

EUROVISION:EUROPE SHINE A

16 MAY 2020

La1

21:00 - 22:58 (118')

SHARE%

7.8%

AcepFr%

88%

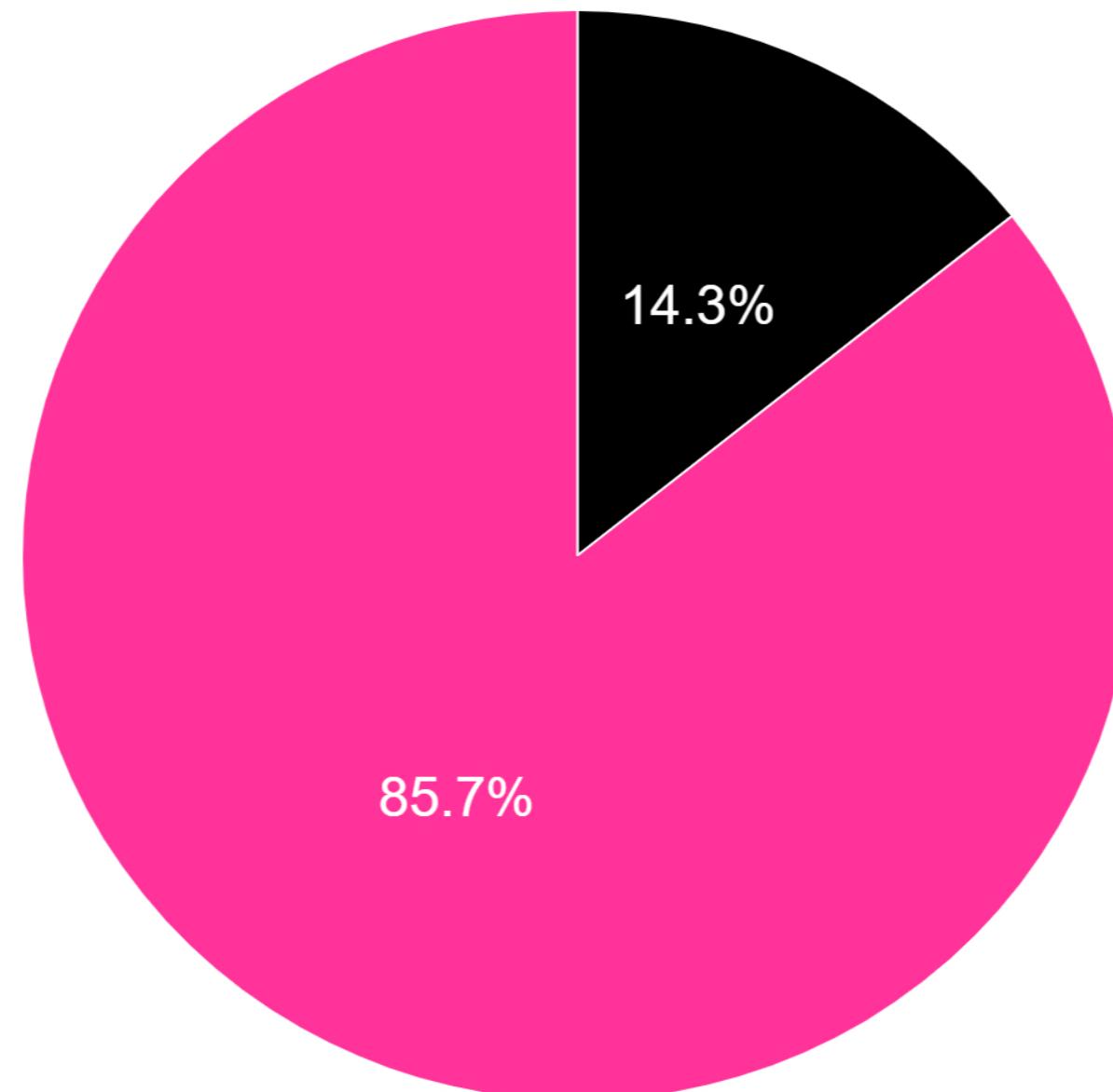
PERFIL (Y PLUSVALÍAS) DEL PROGRAMA

DOS30'

