

D.REG(FESTIVAL EUROVISION

19 DIC 2021

La1

16:00 - 18:39 (160')

SHARE%

7.6%

AcepFr%

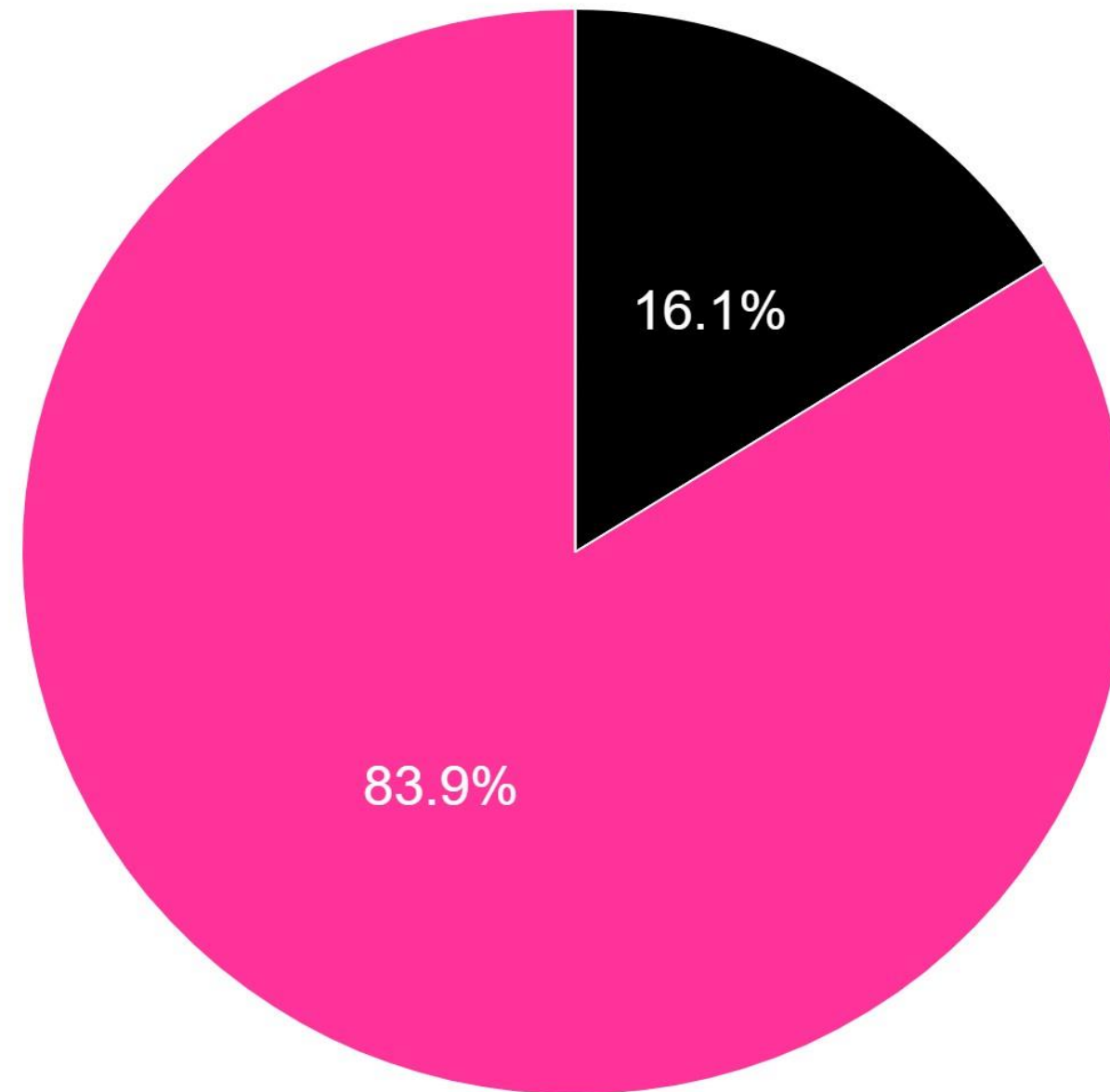
84.8%

PERFIL (Y PLUSVALÍAS) DEL PROGRAMA

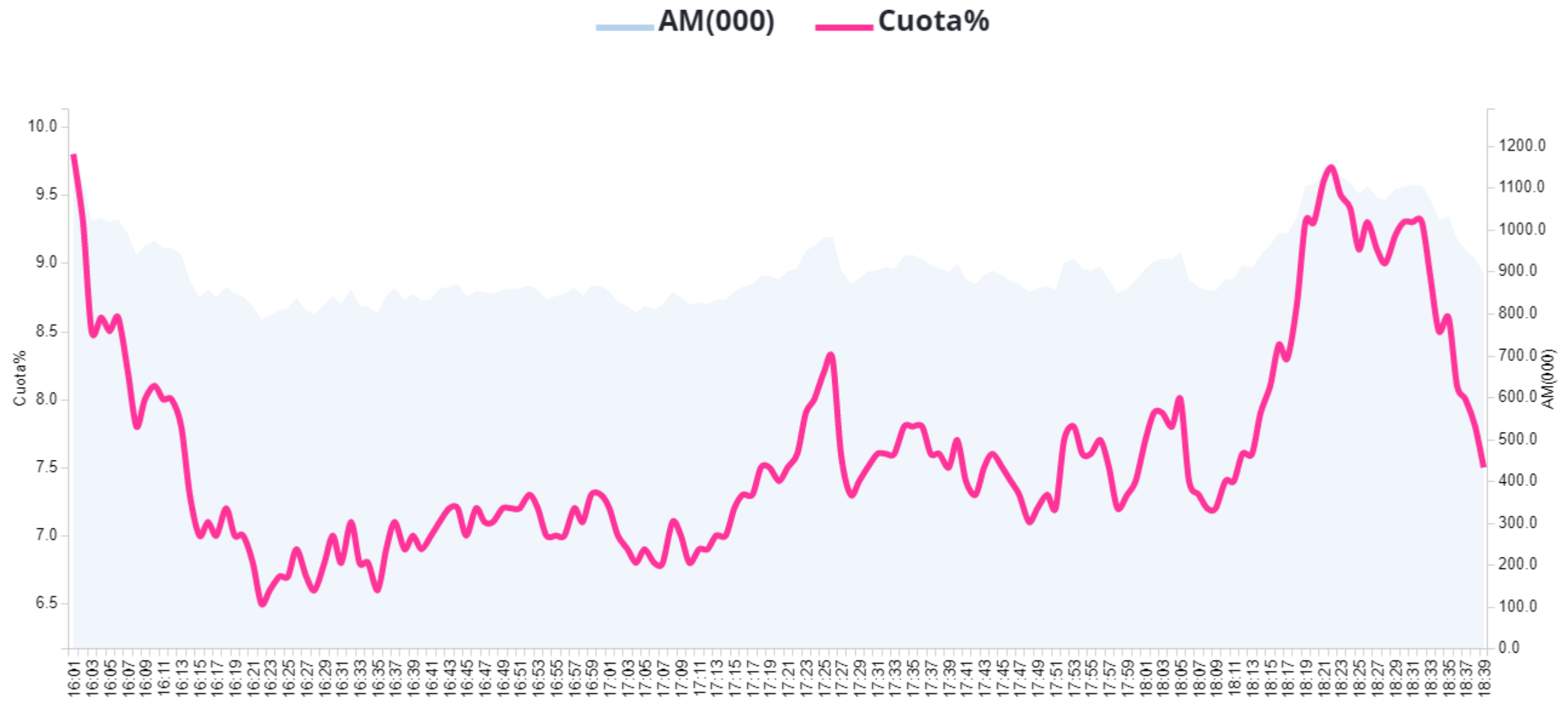
Targets	Cuota%	AM(000)	MAA(000)	FidM%	ACad%	AcepFr%	Perfil%
IND. 4+	7.6	911	4433	20.5	16.1	84.8	100
HOMBRES	6.9	381	2055	18.6	14.6	77	41.9
MUJERES	8.2	529	2378	22.3	17.4	91.5	58.1
NIÑOS (4-12)	3.6	21	128	16.8	21.5	102.7	2.4
JÓVENES (13-24)	11	71	210	33.8	27	133.8	7.8
ADULTOS JÓVENES (25-44)	5.9	113	622	18.1	13.9	80.9	12.4
ADULTOS (45-64)	6.8	309	1735	17.8	13.1	70	33.9
MAYORES 65	9.4	396	1738	22.8	18.6	94.4	43.5
TARGET COMERCIAL	6.4	229	1272	18	13.6	71.7	25.1
-10Mil	7.7	193	950	20.3	15.8	86.6	21.1
10-50Mil	7.6	244	1305	18.7	15.7	83.7	26.8
50-200Mil	6.8	178	955	18.6	14.7	75.1	19.5
+200Mil	8.2	296	1223	24.2	17.8	91.7	32.5
USUARIO OTT	5.9	44	246	17.9	15.3	84.4	4.8

