

EUROVISION

11 DIC 2022

La1

16:00 - 18:25 (145')

SHARE%

10.1%

AcepFr%

103.1%

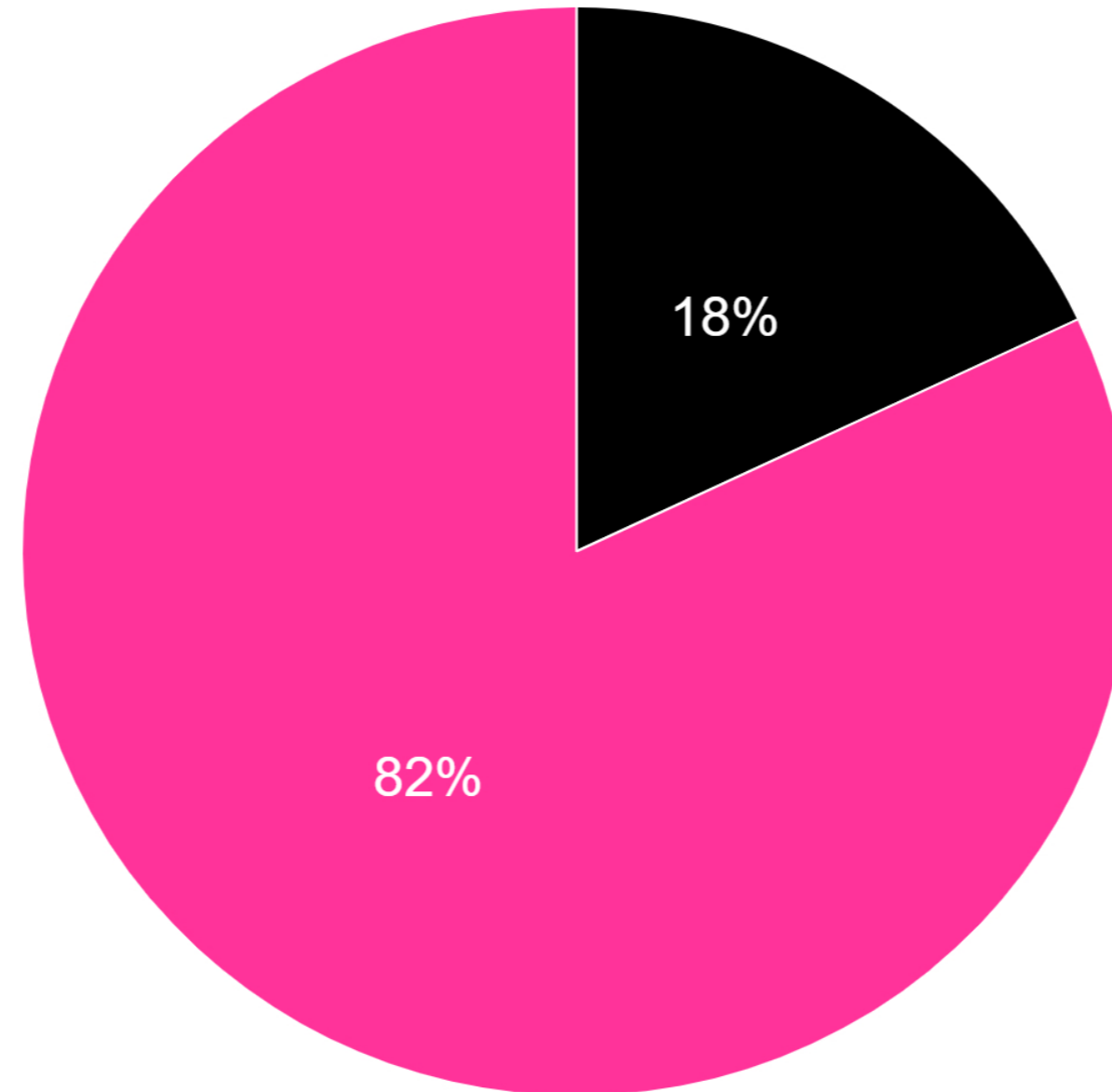
*Elaborado por DOS30' sobre datos de Kantar Media