Targets	Cuota%	AM(000)	MAA(000)	FidM%	ACad%	AcepFr%	Perfil%
IND. 4+	7.8	1262	6259	20.2	14.3	88	100
HOMBRES	7.1	529	2824	18.7	14	87.2	41.9
MUJERES	8.4	734	3435	21.4	14.5	88.5	58.1
NIÑOS (4-12)	4.3	34	254	13.5	19.4	114.2	2.7
JÓVENES (13-24)	10.2	86	380	22.6	21.9	131.4	6.8
ADULTOS JÓVENES (25-44)	9	275	1106	24.9	19.6	126.2	21.8
ADULTOS (45-64)	7.1	429	2239	19.2	12.1	78.7	34
MAYORES 65	8	438	2280	19.2	13.1	75.3	34.7
CLASE ALTA	9.4	437	2120	20.6	16.6	101.4	34.6
CLASE MEDIA	8.1	530	2421	21.9	14	87.9	42
CLASE BAJA	5.9	296	1718	17.2	12.1	73.9	23.4
TARGET COMERCIAL	10.1	493	2075	23.7	16.9	109.9	39

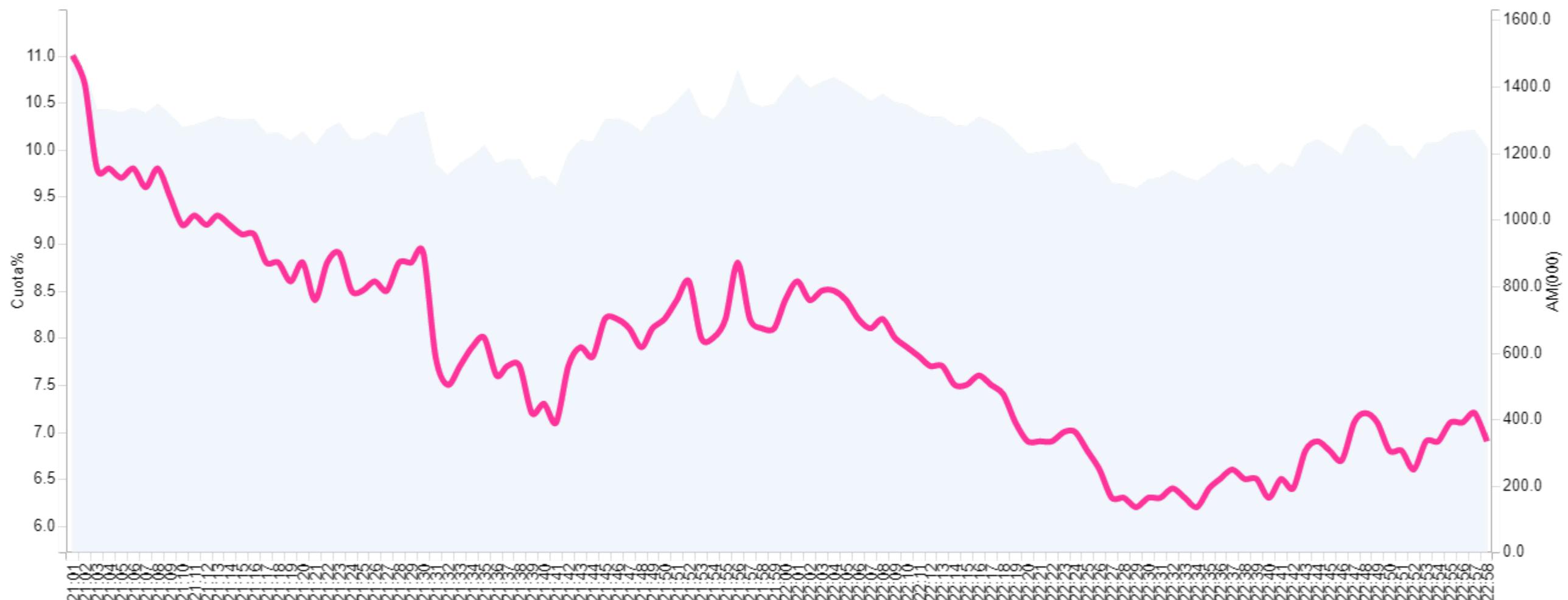
EUROVISION:EUROPE SHINE A LIGHT - 16 MAY 2020

