

UMK:UUDEN MUSIIKIN KILPAIL

10 FEB 2024

TEN

20:00 - 22:14 (134')

SHARE%

0.3%

AcepFr%

37.2%

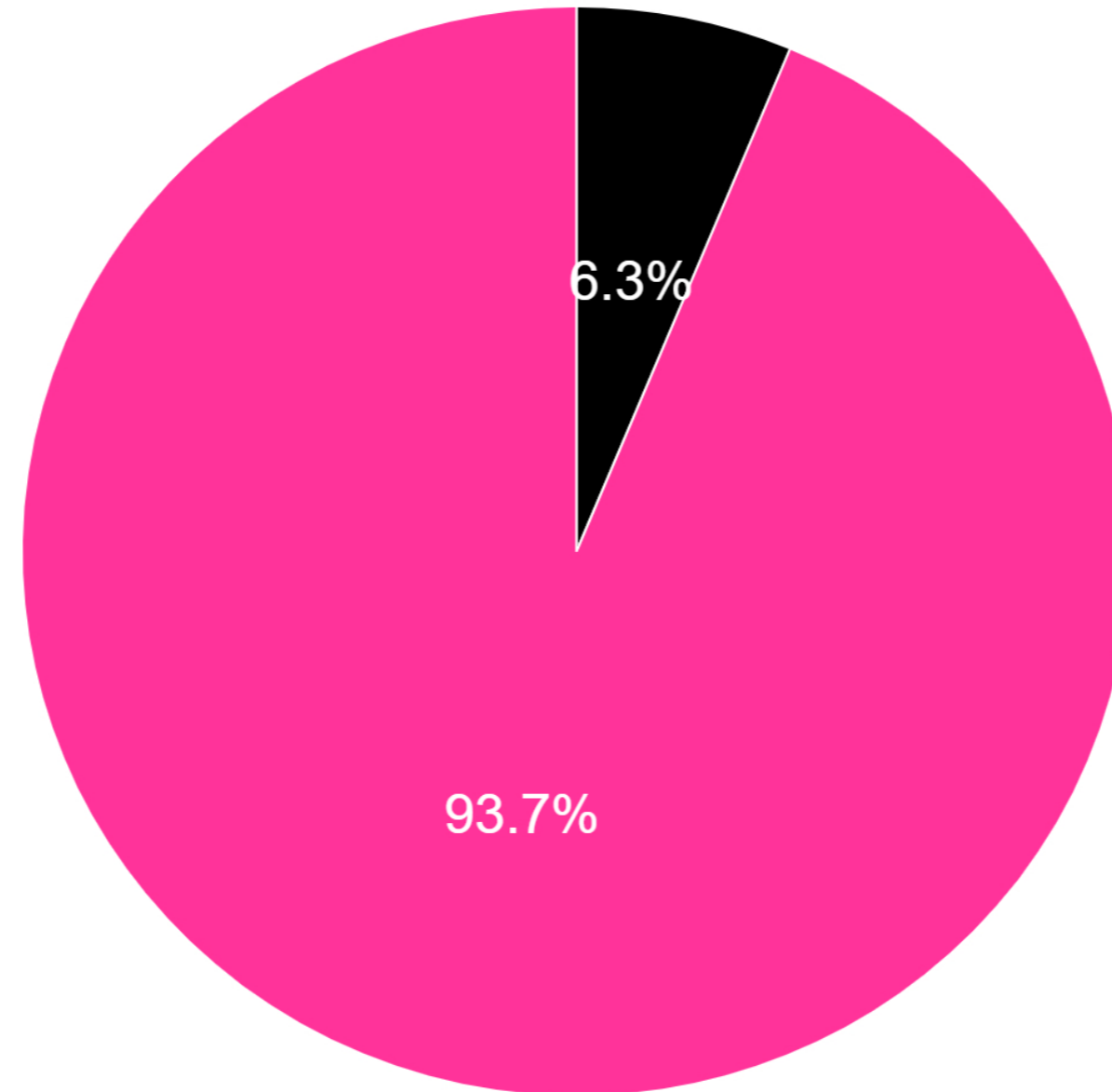
*Elaborado por DOS30' sobre datos de Kantar Media