PERFIL (Y PLUSVALÍAS) DEL PROGRAMA

Targets	Cuota%	AM(000)	MAA(000)	FidM%	ACad%	AcepFr%	Perfil%
IND. 4+	10.1	1183	5155	23	18	103.1	100
HOMBRES	9.6	506	2506	20.2	16	93.5	42.8
MUJERES	10.5	677	2649	25.6	19.8	111.9	57.2
NIÑOS (4-12)	10.6	59	193	30.4	36.3	194.1	5
JÓVENES (13-24)	15.1	91	303	30.1	31.8	154.6	7.7
ADULTOS JÓVENES (25-44)	9.8	172	688	25	19.9	121.8	14.5
ADULTOS (45-64)	9.4	425	1984	21.4	15.9	93.2	35.9
MAYORES 65	10.3	437	1987	22	16.8	94.5	36.9
TARGET COMERCIAL	9.3	314	1479	21.2	17.5	103.4	26.6
-10Mil	9.7	253	1166	21.7	16.2	91.4	21.4
10-50Mil	10.9	353	1293	27.3	22	126.4	29.8
50-200Mil	8.6	200	1101	18.2	15.6	92.3	16.9
+200Mil	10.8	377	1595	23.6	17.7	100.4	31.9
USUARIO OTT	12.4	136	569	23.9	24.7	142.9	11.5

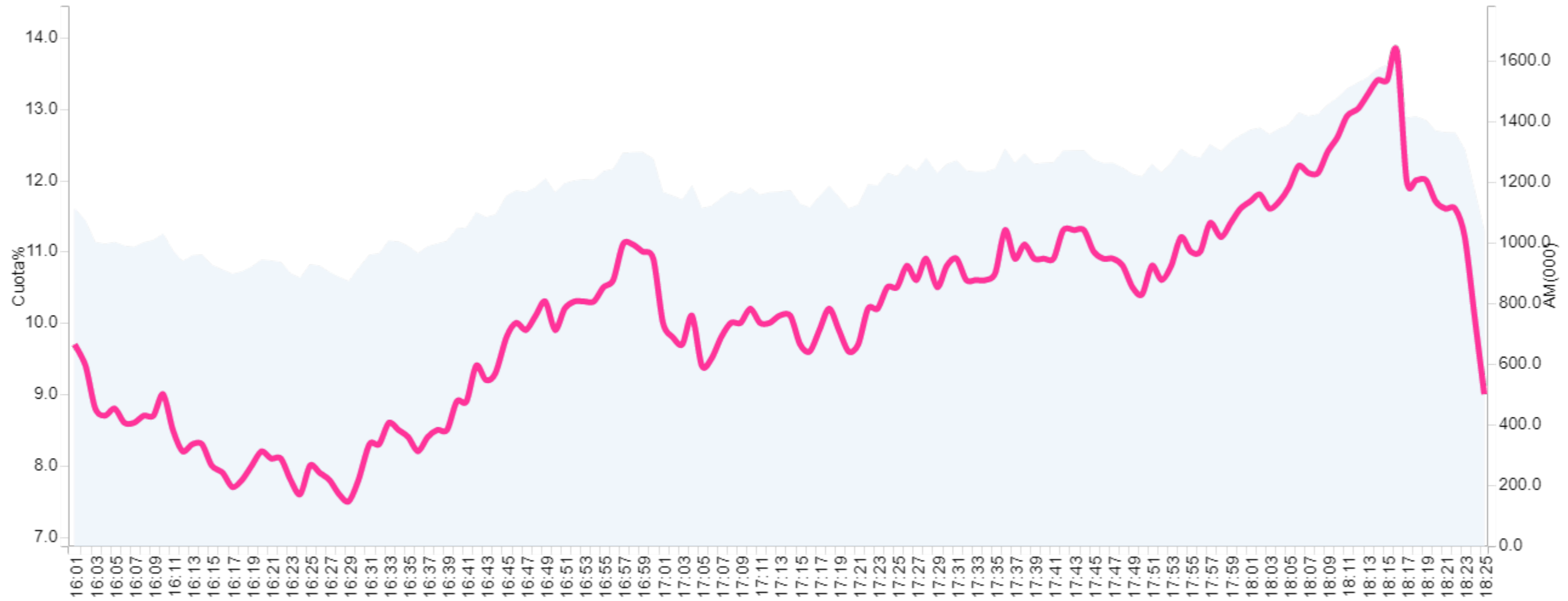
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■ EUROVISION ■ Resto de programación