D.REG(FESTIVAL EUROVISION JUNIOR) - 19 DIC 2021

■ D.REG(FESTIVAL EUROVISION JUNIOR) ■ Resto de programación

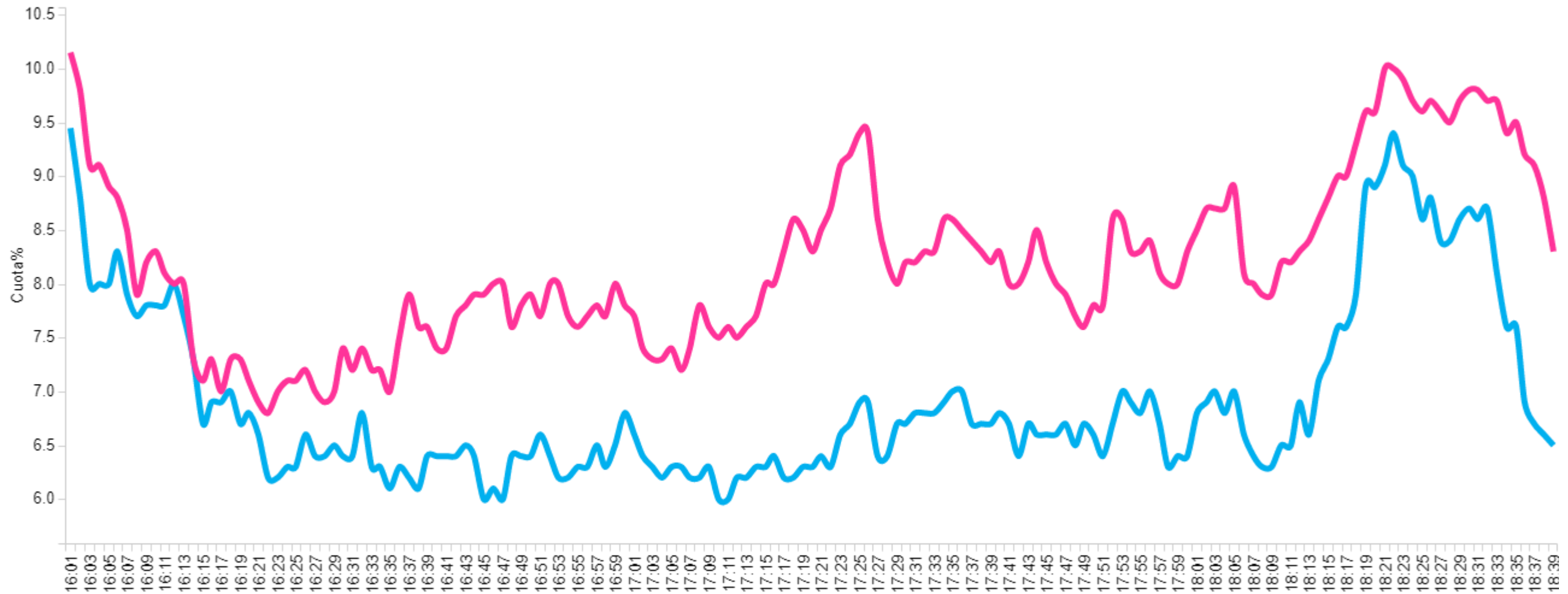


