UNA VOCE PER SAN MARINO

19 FEB 2022

TEN

21:00 - 24:19 (200')

SHARE%	AcepFr%
0.3%	117%

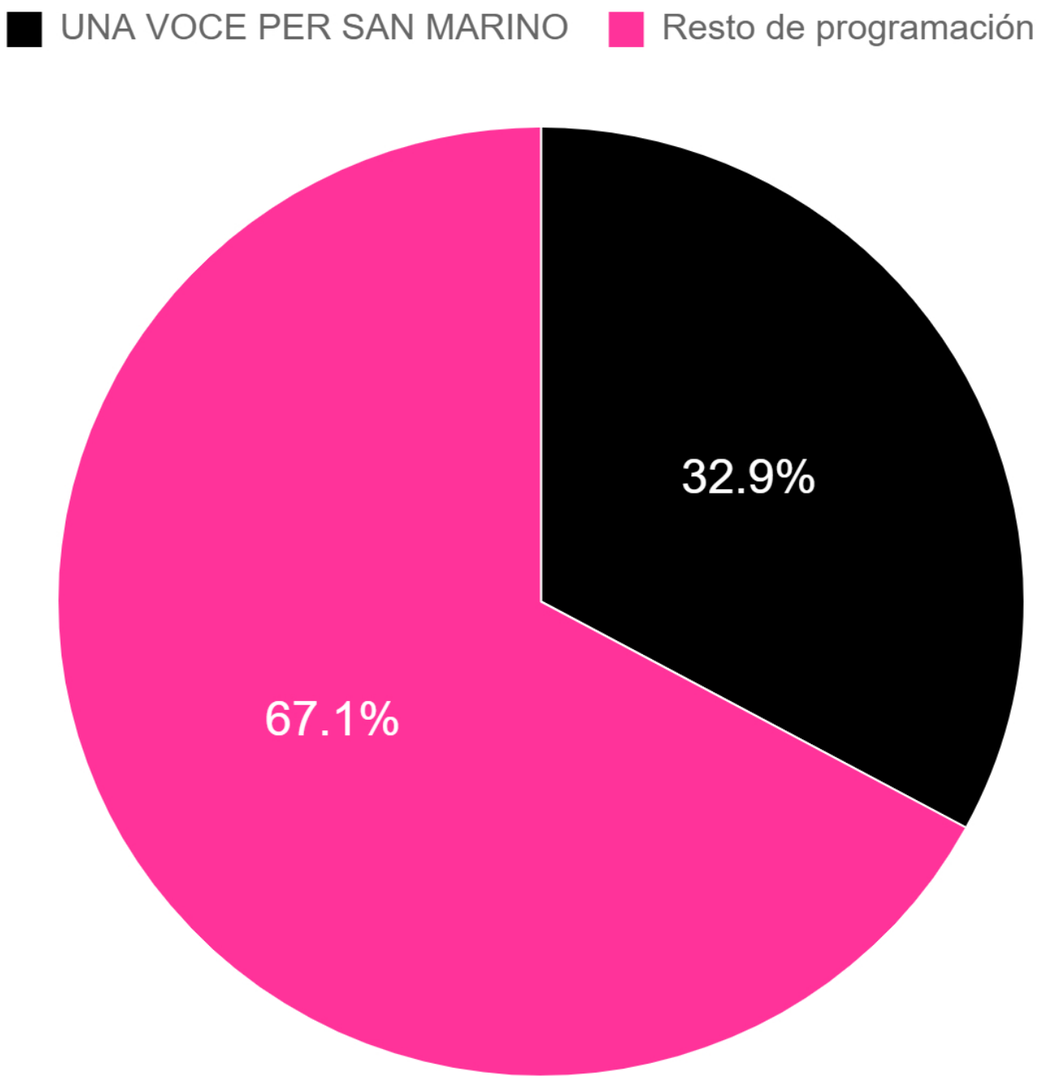
*Elaborado por DOS30' sobre datos de Kantar Media

