FESTIVAL EUROVISION - ROTT

18 MAY 2021

La2

21:00 - 23:05 (126')

SHARE%	AcepFr%
3.6%	121.7%

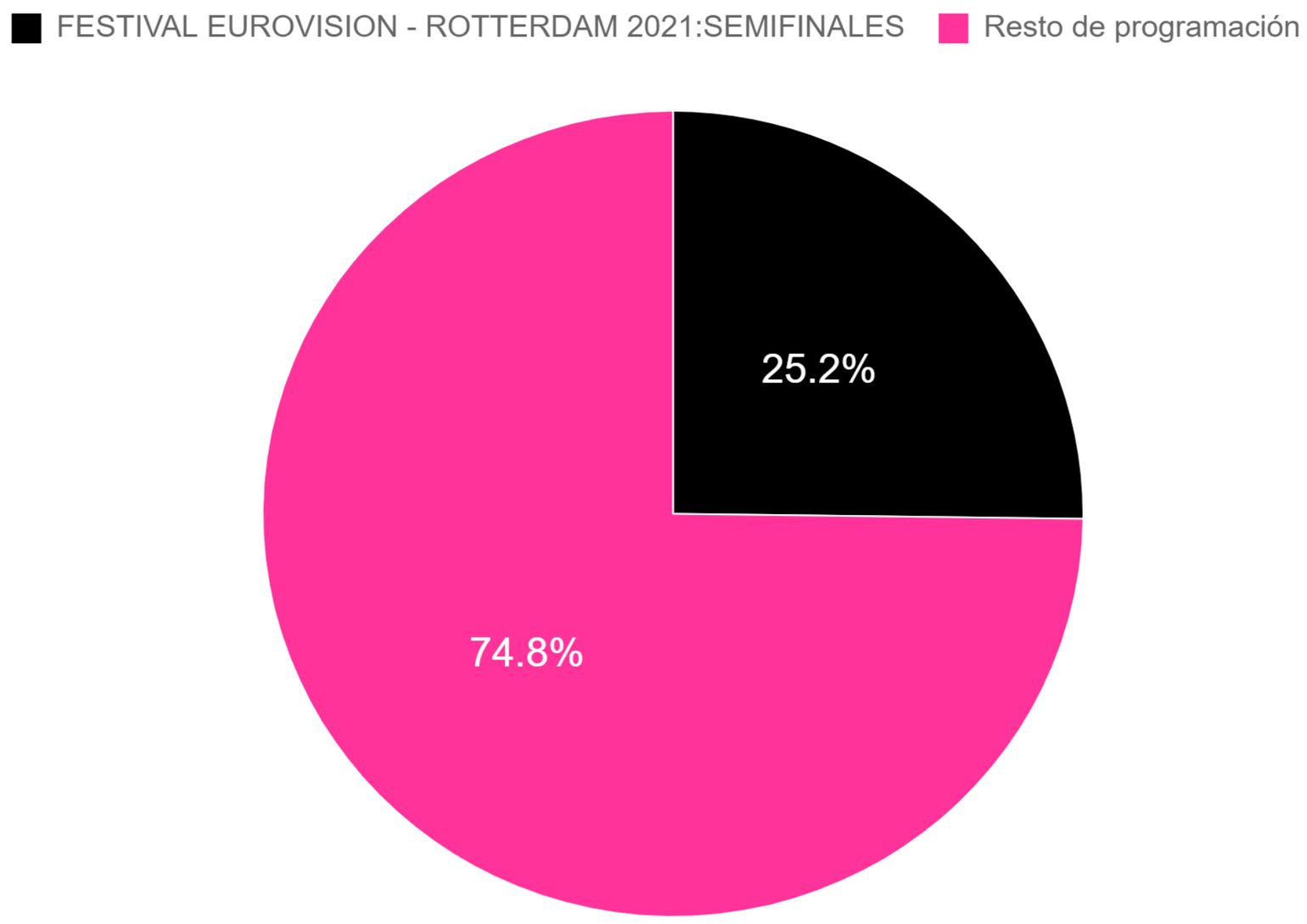
*Elaborado por DOS30' sobre datos de Kantar Media