■ EUROVISION:EUROPE SHINE A LIGHT ■ Resto de programación



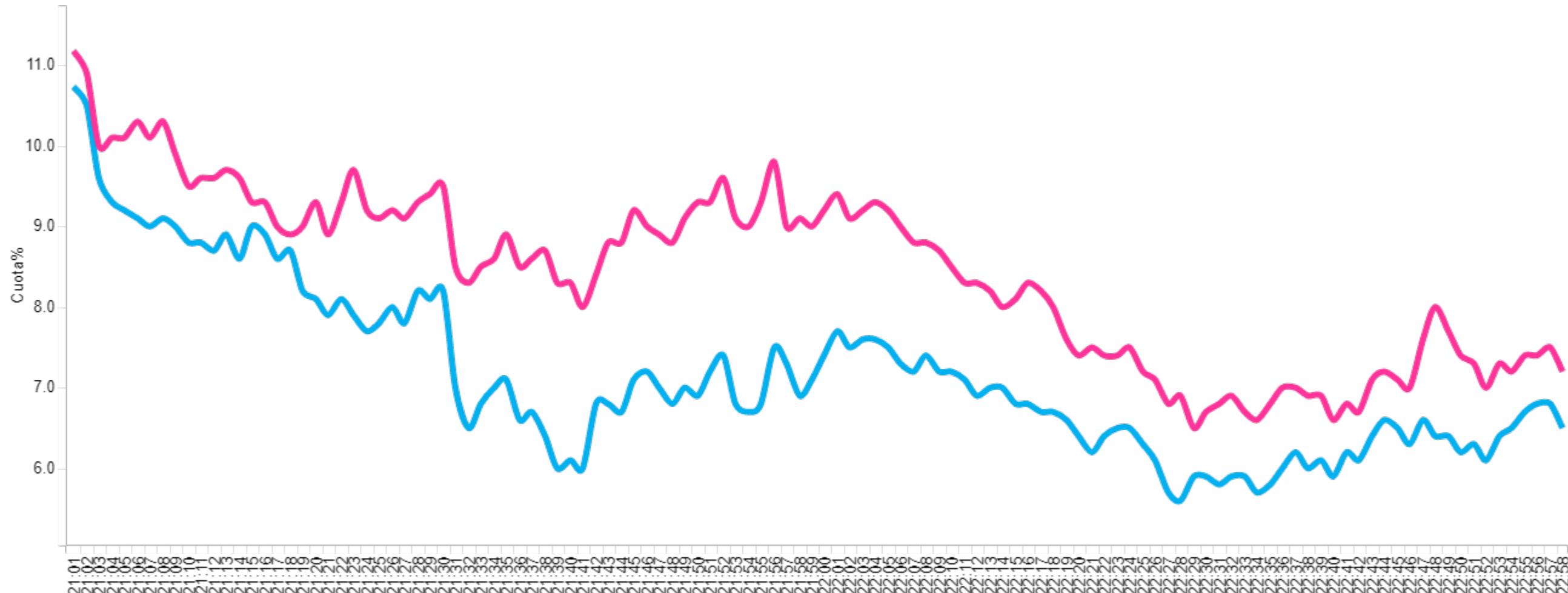
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— AM(000) — Cuota%