PERFIL (Y PLUSVALÍAS) DEL PROGRAMA

Targets	Cuota%	AM(000)	MAA(000)	FidM%	ACad%	AcepFr%	Perfil%
IND. 4+	0.3	45	733	6.1	32.9	117	100
HOMBRES	0.4	23	322	7.2	36.8	129.4	51.7
MUJERES	0.3	22	411	5.3	29.6	106.1	48.3
NIÑOS (4-12)	0.1	0	30	1.3	7	27.7	0.8
JÓVENES (13-24)	0.1	1	26	2	12.1	46.9	1.1
ADULTOS JÓVENES (25-44)	0.8	17	113	15.2	47.7	166.1	38.3
ADULTOS (45-64)	0.3	15	326	4.7	23.5	83.6	33.7
MAYORES 65	0.2	12	238	4.9	44.5	155.4	26
TARGET COMERCIAL	0.5	21	189	10.9	39.9	139.7	46
-10Mil	0.2	7	213	3.2	27.9	99.3	15
10-50Mil	0.1	5	197	2.5	32.4	116.4	10.9
50-200Mil	0.4	11	135	8.4	25.4	89.9	25.3
+200Mil	0.6	22	187	11.7	41.8	147.2	48.8
USUARIO OTT	0	0	23	0.7	1.3	4.6	0.4

APORTACIÓN A LA CADENA (ACad%)

