FESTIVAL EUROVISION - ROTT

20 MAY 2021

La2

21:00 - 23:06 (126')

SHARE%	AcepFr%
4.1%	126.6%

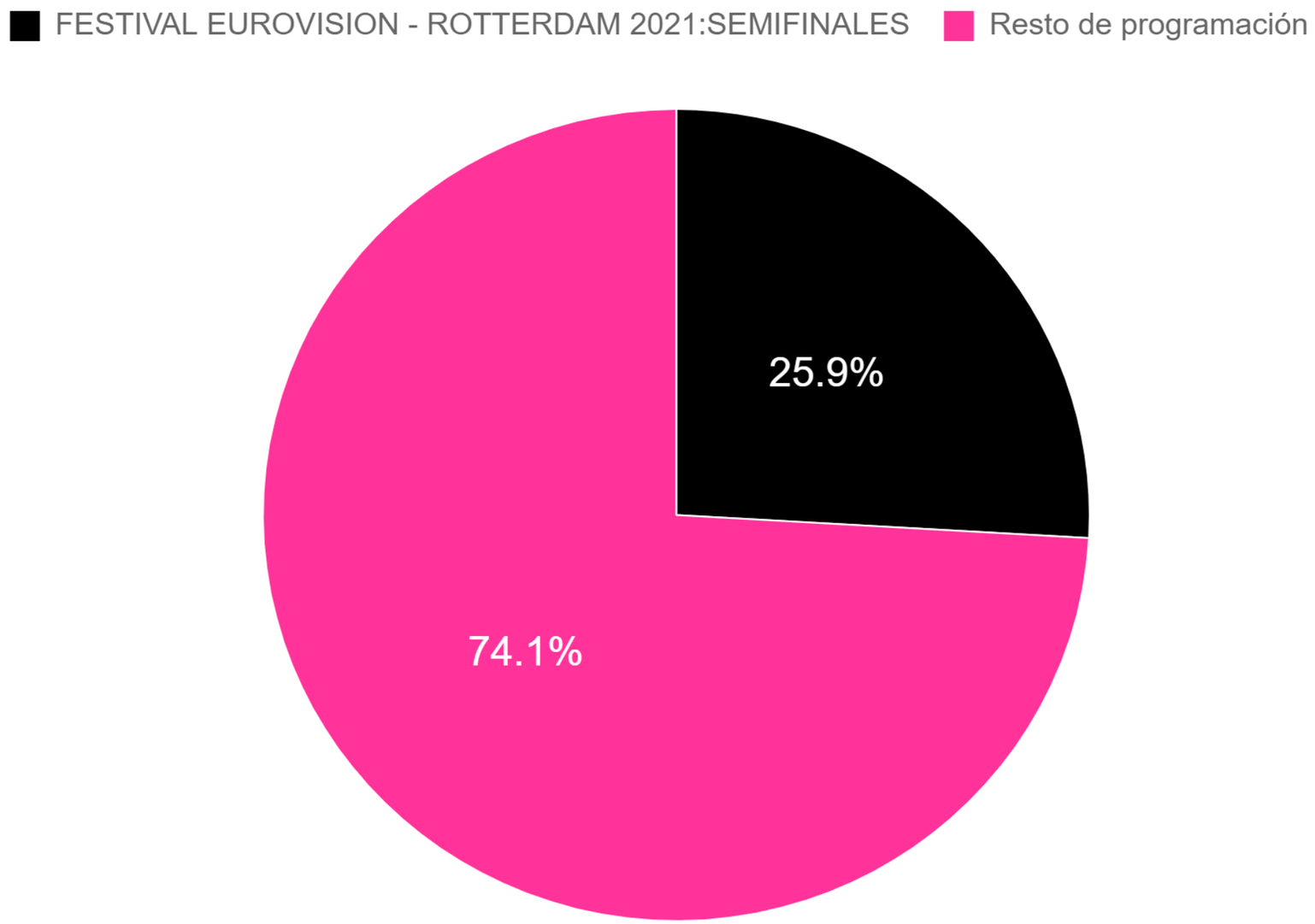
*Elaborado por DOS30' sobre datos de Kantar Media

