIN KILPAILU - 08 FEB 2025

HOMBRES MUJERES

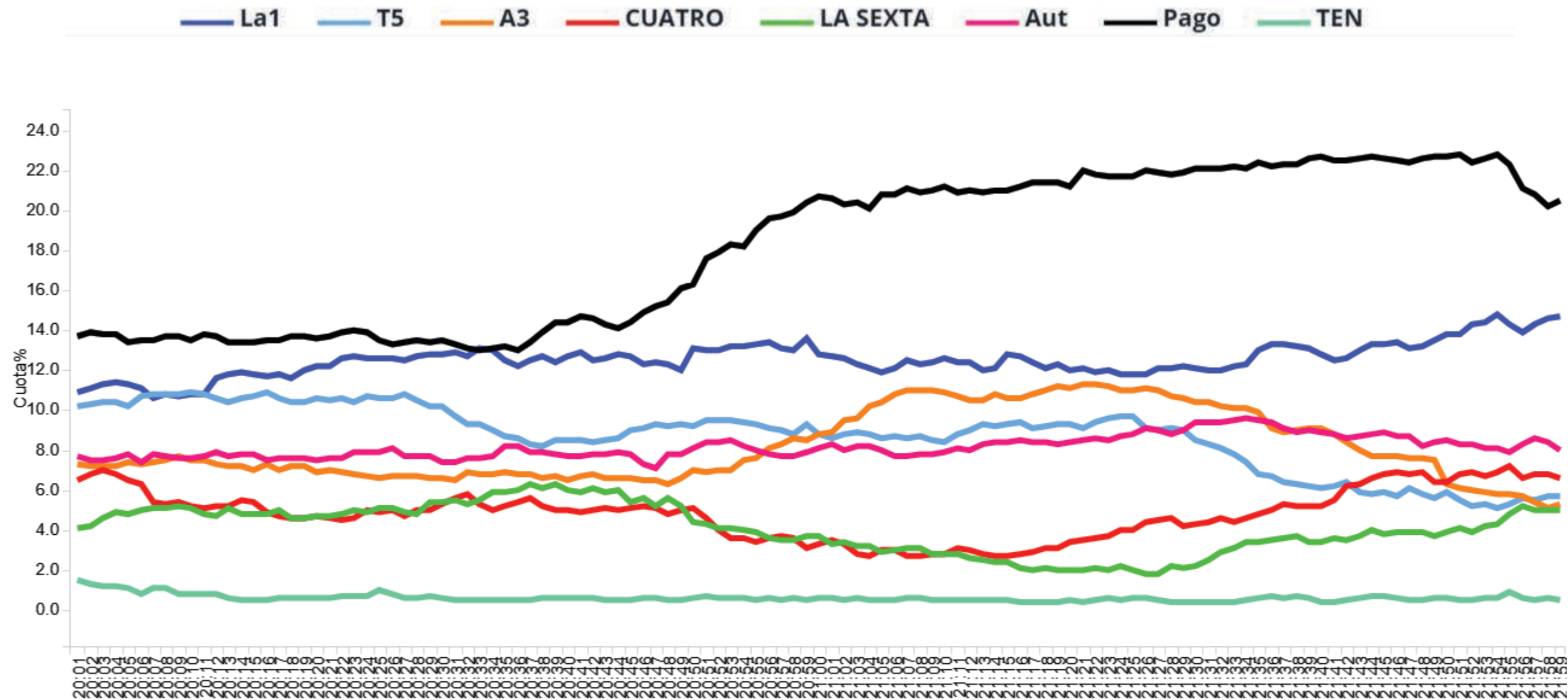


## UMK:UUDEN MUSIIKIN KILPAILU - 08 FEB 2025

NIÑOS (4-12)    JÓVENES (13-24)    ADULTOS JÓVENES (25-44)    ADULTOS (45-64)    MAYORES 65



## UMK: UUDEN MUSIIKIN KILPAILU - 08 FEB 2025



Targets



IND. 4+	12.6	3.1	8.6	8.2	4.8	4	8.2	2.6	0.5	1.5	2.6	0.8	1.3	1.7	0	1.5	0.8	2.3	1.7	1.1	1.7	2.1	1.4	0.2	0.6	1.5	18.5
HOMBRES	10.6	3.3	4.7	6.6	5.5	4.5	8.4	3.5	0.7	1	3.1	0.9	1.3	1.7	0	1.1	0.7	1.9	1.6	1	1.8	1.1	1.7	0.3	0.7	2.3	22.4
MUJERES	14.2	2.9	11.8	9.5	4.3	3.6	8	1.8	0.3	2	2.2	0.8	1.3	1.6	0	1.9	0.9	2.6	1.7	1.2	1.6	3	1.2	0.2	0.5	0.9	15.2
NIÑOS (4-12)	6.6	1.2	3.3	9.4	2.1	2.4	2.5	0.3	0.2	1.5	2.2	8.1	10.9	1.4	0	2.6	0.2	1.2	1	1.3	0.2	0.4	0.1	0	0	1.9	28.3
JÓVENES (13-24)	13.6	1.2	6.6	5.7	3	1.4	6	0.4	0.1	0.8	2.9	1.9	2.5	3.4	0	2.2	0.6	2	3.9	1	0.5	2.5	1.7	0.1	1	1.2	28.9
ADULTOS JÓV. (25-44)	11.4	1.6	6.6	4.9	4.1	4.1	5.4	1	0.4	1	1.4	1.1	4.1	2.1	0	0.8	0.4	1	3.7	1.9	1	2.8	2.9	0.2	1.2	1.5	26.2
ADULTOS (45-64)	12.8	2.4	7.7	8.2	5.3	4	5.9	2.4	0.4	1.5	3.9	0.5	0.5	1.8	0	2	1	2.9	1.7	1.2	2.6	1.3	2	0.2	0.6	1.4	19.3