D.REG(FESTIVAL EUROVISION JUNIOR) - 19 DIC 2021

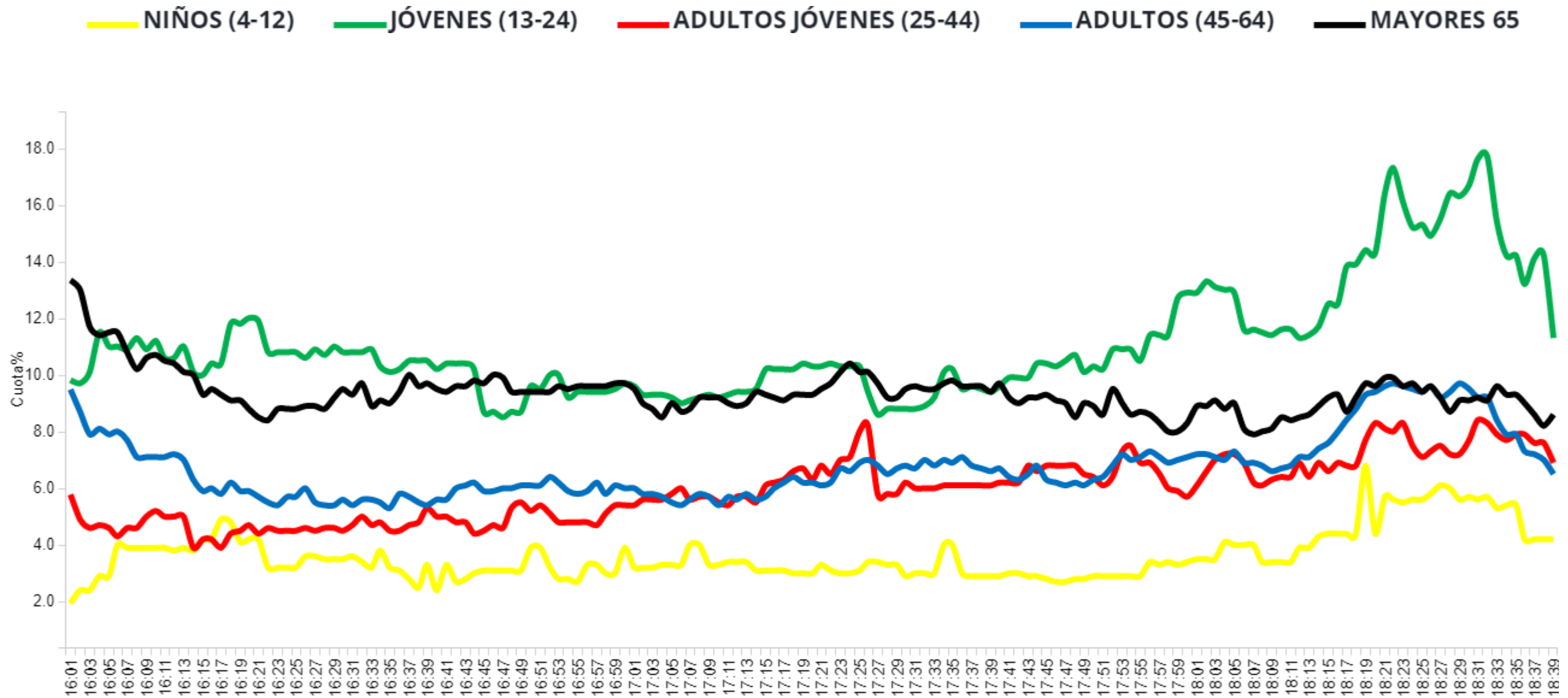


D.REG(FESTIVAL EUROVISION JUNIOR) - 19 DIC 2021

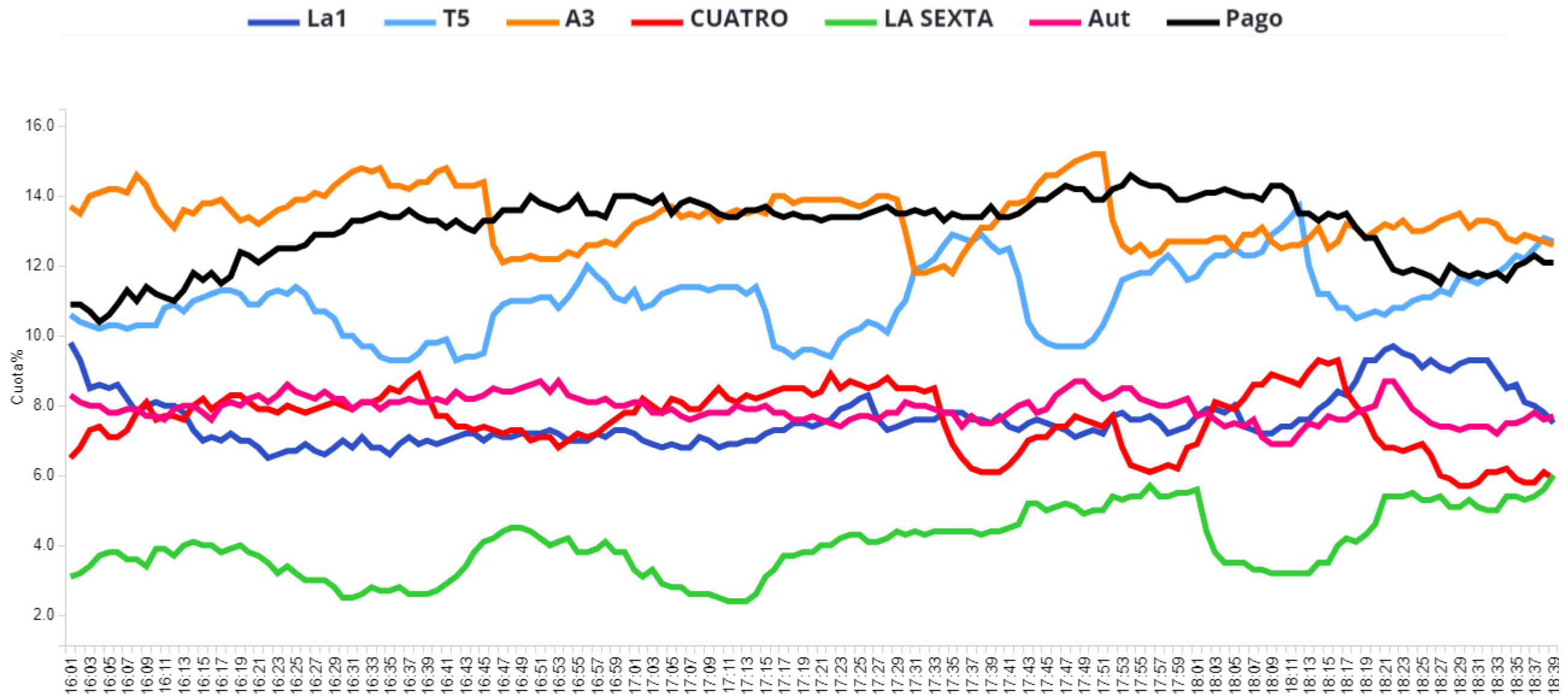
— HOMBRES — MUJERES














D.REG(FESTIVAL EUROVISION JUNIOR) - 19 DIC 2021



D.REG(FESTIVAL EUROVISION JUNIOR) - 19 DIC 2021



¿QUÉ CADENA LIDERÓ EN CADA TARGET?