UNA VOCE PER SAN MARINO - 19 FEB 2022



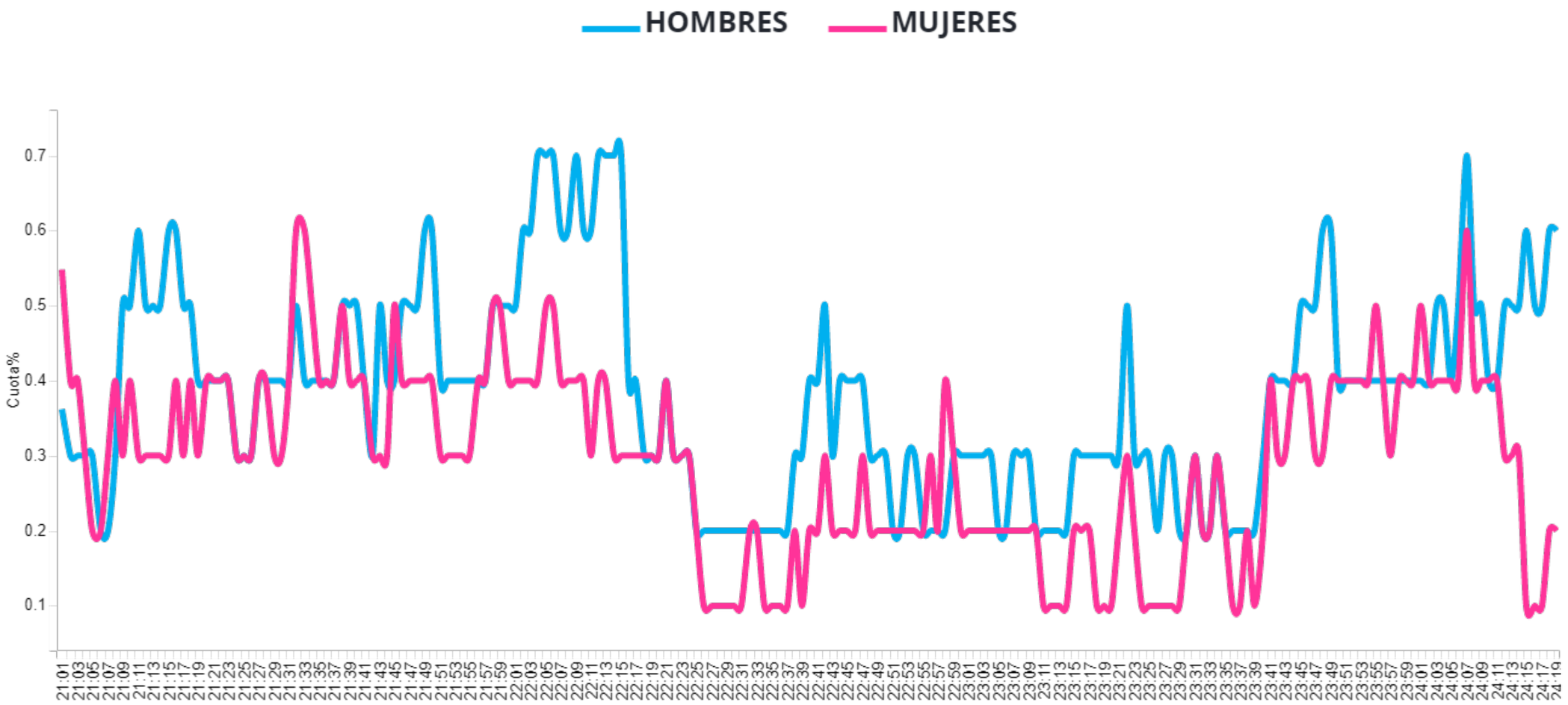
MINUTO A MINUTO

UNA VOCE PER SAN MARINO - 19 FEB 2022

MINUTO A MINUTO: SEXOS

DOS30'