PERFIL (Y PLUSVALÍAS) DEL PROGRAMA

Targets	Cuota%	AM(000)	MAA(000)	FidM%	ACad%	AcepFr%	Perfil%
IND. 4+	3.6	564	3572	15.8	25.2	121.7	100
HOMBRES	4.2	295	1796	16.4	24.1	114.4	52.2
MUJERES	3.1	270	1775	15.2	26.6	129.9	47.8
NIÑOS (4-12)	1.6	10	63	15.5	21.4	89.5	1.7
JÓVENES (13-24)	6.1	42	152	28	44.3	195.1	7.5
ADULTOS JÓVENES (25-44)	5.8	166	708	23.4	45.7	209.1	29.4
ADULTOS (45-64)	3.5	213	1519	14	25.9	122	37.7
MAYORES 65	2.5	133	1129	11.8	14.6	76.3	23.6
CLASE ALTA	4.5	214	1154	18.5	30.5	133.4	37.9
CLASE MEDIA	3.2	202	1383	14.6	24.2	118.9	35.8
CLASE BAJA	3.3	149	1034	14.4	21.2	109.7	26.3
TARGET COMERCIAL	4.8	236	1212	19.5	39.6	177.7	41.8

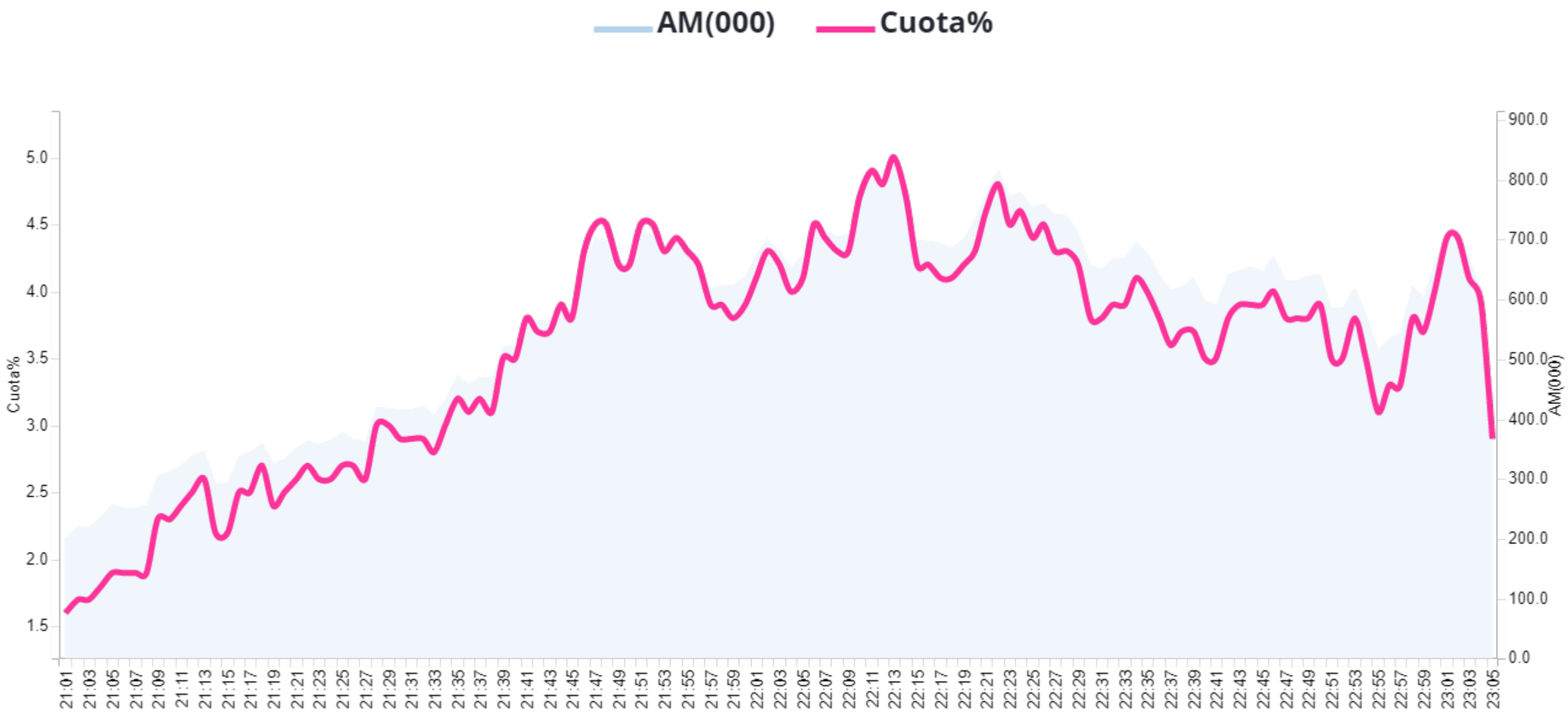
APORTACIÓN A LA CADENA (ACad%)