Targets	*	2	5																								TEMÁTICAS PAGO
	7.6	2.9	11	13.4	7.6	4	7.9	3.1	0.5	1.5	0.9	1.8	1	1.4	0.8	1.3	0.5	2.1	2.7	0.9	1.8	1.5	3	0.6	0.3	1.8	13.1
	6.9	3.5	7.3	9.9	9.1	3.7	7.6	3.6	0.7	0.9	1.2	2	0.9	2.1	0.8	0.6	0.3	2.1	3.5	1.3	2.2	1	3	0.9	0.3	2.9	15.7
	8.2	2.4	14.2	16.4	6.2	4.3	8.2	2.6	0.4	1.9	0.6	1.6	1.1	0.8	0.9	1.8	0.6	2.1	2	0.6	1.4	1.9	2.9	0.3	0.3	0.9	10.8
	3.6	1.2	4.4	5.5	10.7	0.9	3	1.1	0.1	0.7	0.9	12.7	7.4	0.7	6.3	1.6	0.3	3.4	3.7	0.3	0.6	2.1	0.2	0.3	0	0.3	21
	11	1.5	6.7	13.1	8	3.7	4.1	1.3	0.4	1.1	0.6	1.6	0.9	0.4	0.6	1.3	0.4	3.6	4.7	0.9	1.9	2.8	1.8	1.2	0	2.9	16.4
	5.9	2.7	8.4	10.5	10.3	3.6	6.1	1.5	0.3	1.5	1.1	3.7	1.8	1.9	1.5	0.8	0.4	1.2	4.6	1.1	3.8	1.5	2.4	0.4	0.1	1.7	14.9
	6.8	2.4	10.3	14.3	8.9	4.7	7.1	2.7	0.7	1.7	1.2	0.7	0.7	1.6	0.5	1.6	0.4	2.3	2.7	1.1	1.7	1	4	0.8	0.5	1.6	13.6
	9.4	4	14.5	14.9	4.3	3.9	10.9	4.7	0.4	1.3	0.5	0.5	0.1	1.1	0.1	1.1	0.7	1.9	1.4	0.8	1.1	1.8	2.7	0.4	0.3	2.3	10
	6.4	2	11	13	10	4.5	6.6	1.6	0.5	1.8	0.8	1.1	0.8	1.3	1.1	1.2	0.4	1.7	3	1.5	2.6	0.6	3.4	0.6	0.3	2.2	15.5
	7.7	3.1	8.4	12.9	6	3.8	8.9	4.1	0.7	1.3	1.1	2.7	1	2.4	0.5	1	0.4	3.2	3.4	0.7	1.8	1.8	3.1	0.5	0.4	1.7	11.1
	7.6	2.7	9.9	14.7	8	3.4	6.9	3.2	0.6	1.5	0.7	2.7	1.4	0.7	1.3	1.4	0.6	1.3	3	1.2	2.2	1.5	3.7	0.8	0.2	1.5	13.2
	6.8	3	11.6	12.4	7.1	4.5	7.3	2.7	0.7	1.7	1.2	1.3	1.4	1.4	1.1	1.2	0.7	2.2	2.4	0.8	2	0.8	3.2	0.6	0.2	2.1	13.1
	8.2	2.8	13.4	13.3	8.6	4.3	8.7	2.6	0.2	1.3	0.7	0.6	0.4	1.2	0.5	1.4	0.3	1.9	2.2	1	1.2	1.9	2.1	0.5	0.5	2	14.3
	5.9	2.3	5.4	12.8	11.2	3.6	9.8	1.5	0.5	1.5	1.6	1	0.3	1	1.4	1.5	1.1	4.6	0.8	1.3	3.2	0	1.7	0.4	0	0.9	19.7

SHARE% POR COMUNIDADES AUTÓNOMAS

Ámbito	Cuota%
BAL	14
C.VAL	13.8
GAL	11.3
MUR	9.4
MAD	9.1
CLM	8.3
ESPAÑA	7.6
EUS	7.5
AST	6.9
CYL	6.9
RES	5.4
AND	5.3
ARA	5
CAT	4.3
CAN	2.5