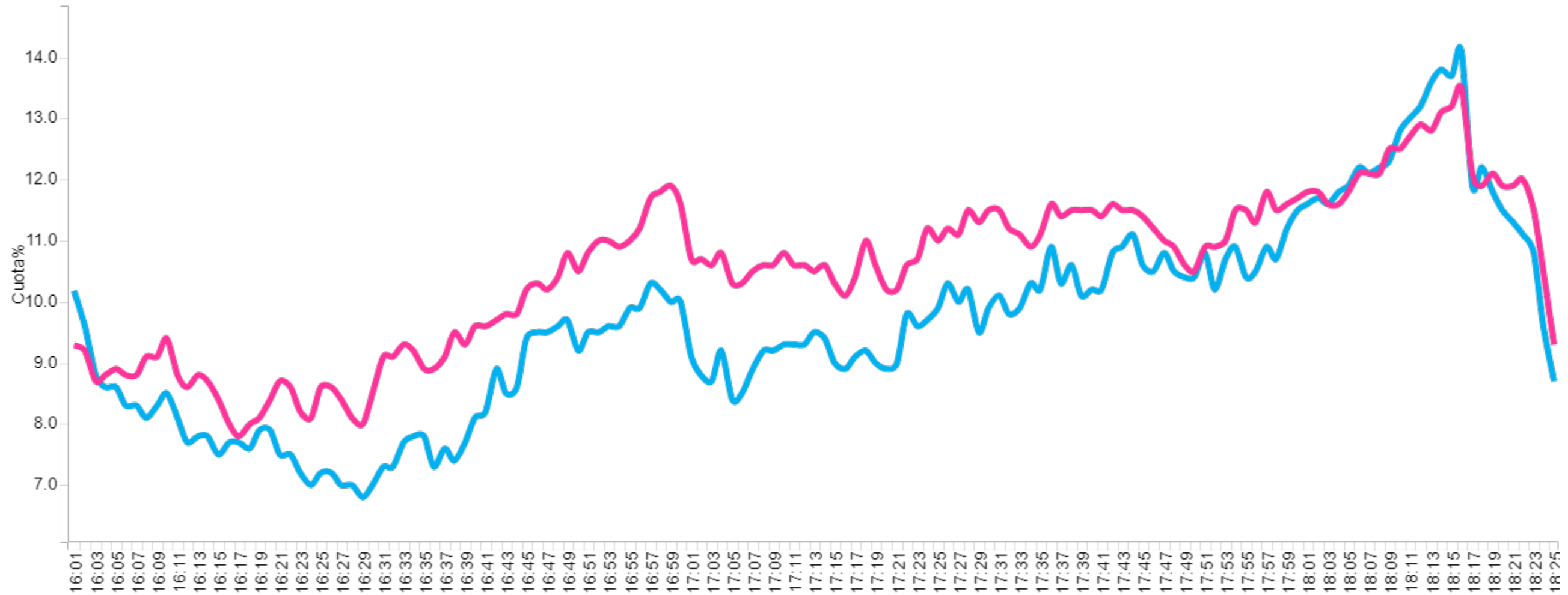
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— AM(000) — Cuota%