PERFIL (Y PLUSVALÍAS) DEL PROGRAMA

Targets	Cuota%	AM(000)	MAA(000)	FidM%	ACad%	AcepFr%	Perfil%
IND. 4+	4.1	600	3111	19.3	25.9	126.6	100
HOMBRES	4.8	325	1584	20.5	26.8	126.9	54.1
MUJERES	3.4	275	1527	18	25	125	45.9
NIÑOS (4-12)	2.6	16	78	21.1	41.4	176.1	2.7
JÓVENES (13-24)	4.2	28	117	23.9	40.2	195.9	4.7
ADULTOS JÓVENES (25-44)	8.5	232	677	34.3	50.7	235.6	38.7
ADULTOS (45-64)	3.4	189	1229	15.4	23.2	113.4	31.5
MAYORES 65	2.5	134	1010	13.3	14.4	73.2	22.4
CLASE ALTA	5.3	244	1085	22.5	33.5	146.5	40.6
CLASE MEDIA	3.6	213	1172	18.2	23.4	117.5	35.5
CLASE BAJA	3.4	143	854	16.8	21.2	110.9	23.9
TARGET COMERCIAL	6.2	276	1049	26.3	38	177.4	46

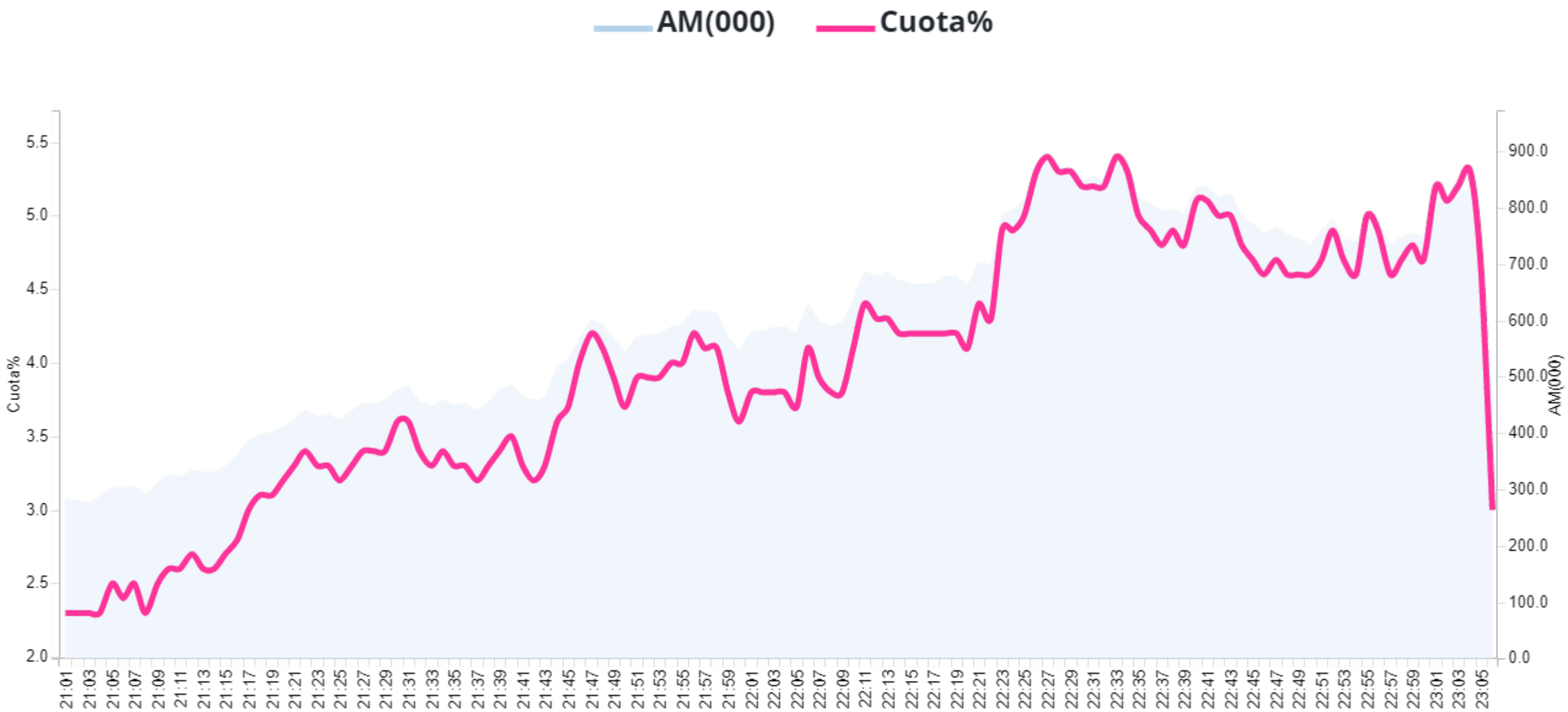
APORTACIÓN A LA CADENA (ACad%)