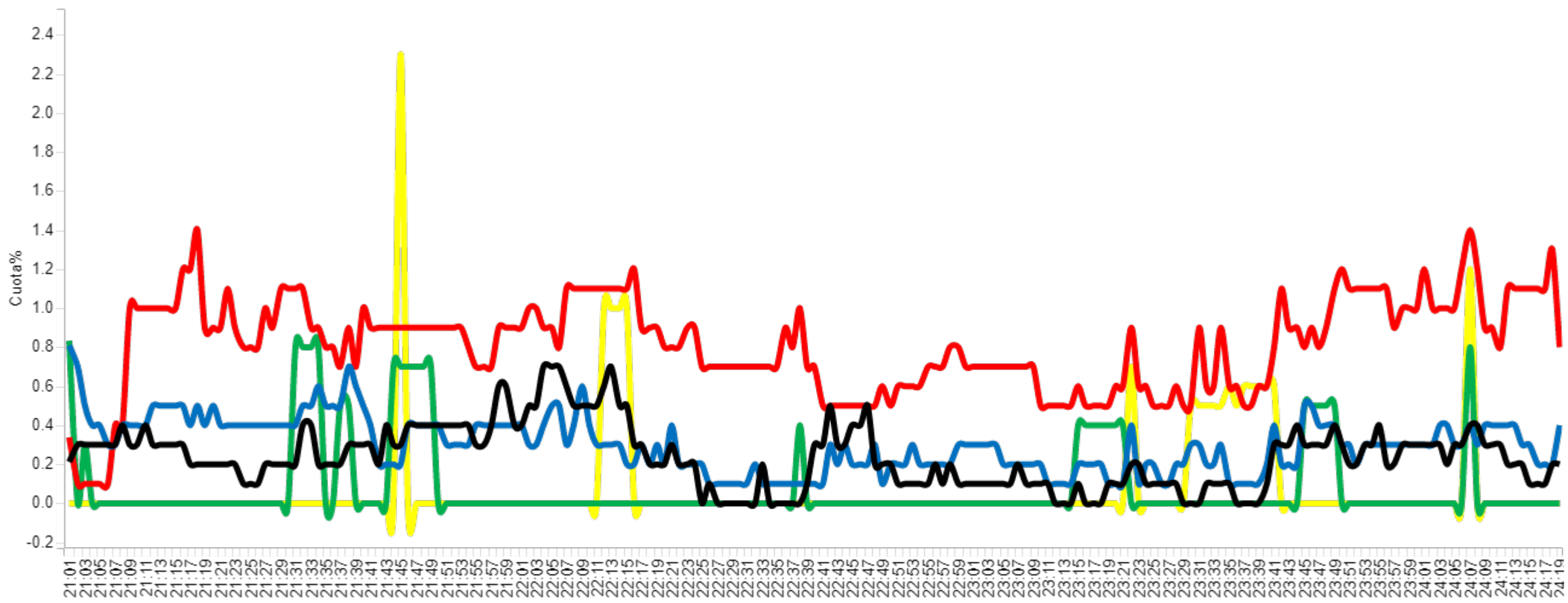
UNA VOCE PER SAN MARINO - 19 FEB 2022



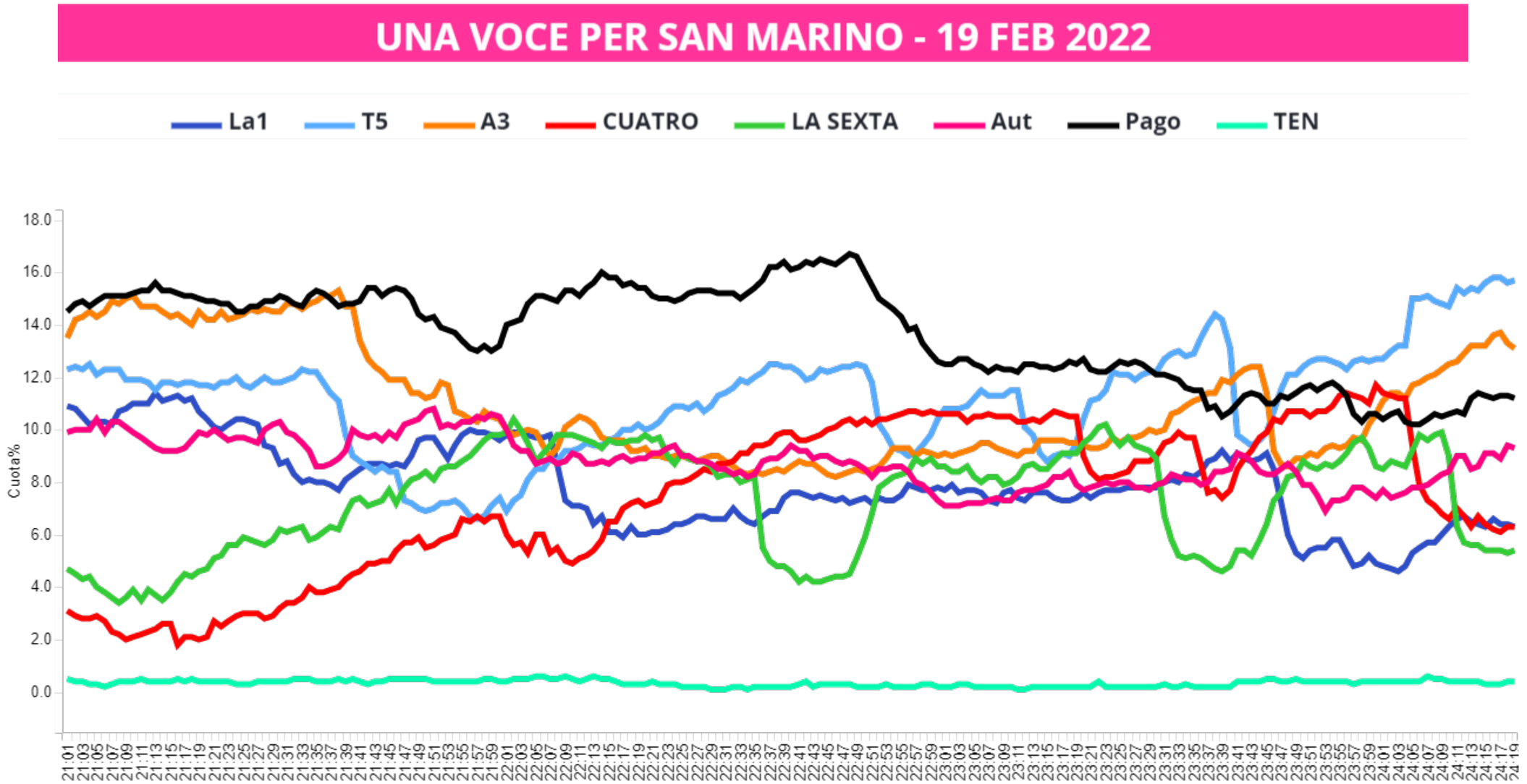
MINUTO A MINUTO: EDADES

DOS30'

UNA VOCE PER SAN MARINO - 19 FEB 2022



MINUTO A MINUTO: COMPETENCIA



¿QUÉ CADENA LIDERÓ EN CADA TARGET?