FESTIVAL EUROVISION - ROTTERDAM 2021:SEMIFINALES - 18 MAY 2021



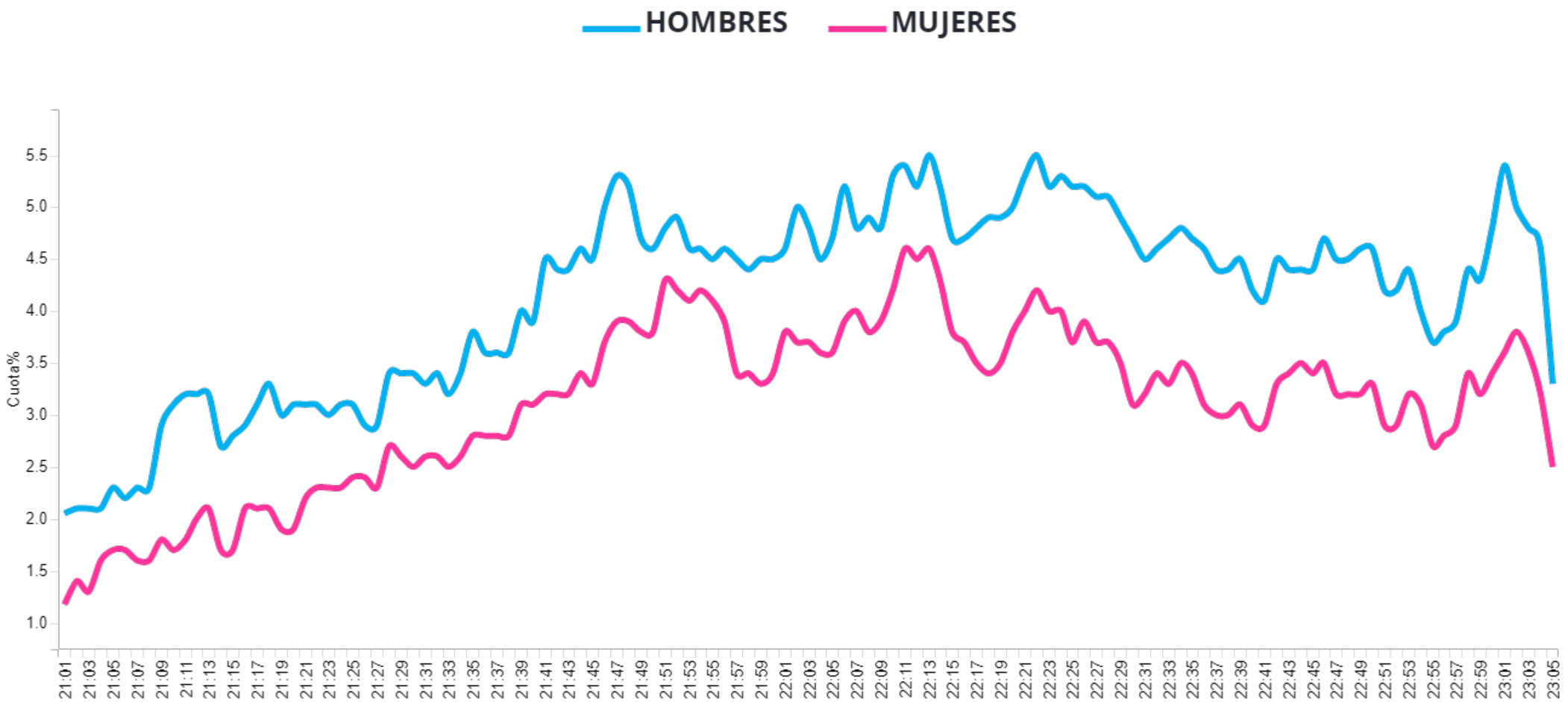
MINUTO A MINUTO

FESTIVAL EUROVISION - ROTTERDAM 2021:SEMIFINALES - 18 MAY 2021