FESTIVAL EUROVISION - ROTTERDAM 2021:SEMIFINALES - 20 MAY 2021



MINUTO A MINUTO

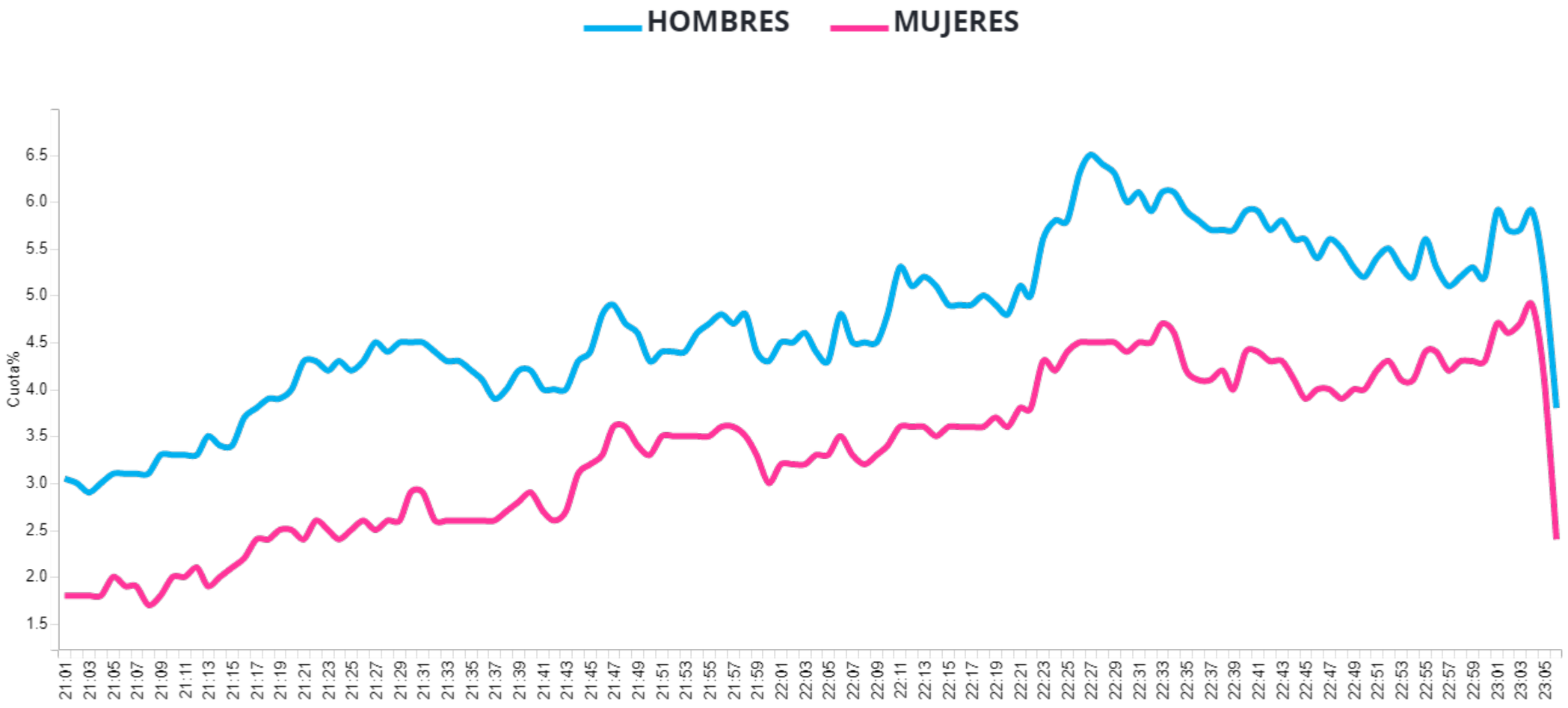