PERFIL (Y PLUSVALÍAS) DEL PROGRAMA

Targets	Cuota%	AM(000)	MAA(000)	FidM%	ACad%	AcepFr%	Perfil%
IND. 4+	0.3	38	436	8.7	6.3	37.2	100
HOMBRES	0.3	13	194	6.8	6.8	39.4	34.9
MUJERES	0.4	25	242	10.3	6.1	36.4	65.1
NIÑOS (4-12)	0.1	0	9	3.6	2.7	17.6	0.8
JÓVENES (13-24)	1.2	6	22	28.3	16.3	101.2	16.4
ADULTOS JÓVENES (25-44)	0.5	7	81	9	8.5	54.6	19
ADULTOS (45-64)	0.4	18	195	9	6.6	40.9	45.9
MAYORES 65	0.1	7	130	5.2	3.4	18	17.8
TARGET COMERCIAL	0.5	16	159	9.8	10.3	64.2	41.1
-10Mil	0.7	16	92	17.4	7.5	43.6	42.1
10-50Mil	0.3	10	131	7.3	6.5	37.9	25.2
50-200Mil	0.2	4	64	6.9	7.1	41.1	11.6
+200Mil	0.3	8	149	5.4	4.6	27.5	21.1
USUARIO OTT	0.3	5	79	6.4	11	64.1	13.2

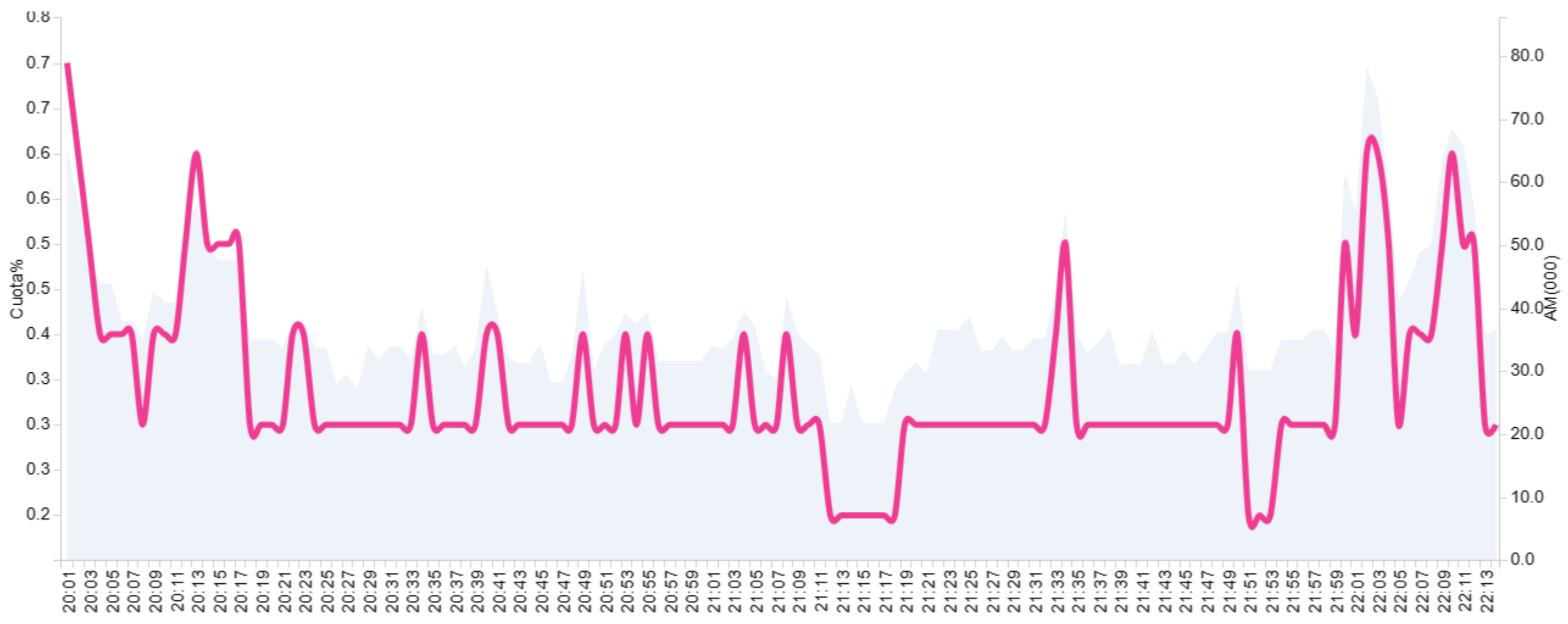
UMK:UUDEN MUSIIKIN KILPAILU - 10 FEB 2024