MINUTO A MINUTO: SEXOS

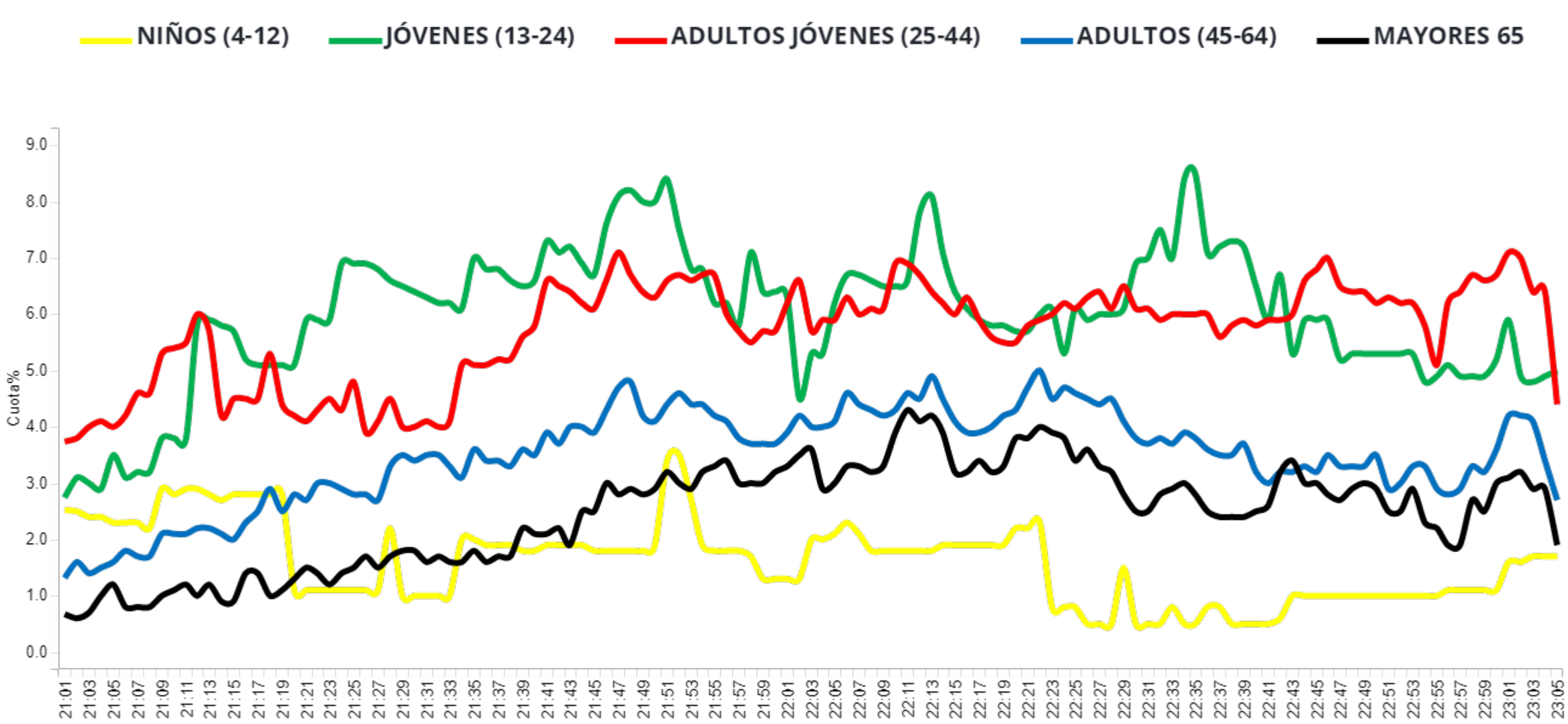
FESTIVAL EUROVISION - ROTTERDAM 2021:SEMIFINALES - 18 MAY 2021



MINUTO A MINUTO: EDADES

DOS30'