FESTIVAL EUROVISION - ROTTERDAM 2021:SEMIFINALES - 20 MAY 2021



MINUTO A MINUTO: SEXOS

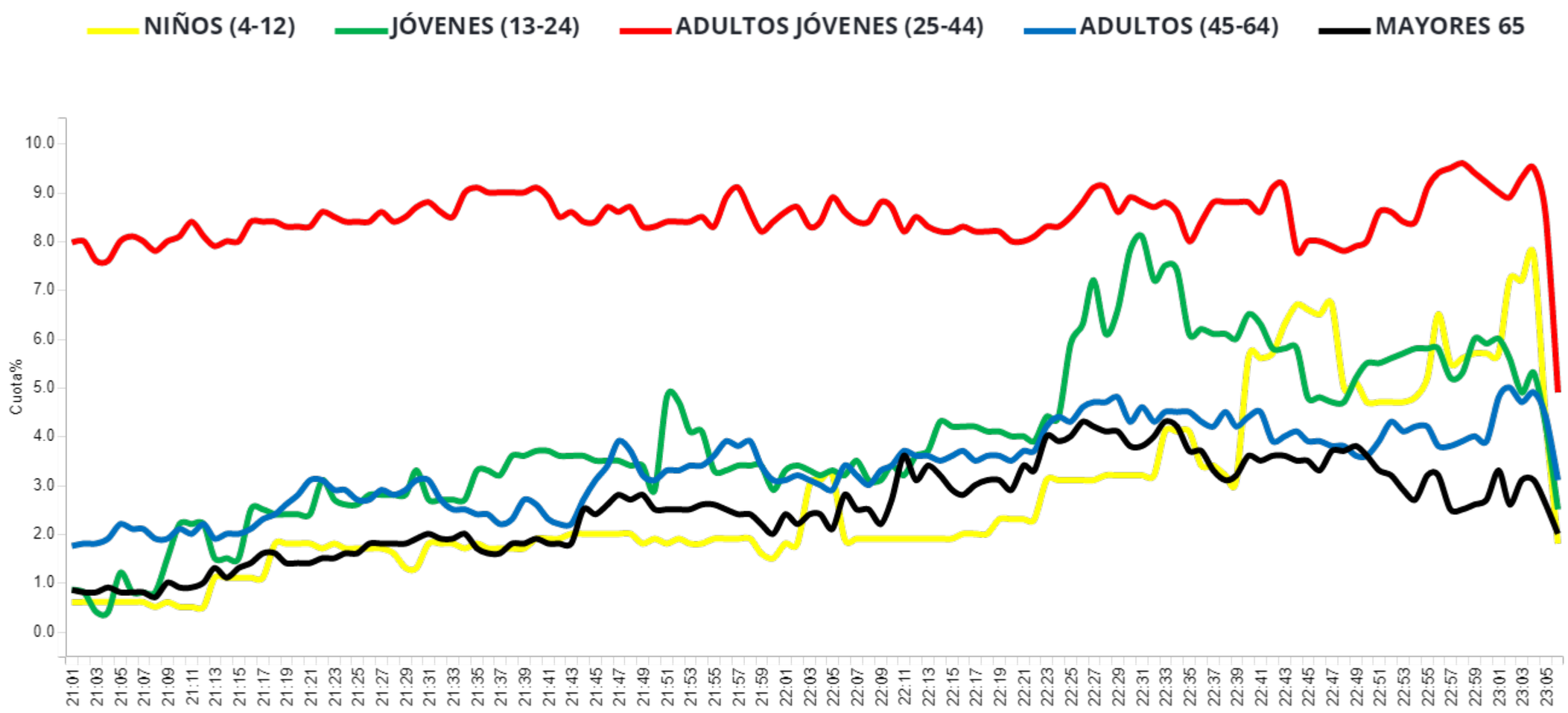
DOS30'