■ UMK:UUDEN MUSIIKIN KILPAILU ■ Resto de programación



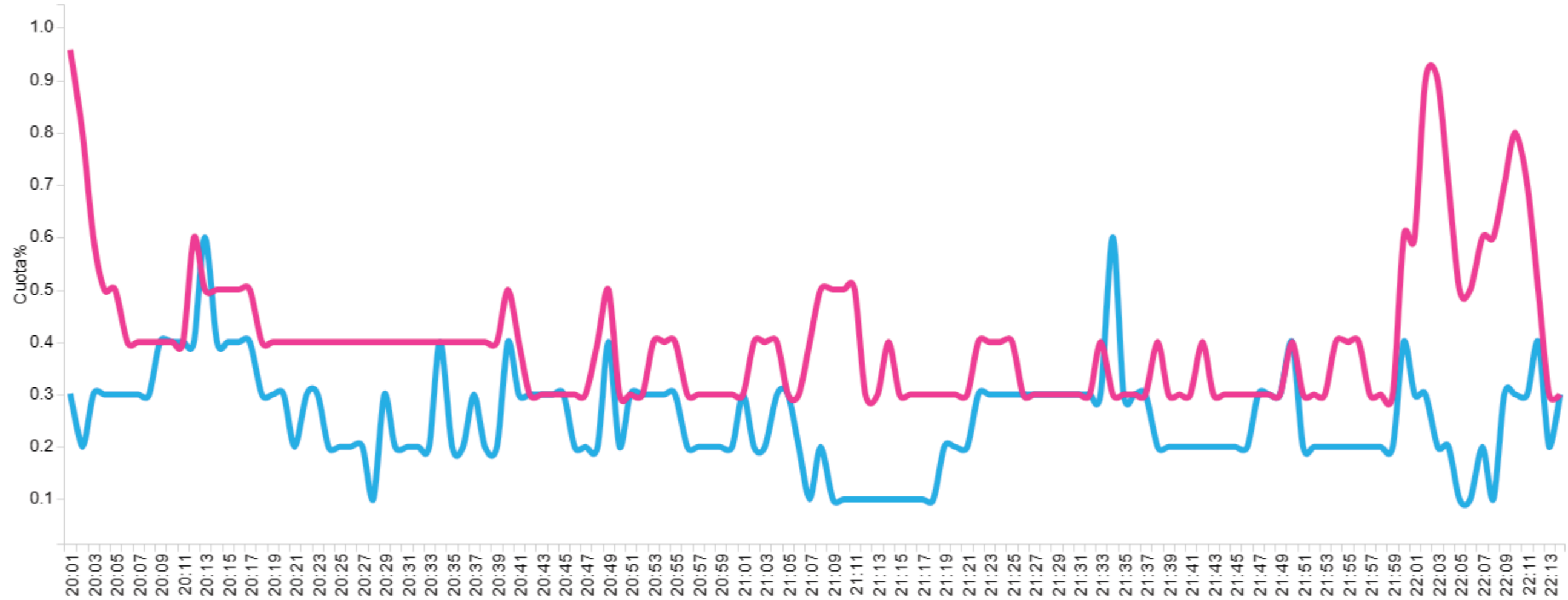
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AM(000) Cuota%