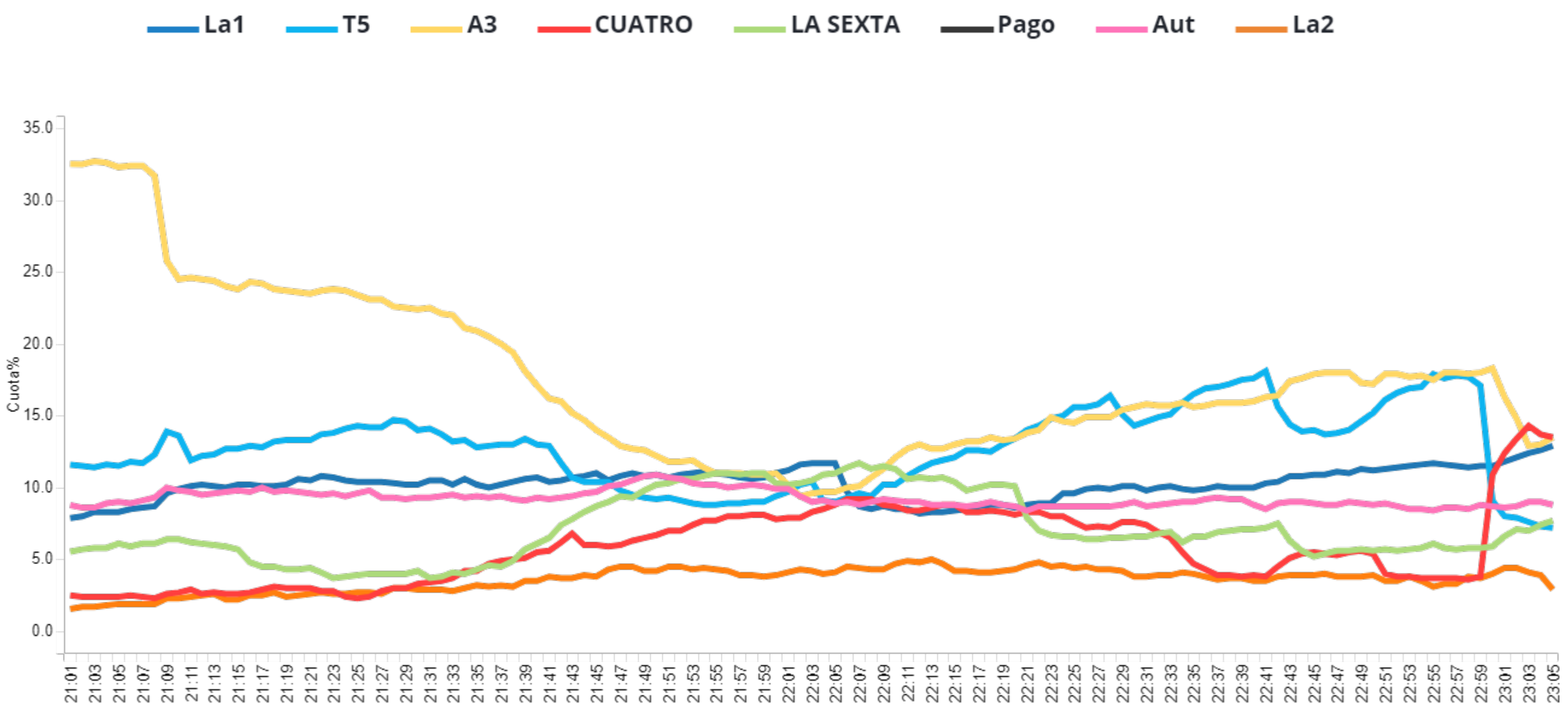
FESTIVAL EUROVISION - ROTTERDAM 2021:SEMIFINALES - 18 MAY 2021



MINUTO A MINUTO: COMPETENCIA

DOS30'

FESTIVAL EUROVISION - ROTTERDAM 2021:SEMIFINALES - 18 MAY 2021



¿QUÉ CADENA LIDERÓ EN CADA TARGET?