FESTIVAL EUROVISION - ROTTERDAM 2021:SEMIFINALES - 20 MAY 2021



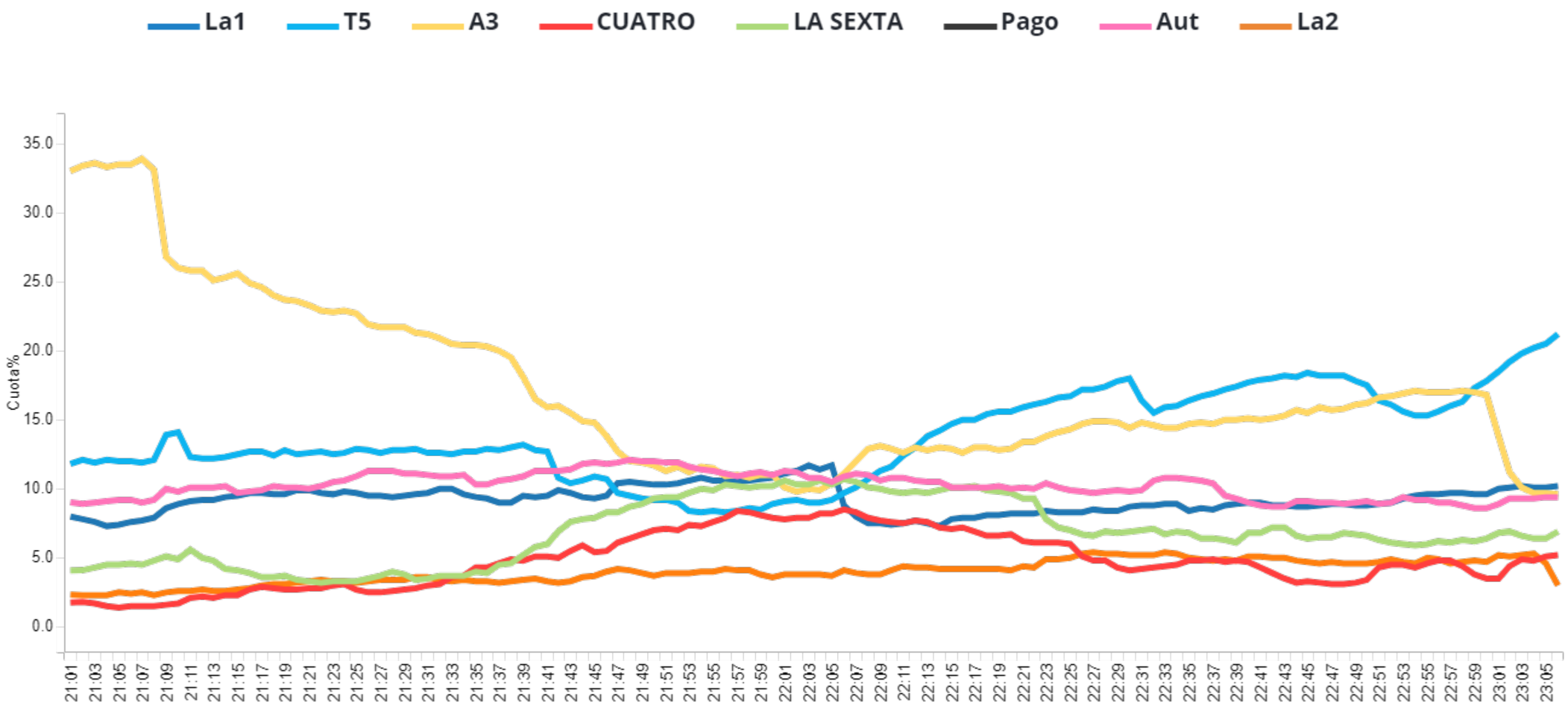
MINUTO A MINUTO: EDADES

FESTIVAL EUROVISION - ROTTERDAM 2021:SEMIFINALES - 20 MAY 2021



MINUTO A MINUTO: COMPETENCIA

FESTIVAL EUROVISION - ROTTERDAM 2021:SEMIFINALES - 20 MAY 2021



¿QUÉ CADENA LIDERÓ EN CADA TARGET?