MAYORES 65	13.1	4.5	10.7	9.3	5.1	4.5	11.8	3.6	0.7	1.8	1.9	0.2	0.2	1.3	0	1.1	0.8	2.3	0.9	0.8	1.3	2.9	0.7	0.2	0.4	1.6	13.6
TARGET COMERCIAL	14.4	2.2	6.4	6.5	4.5	3.1	5.3	1	0.6	1.2	2.5	1	1.8	1.4	0	1.2	1.2	2	2.7	1.6	1.2	1.1	1.4	0.2	1.1	1.4	26.3
-10Mil	9.7	3.6	8.7	8.6	4.6	4.7	10.1	2.9	0.7	1	2.5	0.5	0.8	2.8	0	1.6	0.8	2.7	1.8	1	2.2	2.5	1.5	0.2	0.7	1.4	14.8
10-50Mil	10.4	2.5	9.2	8	5.6	4	8.1	3.5	0.3	2.3	3	1.3	1.2	1.3	0	1.3	1	2.8	2.1	1.4	1.7	1.9	1.5	0.1	0.7	1.8	18
50-200Mil	15.7	4	9.4	9.3	4.5	3.3	5.9	1.2	0.4	1.3	2.8	0.7	2.5	1.9	0	1.4	0.5	2	0.9	0.6	1.7	1.5	0.3	0.4	0.4	1.3	19.9
+200Mil	14.7	2.5	7.2	7.2	4.5	4.1	8.4	2.4	0.6	1.4	2.2	0.7	0.9	1	0	1.8	0.9	1.8	1.7	1.2	1.1	2.6	2.3	0.1	0.6	1.5	21
USUARIO OTT	12.6	1.8	4.7	6.8	2.5	3.3	4.2	1	0.3	1.3	2	1.4	2	0.9	0	3.2	1.2	3.3	2.5	1.7	0.5	0.5	1	0	0	0.6	35.7

# SHARE% POR COMUNIDADES AUTÓNOMAS

Ámbito	Cuota%
BALEARES	2.7
RESTO	1.7
GALICIA	1
CANARIAS	0.9
C. VALENCIANA	0.6
ANDALUCÍA	0.6
<b>ESPAÑA</b>	<b>0.6</b>
ARAGÓN	0.6
CATALUÑA	0.5
NAVARRA	0.5
EUSKADI	0.5
CASTILLA Y LEÓN	0.3
CASTILLA LA MANCHA	0.2
ASTURIAS	0.1
MADRID	0.1
MURCIA	0.1