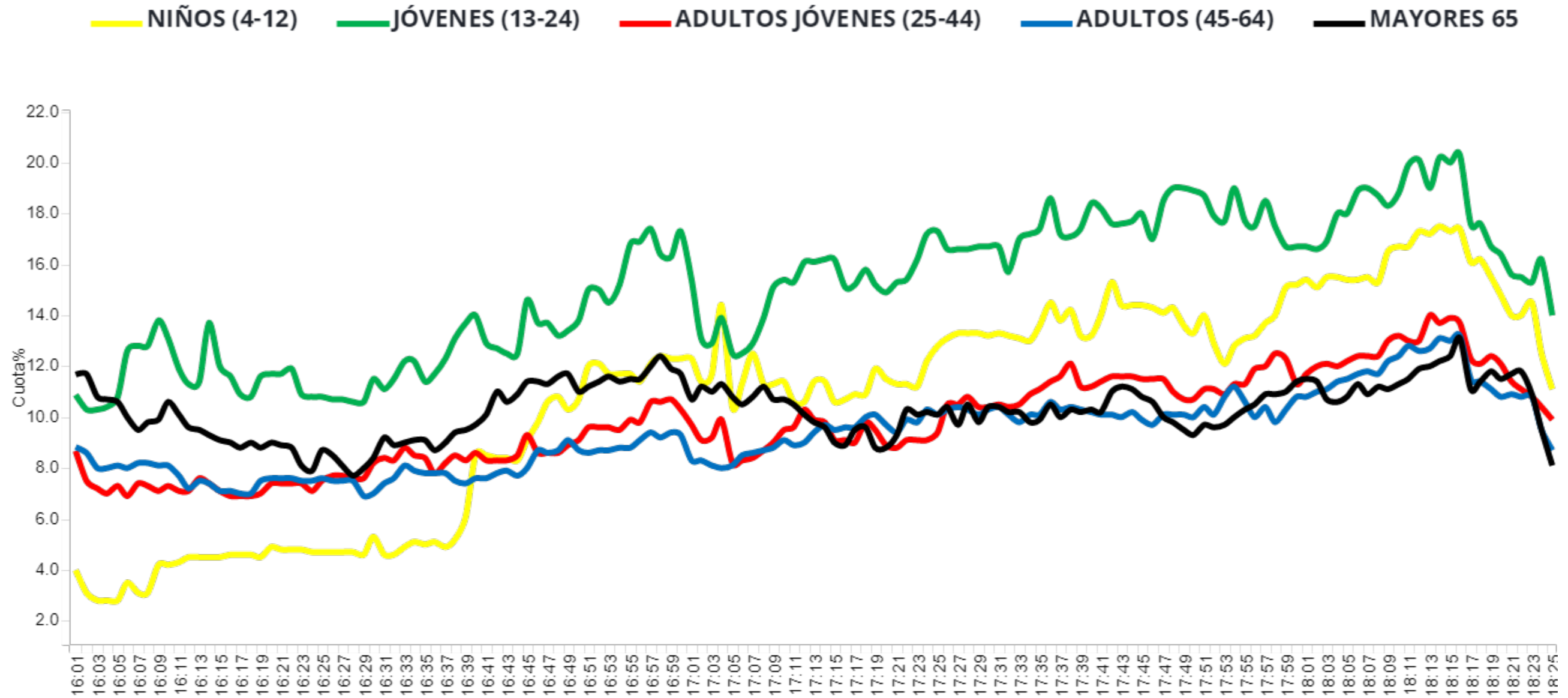


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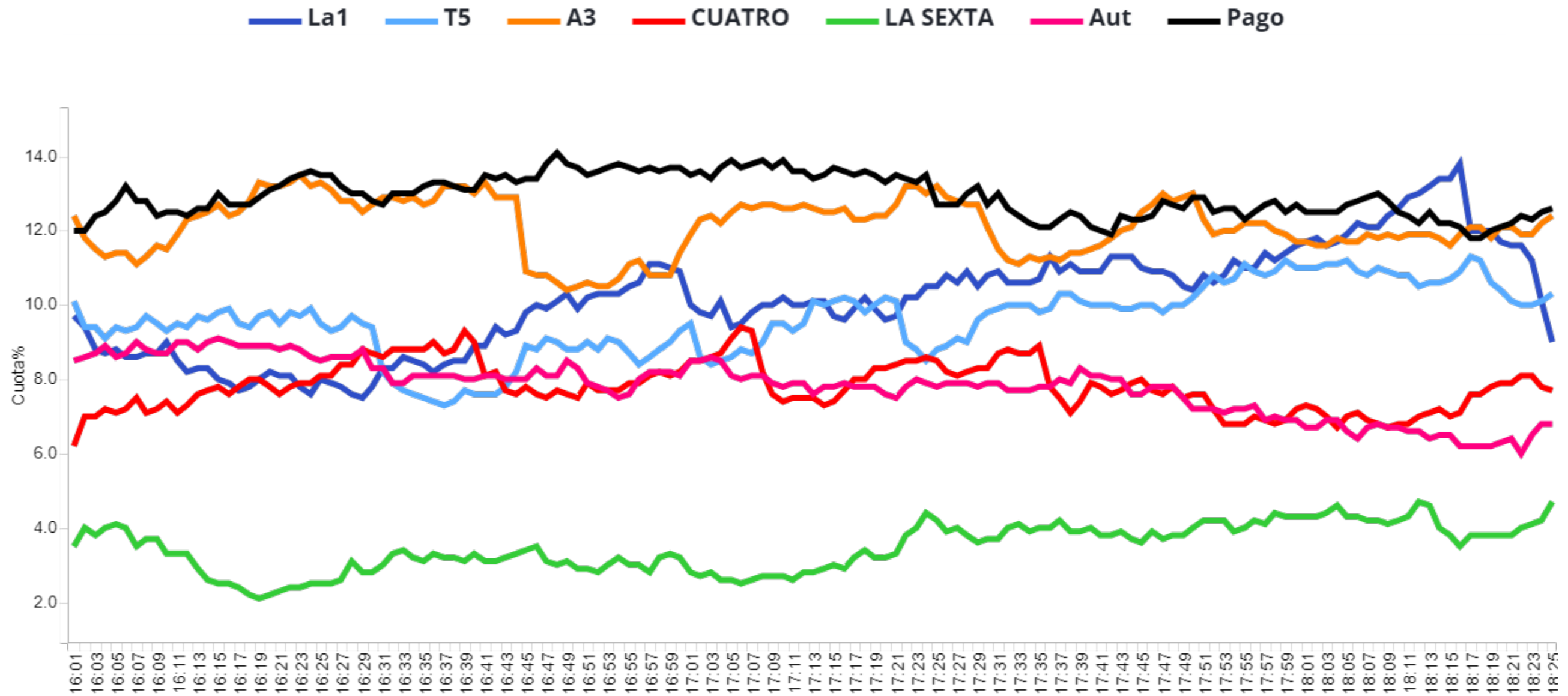
— HOMBRES — MUJERES



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¿QUÉ CADENA LIDERÓ EN CADA TARGET?