DOS30'

Targets	1	*	5	Antena 3	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+	9.2	4.1	13.9	16.9	4.9	6.9	10.2	1.4	0.7	1.6	0.5	0.8	1.2	1.3	0.5	1.2	0.8	2.3	2.2	1.2	1	2.8	1.6	0.3	0.6	1.2	7.6
HOMBRES	9.1	4.8	10.5	15.7	5	8.1	11.1	1.7	1	1.1	0.5	0.8	1.2	1.8	0.4	0.5	0.4	2.4	2.7	1.5	0.6	1.6	1.2	0.5	0.5	2.2	8.6
MUJERES	9.2	3.4	16.6	17.8	4.7	5.9	9.5	1.1	0.5	1.9	0.5	0.8	1.2	0.8	0.6	1.8	1.1	2.2	1.7	0.8	1.3	3.7	1.9	0.2	0.7	0.4	6.8
NIÑOS (4-12)	3.1	2.6	10.2	14.5	1.6	2.4	6.2	0	0	0.8	0.7	7.7	13.8	1.1	5.3	1.1	0.4	2.5	2.9	0.8	0.7	4.8	0	0	0	0.3	12.1
JÓVENES (13-24)	9.2	4.2	12.8	11.4	6.8	4.8	7	0.4	0.4	1.1	1	0.8	1.9	0.5	1.5	0.6	0.6	7.6	5.1	1.3	2	2.2	0.4	1.1	0.3	1.1	11
ADULTOS JÓV. (25-44)	5.4	8.5	15.9	15.5	6.2	4.6	8	0.3	0.5	1.6	0.6	0.9	2	1.8	0.8	0.6	0.8	2.8	3.4	1.2	2	1.7	0.5	0.2	0.7	1.8	8.2
ADULTOS (45-64)	9.5	3.4	13.6	17.6	5.1	8.2	9	0.9	0.8	1.9	0.5	0.1	0.4	1.7	0.1	1.3	1.1	2.7	2	1.2	0.9	2.1	2.3	0.4	0.8	0.8	8.3
MAYORES 65	11.5	2.5	13.6	17.7	4.1	7.5	13.4	2.7	0.8	1.3	0.4	0.6	0.1	0.7	0	1.5	0.5	0.9	1.3	1.2	0.5	3.8	1.8	0.3	0.5	1.5	5.6
CLASE ALTA	10.6	5.3	10.2	19.3	4.2	7.2	11.7	1.3	0.6	1.5	0.5	0.9	0.9	1.4	0.6	0.5	0.8	1.9	1.2	0.8	0.9	1.8	1.5	0.5	0.8	0.9	8.7
CLASE MEDIA	7.5	3.6	15.6	16.5	5.3	7	10.1	1.2	0.7	1.3	0.5	0.8	1.3	1.3	0.5	1.3	0.6	2.8	2.3	1.3	1.1	2.5	1.4	0.3	0.4	0.9	8.3
CLASE BAJA	10	3.4	15.3	14.7	4.9	6.4	8.7	1.8	0.8	1.9	0.6	0.7	1.5	1.1	0.5	1.9	1	2	3	1.5	0.9	4.1	1.9	0.3	0.7	2	5.4
TARGET COMERCIAL	7.4	6.2	15	17.3	5.5	6.8	8.4	0.6	0.5	1.4	0.6	0.4	0.7	1.8	0.5	0.8	1.1	3	2.1	1.2	1.4	1.5	1.1	0.3	0.7	1.1	9.2

SHARE% POR COMUNIDADES AUTÓNOMAS

Ámbito	Cuota%
GALICIA	5.7
MADRID	5.6
MURCIA	5.2
ANDALUCÍA	5.1
CANARIAS	4.4
C. VALENCIANA	4.3
ESPAÑA	4.1
CASTILLA Y LEÓN	4
BALEARES	4
RESTO	3.9
CASTILLA LA MANCHA	3.8
ARAGÓN	2.8
EUSKADI	2.2
CATALUÑA	1.9
ASTURIAS	1.2