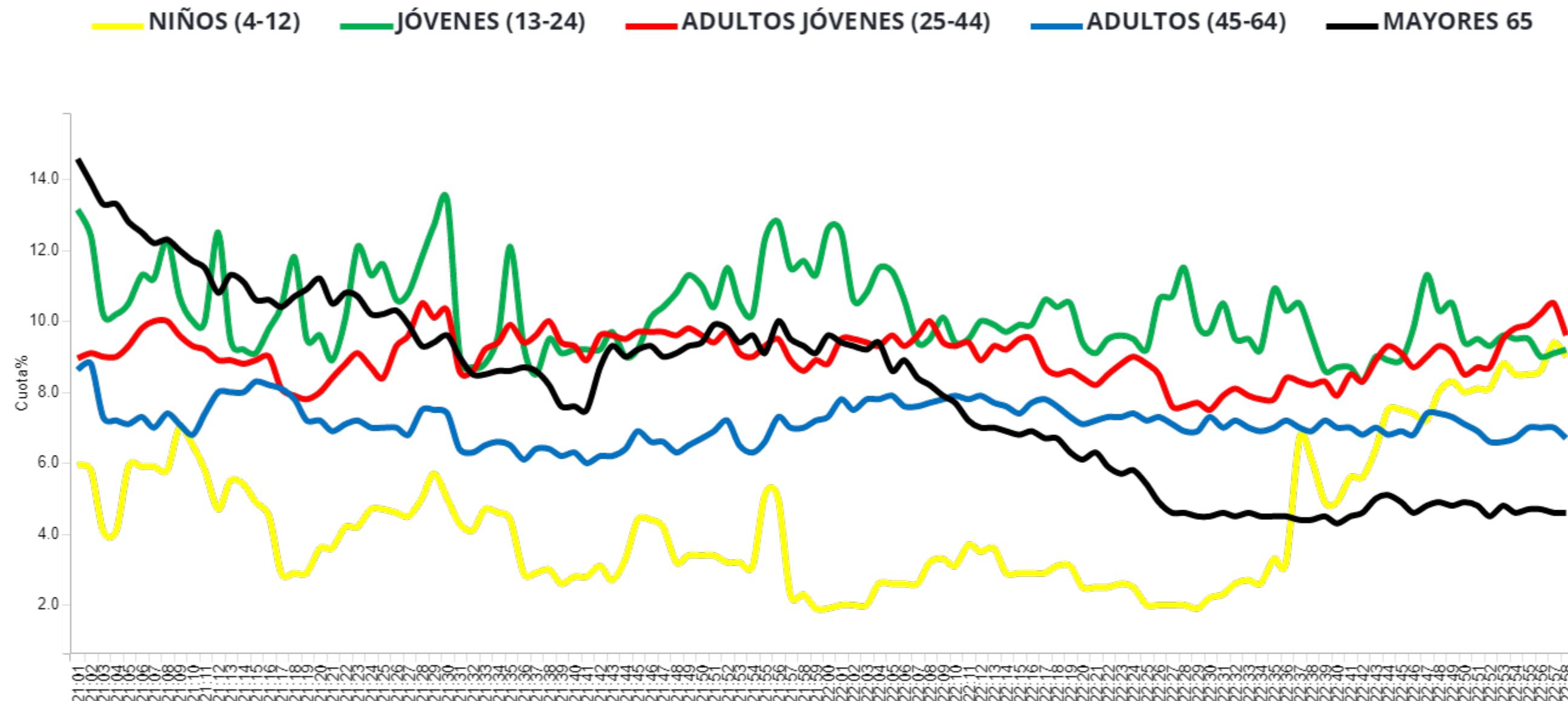


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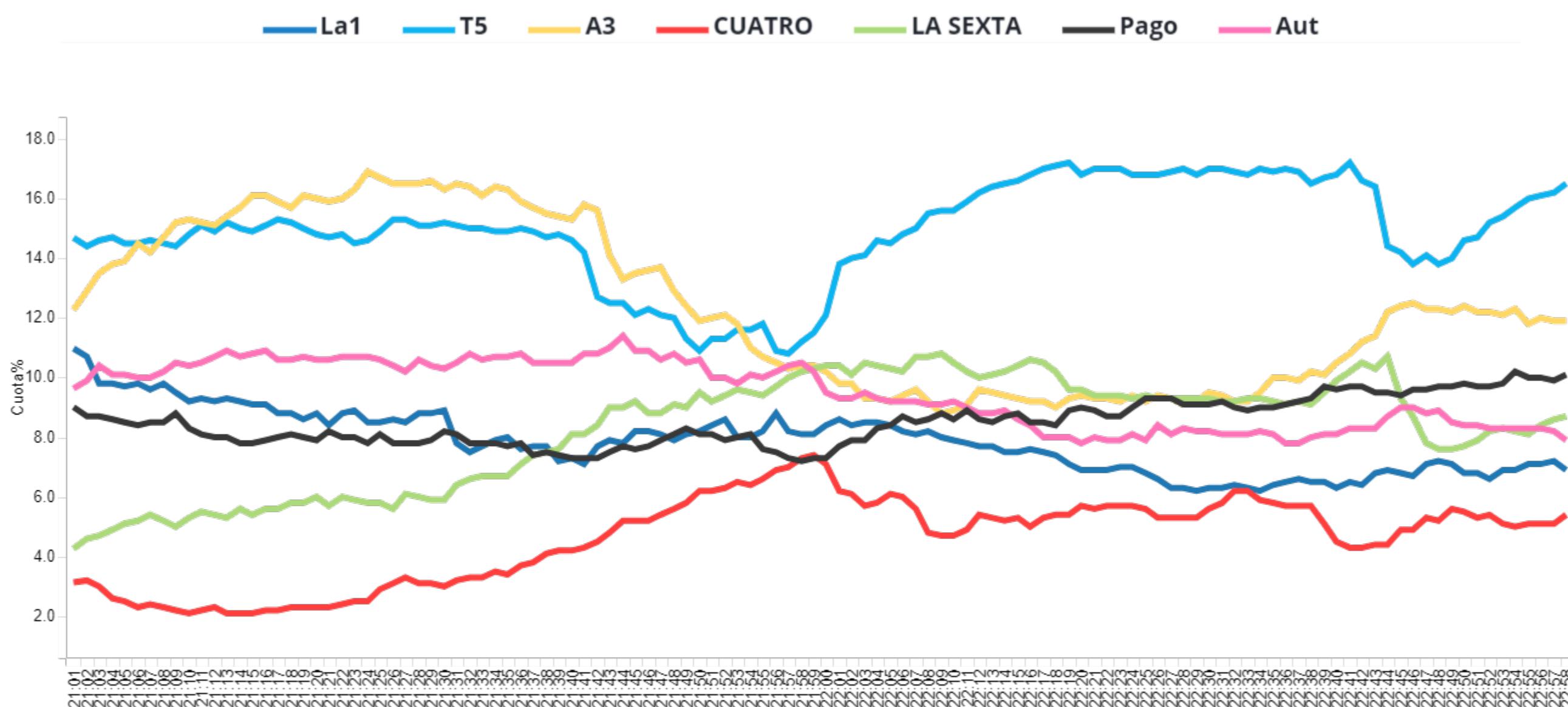
HOMBRES MUJERES



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Eurovision: Europe Shine A Light - 16 May 2020



¿QUÉ CADENA LIDERÓ EN CADA TARGET?