Targets	*	2	5				forta	TRECE	24h	A3S ATRESERIES	BE MAD	BOING	clan	DMAX	Disney CHANNEL	d	DKISS	E.	F.	MEGA	neox	NOVO	Paramount NETWORK	tdp	ten	GO! PLAY	TEMÁTICAS PAGO
IND. 4+	10.1	3.9	9.6	12.1	7.8	3.5	7.8	3.7	0.7	1.3	1	1.4	0.9	1.5	1.7	2.3	0.7	2.4	2.4	1.2	2.1	1	1.9	0.2	0.9	0.4	12.9
HOMBRES	9.6	4.9	5.3	9.6	9.1	3.2	7.8	4.7	0.7	1.3	1	1.2	1	2.3	1.3	1.8	0.3	2.3	3.2	1.4	2.1	0.6	2.7	0.4	1	0.8	15.2
MUJERES	10.5	3.1	13.1	14.2	6.7	3.6	7.8	2.9	0.6	1.3	1.1	1.6	0.8	0.8	2	2.8	1	2.4	1.7	0.9	2.1	1.4	1.3	0.1	0.8	0.1	11
NIÑOS (4-12)	10.6	2.3	4.1	5.4	6.7	2	3.1	1	0.3	0.6	0.1	8.7	6.2	1.4	9.6	2.6	0.3	0.6	1.3	2.8	2.9	0.6	0.1	0	1.3	0	21
JÓVENES (13-24)	15.1	3.9	4.8	6.8	9.1	3.9	4.5	2.2	0.6	0.3	1.5	4.1	1.1	0.7	1.9	3	1.6	2.2	7.1	0.8	1.7	0.3	0.8	0.4	1	0.5	15.3
ADULTOS JÓV. (25-44)	9.8	2.5	7.8	7.4	10.7	2.3	5.2	1.3	0.8	0.9	1	2.8	2	1.5	2.4	3.5	0.4	1.9	4	1.7	5.5	0.2	2.5	0	0.6	0.3	16.6
ADULTOS (45-64)	9.4	3.8	8.5	13	9.4	3.4	6.4	2.7	0.7	1.5	1.2	0.7	0.5	2	1.5	2.5	0.8	3	2.4	1.2	1.5	0.9	2.8	0.3	1	0.3	14.8
MAYORES 65	10.3	4.8	12.9	14.9	4.9	4.1	11.5	6.5	0.7	1.5	0.9	0.3	0.1	1.1	0.4	1.5	0.6	2.1	1.2	0.7	1.2	1.7	1.1	0.3	0.8	0.7	8
TARGET COMERCIAL	9.3	3	8.4	9.6	11.4	3	5.7	1.8	0.5	1.3	1.2	1.3	1.3	2.2	1.5	2.8	0.6	1.8	3.1	1	2.5	0.5	2.3	0.3	1.1	0.3	18.1
-10Mil	9.7	4.8	8.9	13.8	6.4	3.4	10.2	4.4	0.9	0.9	1.2	1.1	0.5	1.1	2.1	2.6	0.5	2.3	2.3	1.7	2.1	1.2	2	0.3	1	0.6	10.3
10-50Mil	10.9	3.6	9.2	11.4	8.1	2.6	8.3	3.9	0.5	0.9	1.3	2.6	0.3	1.5	2.2	2.5	0.9	2.4	1.5	1.2	2.5	1	2.6	0.3	1	0.4	11.1
50-200Mil	8.6	4.8	10.5	10.7	8.4	4	6.2	3.9	0.6	2	0.6	0.9	2.4	1.5	1.3	3.2	0.9	1.6	3.3	0.7	1.2	1.2	1.8	0.2	0.4	0.4	14.7
+200Mil	10.8	2.8	9.9	12.5	8.2	4	6.7	2.9	0.6	1.6	1	1	0.6	1.8	1	1.3	0.4	2.9	2.6	1.1	2.3	0.9	1.3	0.2	1	0.4	15.5
USUARIO OTT	12.4	2.8	6.3	6.5	6.7	1.9	5.2	0.9	0.2	0.7	0.6	2.5	1.8	0.3	3.7	2.4	0.5	1.3	1.6	2.3	5	0.2	1	0.2	0.3	0.2	25.6

SHARE% POR COMUNIDADES AUTÓNOMAS

Ámbito	Cuota%
C. VALENCIANA	13.1
BALEARES	12.7
CASTILLA Y LEÓN	12.6
ANDALUCÍA	11.8
GALICIA	11.5
CANARIAS	11
ESPAÑA	10.1
CATALUÑA	9.5
ARAGÓN	8.9
EUSKADI	8.5
RESTO	8
CASTILLA LA MANCHA	7.7
MURCIA	7.7
MADRID	7.6
ASTURIAS	5.4