DOS30'

Targets	1	2	5	A	T	6	forta	TRECE	24h	A3S ATRESERIES	BE MAD	BOING	clan	DMAX	Disney Channel	d.	DKISS	E.	F.	MEGA	neox	nova	Paramount Network	tdp	*	GOL	TEMÁTICAS PAGO
IND. 4+	7.9	2.7	11.1	10.9	7.4	7.4	8.8	1	0.5	1.2	0.8	1.2	0.7	1.3	0.5	2.2	0.8	2.4	3.1	0.9	2.2	2.6	1.5	0.5	0.3	1.3	13.8
HOMBRES	7.5	3.1	7.3	10.8	7.4	8.4	8.6	1.1	0.7	0.7	0.8	1.4	0.9	1.4	0.4	0.8	0.5	2.3	3.5	1.2	2.4	1.2	2.1	0.7	0.4	2.3	16.5
MUJERES	8.3	2.5	14.1	11	7.3	6.5	9	1	0.3	1.5	0.8	1.1	0.6	1.2	0.6	3.3	1	2.5	2.8	0.6	2	3.8	1	0.3	0.3	0.6	11.6
NIÑOS (4-12)	3.8	0.3	7	6.5	3	3.2	6.3	0	0.1	0.6	0.3	12.7	8.6	1.2	4	1.5	0.2	1.1	3.2	0.6	1.9	2.8	0.5	0.6	0.1	1.7	21.3
JÓVENES (13-24)	5.7	1	7.6	9.3	7.4	3	3.1	0.3	0.4	0.4	0.6	2.8	0.6	2.4	1	1.8	0.3	3.2	8.8	0.7	2.3	2.6	0.8	0.2	0.1	1.3	26.2
ADULTOS JÓV. (25-44)	5.4	1.6	11.4	10	7	5.9	4.2	0.4	0.3	0.9	0.9	2.4	1.1	2.4	1.2	1.6	0.3	1.7	5.5	1.3	3.4	2.1	1	0.4	0.8	1.2	17.1
ADULTOS (45-64)	7.6	2.8	11.2	13.6	8.8	8	6.5	0.5	0.6	1.3	0.7	0.5	0.3	1.2	0.2	1.1	1.1	2.8	3.1	1	2.4	1.5	2.2	0.5	0.3	1.1	14.9
MAYORES 65	10.2	3.7	11.6	9.2	6.4	8.4	14.3	2	0.5	1.3	0.9	0.1	0.2	0.7	0.1	3.6	0.7	2.3	1.4	0.7	1.4	4	1.1	0.4	0.2	1.6	8.8
TARGET COMERCIAL	6	2.2	11.9	11.8	8.2	7.6	4.8	0.4	0.5	0.6	0.7	1.3	0.4	1.3	0.2	1.1	0.7	2	4.2	1	2	1.2	1.1	0.6	0.5	1.2	19.6
-10Mil	8.8	2.7	10.6	10.9	6.8	6.7	10.8	0.9	0.5	1.2	0.8	1.6	0.8	2.3	0.5	2.4	0.6	2.2	3.9	0.9	2.2	3.2	1.8	0.4	0.2	1.3	10.8
10-50Mil	7.7	2.3	11.1	10.9	6.4	6.4	11.2	1.2	0.4	1	0.8	0.8	0.8	1.5	0.9	2.9	0.8	2.5	2.7	1.2	2.5	3.3	1.6	0.3	0.1	1.4	12.1
50-200Mil	6.4	3.1	11.2	11.1	9	7.7	6.8	1.3	0.8	1.5	0.9	1.9	0.5	0.7	0.3	1.7	1	2.5	3.3	0.6	1.9	1.9	1.1	0.6	0.4	1.4	14.5
+200Mil	8.6	2.9	11.2	10.7	7.5	8.5	6.6	0.8	0.4	1	0.7	0.9	0.8	0.7	0.3	1.5	0.7	2.4	2.7	0.8	2	2.1	1.4	0.5	0.6	1.3	17
USUARIO OTT	4.7	1	7.6	10.8	6.1	7.1	6.2	0.8	0.4	0.6	0.8	6.4	1.1	1.9	0.4	1.4	0.8	0.5	1.9	1.6	1	0.6	0.4	0.7	0	0.9	27.1

SHARE% POR COMUNIDADES AUTÓNOMAS

Ámbito	Cuota%
CANARIAS	0.9
CASTILLA Y LEÓN	0.6
ANDALUCÍA	0.6
CATALUÑA	0.4
GALICIA	0.4
ARAGÓN	0.4
ESPAÑA	0.3
RESTO	0.2
MURCIA	0.2
ASTURIAS	0.2
C. VALENCIANA	0.1
EUSKADI	0.1
BALEARES	0.1
MADRID	0.1
CASTILLA LA MANCHA	0