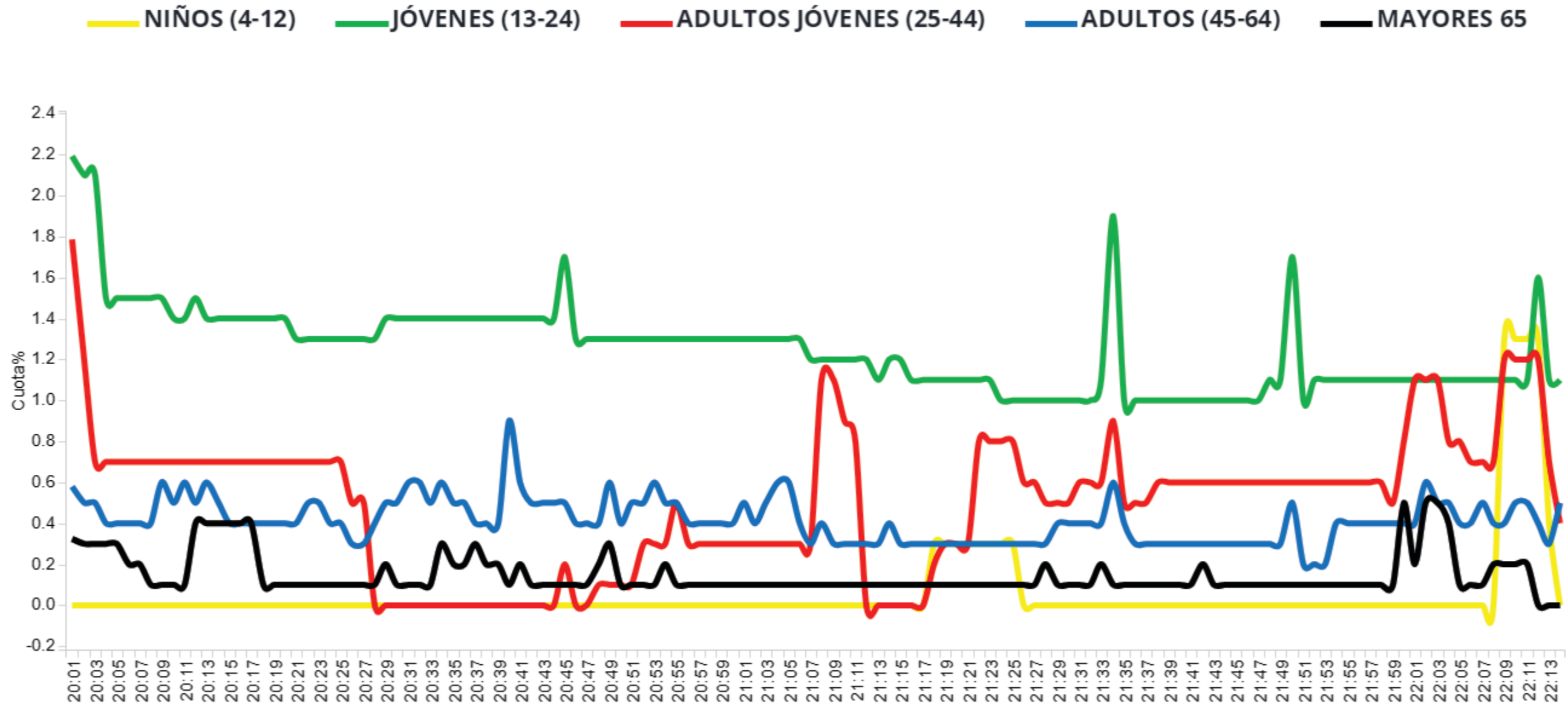


UMK: UUDEN MUSIIKIN KILPAILU - 10 FEB 2024

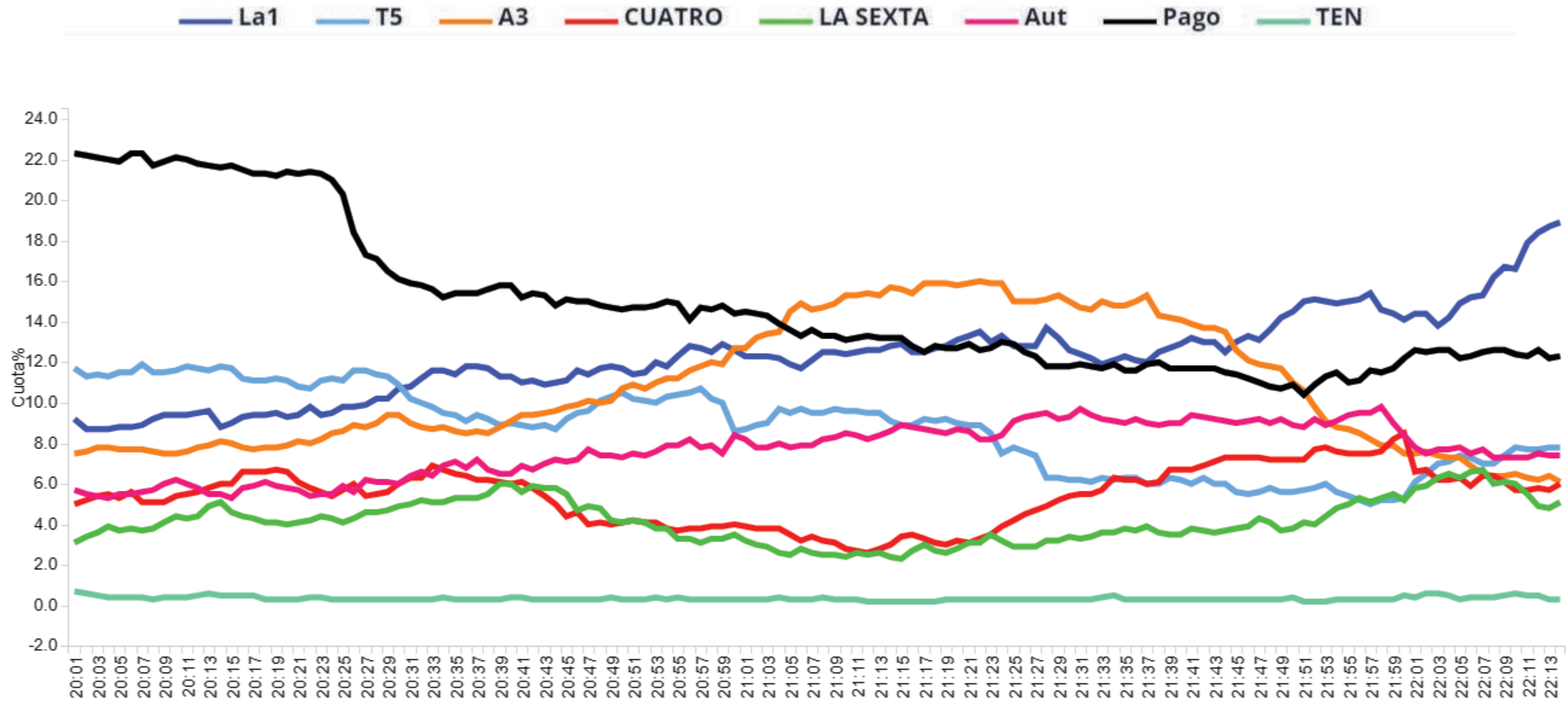
— HOMBRES — MUJERES



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¿QUÉ CADENA LIDERÓ EN CADA TARGET?