DOS30'

Targets	*	2	5	cuatro*	laSexta	forta	13ECE	24h	A3S	BE MAD	BANG	clan	DMAX	Disney	d	DKISS	E.	F.	MEGA	neox	NOVA	Paramount NETWORK	tdp	ten	GOL	T.P.	
IND. 4+	7.8	2.4	14.9	12.2	4.7	8.3	9.4	2.5	0.6	1.4	0.7	1.2	1.7	1.1	1.4	2.4	0.5	1.8	2.5	2.3	1.1	2.1	1.8	0.2	0.4	0.6	8.6
HOMBRES	7.1	3.1	10.6	11.9	5.4	9.3	9.8	3	0.6	1.3	0.6	1.4	1.9	1.6	1.4	1.9	0.6	1.6	2.8	2.6	1	1.4	2.3	0.4	0.4	1	9.1
MUJERES	8.4	1.8	18.6	12.4	4.1	7.5	9.1	2	0.5	1.5	0.8	1.1	1.6	0.8	1.4	2.8	0.4	2	2.2	2.1	1.1	2.7	1.3	0.1	0.5	0.3	8.1
NIÑOS (4-12)	4.3	0.4	9.9	5.7	2.2	2.7	4.8	1.6	0.2	0	0.9	11.4	13.5	1.5	11.2	1.4	0.2	0.7	2.2	3	0.7	0.2	1.2	0.1	0.2	0.4	12
JÓVENES (13-24)	10.2	1.3	12	12	4.2	5	5	2.7	0.8	1.2	1.5	1.2	0.9	0.9	2.2	1	0	2.1	7.8	4.9	1	3.7	1.3	0.2	1.2	0.2	8.3
ADULTOS JÓV. (25-44)	9	1.2	14.6	9.5	4.3	6.8	8	1.3	0.8	0.8	0.9	1.9	2.9	1.9	1.9	2.7	1	1.4	3.9	4	1.7	0.7	1.4	0.1	0.4	0.5	11.1
ADULTOS (45-64)	7.1	2.8	12.3	15.1	5.8	8.7	7.7	2.7	0.5	2.3	0.7	0.6	0.7	1.1	0.7	3.5	0.4	2.3	2.2	2.2	1.3	2.2	2.3	0.3	0.4	0.5	8.7
MAYORES 65	8	3.1	19.2	11.5	4.2	10.1	13.4	3	0.5	1.2	0.4	0.1	0.6	0.7	0.3	1.5	0.4	1.7	1.3	1	0.5	2.9	1.5	0.3	0.3	0.9	6.6
CLASE ALTA	9.4	2.2	11.5	15.2	4.8	9.6	10.1	1.4	0.8	2	0.5	1.4	1.6	0.5	1	1.8	0.4	1	1.1	2.3	0.7	1.8	1.3	0.2	0.2	0.3	10.9
CLASE MEDIA	8.1	2.5	15.6	10.4	4.6	8.3	9.9	2.3	0.5	1.1	0.7	1.2	1.9	1.2	1.7	3	0.5	2.2	3.1	1.9	1.2	1.8	1.8	0.3	0.5	0.7	8.9
CLASE BAJA	5.9	2.4	17.2	11.7	4.7	7.3	8	3.8	0.4	1.3	0.7	1.1	1.6	1.6	1.4	2.2	0.6	2.1	2.9	2.9	1.2	2.8	2.2	0.3	0.6	0.8	5.9
TARGET COMERCIAL	10.1	2	13.6	13.4	5	8.7	7.6	1.6	0.6	1.9	0.7	0.9	1.3	1.2	1.1	2.5	0.6	1.4	2.7	2.7	1.1	1.1	1.6	0.2	0.5	0.3	11.2

SHARE% POR COMUNIDADES AUTÓNOMAS

DOS30'

Ámbito	Cuota%
C. VALENCIANA	9.7
MURCIA	9.6
MADRID	9.1
CASTILLA Y LEÓN	8.9
GALICIA	8.2
ARAGÓN	8
ESPAÑA	7.8
ASTURIAS	7.7
ANDALUCÍA	7.4
RESTO	7.3
CATALUÑA	7.2
BALEARES	6
CASTILLA LA MANCHA	6
CANARIAS	5.8
EUSKADI	5.2