DOS30'

Targets	1	*	5	A3	cuatro	laSexta	forta	TRECE	24h	A3S	BE MAD	BOING	clan	DMAX	Disney	d.	DKISS	E.	F.	MEGA	neox	nova	Paramount NETWORK	tdp	ten	GOL	T.P.
IND. 4+	10.2	3.6	12.8	17.3	5.9	7.2	9.2	2	1	1.2	0.5	0.7	1.1	1.2	0.4	1.3	0.8	1.7	2.3	0.9	1.1	2.7	1.9	0.3	0.6	1.2	7.1
HOMBRES	10.1	4.2	9.8	16.8	6	8.8	9.4	2.1	1.4	0.6	0.5	0.8	0.9	1.9	0.3	0.7	0.5	1.9	2.7	1.2	1	1.2	1.8	0.5	0.4	1.9	8.2
MUJERES	10.4	3.1	15.3	17.7	5.9	5.9	9.1	1.9	0.7	1.7	0.5	0.6	1.2	0.7	0.5	1.8	1	1.6	1.9	0.6	1.2	4	2	0.1	0.7	0.6	6.3
NIÑOS (4-12)	5.9	1.6	10.9	11.8	4.3	3.4	4.4	0.3	1	0.1	0.1	9.2	14.1	0.4	5.8	1.1	0.3	1.7	2.4	0.3	0.7	2.5	0.1	0	0.2	0.5	12.1
JÓVENES (13-24)	10.7	6.1	15.2	14.6	8.2	5.3	3.9	0.8	1.2	0.3	0.3	0.7	0.5	0.8	0.5	0.7	1	2.4	4.9	0.2	1.3	2.2	1.1	0.4	0.7	2	9.8
ADULTOS JÓV. (25-44)	9.2	5.8	13.3	15.7	7.8	6.6	7.5	0.9	0.6	0.9	0.4	0.8	1.9	1.8	0.6	0.9	1.1	2.3	3.7	1.4	2	1.5	0.5	0.3	0.2	0.9	6.9
ADULTOS (45-64)	9.7	3.5	12.7	18	5.3	8.4	8.7	1.2	1	1.7	0.5	0.4	0.3	1.6	0.2	1.3	1.1	1.8	2.2	1.1	1.3	1.9	2.4	0.3	0.9	0.9	8.4
MAYORES 65	11.9	2.5	12.5	18.4	5.5	7	11.9	3.8	1.3	1	0.6	0	0.1	0.6	0	1.7	0.3	1.4	1.2	0.5	0.5	4.4	2.4	0.4	0.4	1.6	4.9
CLASE ALTA	11.2	4.5	10.1	18.4	5.9	6.8	11.3	2.4	1.1	1.5	0.5	0.5	1	1.3	0.4	0.7	0.8	1.3	2	0.6	1	1.3	1.8	0.3	0.5	1.2	8.2
CLASE MEDIA	9.7	3.2	13.5	17.2	6.3	8	9.2	1.7	0.9	1.1	0.5	0.7	0.9	1.2	0.5	1.5	0.7	1.7	2	1.1	1.2	2.7	1.6	0.2	0.4	1	7.6
CLASE BAJA	10	3.3	14.7	16.4	5.4	6.6	7.1	2	1.1	1	0.5	1	1.3	1.2	0.4	1.8	0.9	2.3	3	0.8	1	4.3	2.5	0.5	0.8	1.4	5.2
TARGET COMERCIAL	10.8	4.8	13.2	16.6	6.9	7.8	8.1	0.9	0.8	1.3	0.5	0.5	0.6	1.7	0.4	1	1	1.8	2.4	1	1.6	1.3	1	0.2	0.5	1.1	8.2

SHARE% POR COMUNIDADES AUTÓNOMAS

Ámbito	Cuota%
GALICIA	5.1
CASTILLA Y LEÓN	4.9
ARAGÓN	4.6
ANDALUCÍA	4.6
C. VALENCIANA	4
ESPAÑA	3.6
MADRID	3.4
RESTO	3.1
CATALUÑA	3
MURCIA	2.9
CANARIAS	2.9
BALEARES	2.9
CASTILLA LA MANCHA	2.4
EUSKADI	2.1
ASTURIAS	1.3