Targets	1	2	5				forta	TRECE	24h	A3S ATRESERIES	BE MAD	BOING	clan	DMAX	Disney CHANNEL	d	DKISS	E.	F.	MEGA	neox	NOVO	Paramount NETWORK	tdp	*	GO! PLAY	TEMÁTICAS PAGO
IND. 4+	12.3	2.3	8.6	10.9	5.4	4.1	7.7	1.4	0.7	2	2.3	0.6	0.8	1.6	1	1.9	0.9	1.9	2.5	1.6	2.8	2.1	1.3	0.9	0.3	1.7	14.7
HOMBRES	10	2.8	5.1	9.6	5.7	5.1	7.7	1.9	0.8	1.7	2.9	0.8	0.7	1.9	0.7	0.9	0.6	1.8	3	1.7	2.5	1.1	1.5	1.4	0.3	2.7	17.9
MUJERES	14.3	1.9	11.6	12	5.2	3.3	7.7	0.9	0.6	2.2	1.7	0.5	0.9	1.4	1.2	2.8	1.1	1.9	2	1.5	3	2.9	1.2	0.5	0.4	0.9	11.9
NIÑOS (4-12)	4.3	1.4	3.1	8	4.2	2.5	5.2	0	0.3	1.2	1.6	7.4	6.4	2.2	8.2	0.9	0.1	0.2	1.2	3.3	5.6	0.1	1.1	0.7	0.1	0.8	21.4
JÓVENES (13-24)	14	0.7	5.8	7.4	7.1	3.6	3.8	0.4	1	0.8	2.3	0.6	0.6	3.2	1.2	0.6	0.6	0.4	4.9	1.3	2.6	1.3	0.3	0.2	1.2	0.9	23.8
ADULTOS JÓV. (25-44)	10.4	1.7	8.2	10.1	5.2	3.2	3.4	0.5	0.4	1.2	2.7	1.2	1.2	1.7	2.2	1.6	0.6	1.7	5.3	3.6	5.1	0.8	1.4	0.7	0.5	1.7	16.8
ADULTOS (45-64)	11.9	2.2	7.3	11.1	6	4.3	5.1	1.1	0.5	2.5	2.7	0.3	0.5	2.1	0.6	1.7	1.3	2	2.4	1.4	4	1.4	2.2	1	0.4	1.8	16.7
MAYORES 65	13.9	2.8	10.8	11.6	4.9	4.5	12	2.1	1	1.9	1.8	0.1	0.5	1	0.2	2.4	0.7	2.1	1.6	1.1	0.7	3.3	0.7	1	0.1	1.8	10.7
TARGET COMERCIAL	13.6	2	6.6	9	5.6	3.7	4.3	0.6	0.5	2.8	2.6	0.6	0.6	1.4	0.9	1.6	1.2	1.4	2.9	1.9	4	0.7	1.2	0.7	0.5	2	21.2
-10Mil	10	1.8	8.7	12.6	5.2	4.6	10.9	1.5	0.7	1.1	1.7	0.5	1	1.6	0.8	1.6	0.5	2.1	3.5	2.1	2.7	1	1.4	1.4	0.7	2.1	13.3
10-50Mil	10.6	2.3	8.8	9.7	5.7	3.4	7.2	1.6	1	2.1	1.9	0.9	0.7	2.1	1.4	1.3	1	2.9	2.2	1.7	2.4	3.4	1.7	0.8	0.3	1.5	14.6
50-200Mil	12.2	2.2	9.7	11.6	6.5	5.1	5.4	1.2	0.7	2.7	3.4	0.5	0.9	1.4	0.8	1.7	1.5	1.3	1.9	1.1	3.3	2.2	1.3	1.2	0.2	0.9	14
+200Mil	16.1	2.7	7.5	10.2	4.5	3.8	7.5	1.2	0.5	1.9	2.2	0.5	0.6	1.3	0.8	2.9	0.6	1	2.5	1.5	2.8	1.4	0.9	0.6	0.3	2.2	16.4
USUARIO OTT	15.9	1.7	6.5	8.4	4.2	3.7	5.2	0.3	0.2	3.1	1.2	1.1	0.7	1.7	0.5	0.7	0.7	0.9	1.9	2	3.8	0.5	0.3	1.2	0.3	1.5	26.4

SHARE% POR COMUNIDADES AUTÓNOMAS

Ámbito	Cuota%
CATALUÑA	1.1
EUSKADI	0.5
GALICIA	0.5
ASTURIAS	0.5
MURCIA	0.4
ESPAÑA	0.3
MADRID	0.3
CASTILLA LA MANCHA	0.2
ANDALUCÍA	0.2
BALEARES	0.1
CANARIAS	0.1
RESTO	0.1
ARAGÓN	0.1
CASTILLA Y LEÓN	0
C. VALENCIANA	0