

BENIDORM FEST - STARS

04 ENE 2023

La1

22:00 - 23:05 (65')

SHARE%

5.1%

AcepFr%

70.4%

*Elaborado por DOS30' sobre datos de Kantar Media

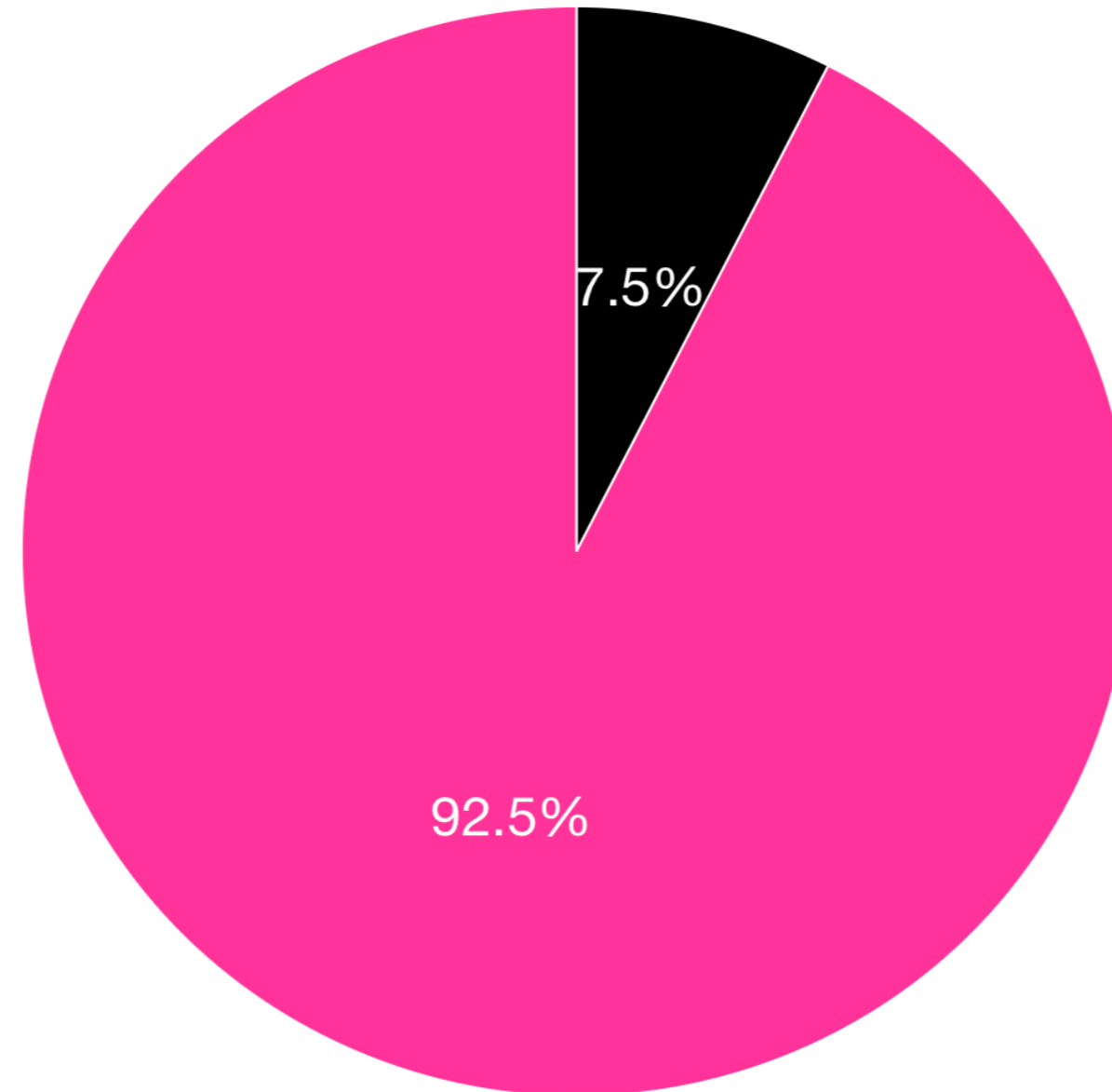
PERFIL (Y PLUSVALÍAS) DEL PROGRAMA

Targets	Cuota%	AM(000)	MAA(000)	FidM%	ACad%	AcepFr%	Perfil%
IND. 4+	5.1	701	3096	22.6	7.5	70.4	100
HOMBRES	5.3	341	1512	22.5	7.9	72.5	48.6
MUJERES	4.8	360	1584	22.7	7.1	68.4	51.4
NIÑOS (4-12)	7	43	113	38.2	16.4	163.3	6.2
JÓVENES (13-24)	4.7	37	146	25.6	11.7	100.6	5.3
ADULTOS JÓVENES (25-44)	4.3	96	443	21.6	11	97.1	13.6
ADULTOS (45-64)	5.5	283	1279	22.1	8.3	76.8	40.3
MAYORES 65	4.8	242	1115	21.7	5.4	52.9	34.5
TARGET COMERCIAL	5	211	946	22.3	10.1	87.4	30.1
-10Mil	5.4	161	671	23.9	7.4	69.8	22.9
10-50Mil	4.9	189	927	20.3	7.6	69.7	26.9
50-200Mil	5.2	150	655	23	8.2	77.1	21.5
+200Mil	4.9	201	843	23.8	7.1	67	28.7
USUARIO OTT	3.5	49	214	23.1	8.5	79.1	7

APORTACIÓN A LA CADENA (ACad%)

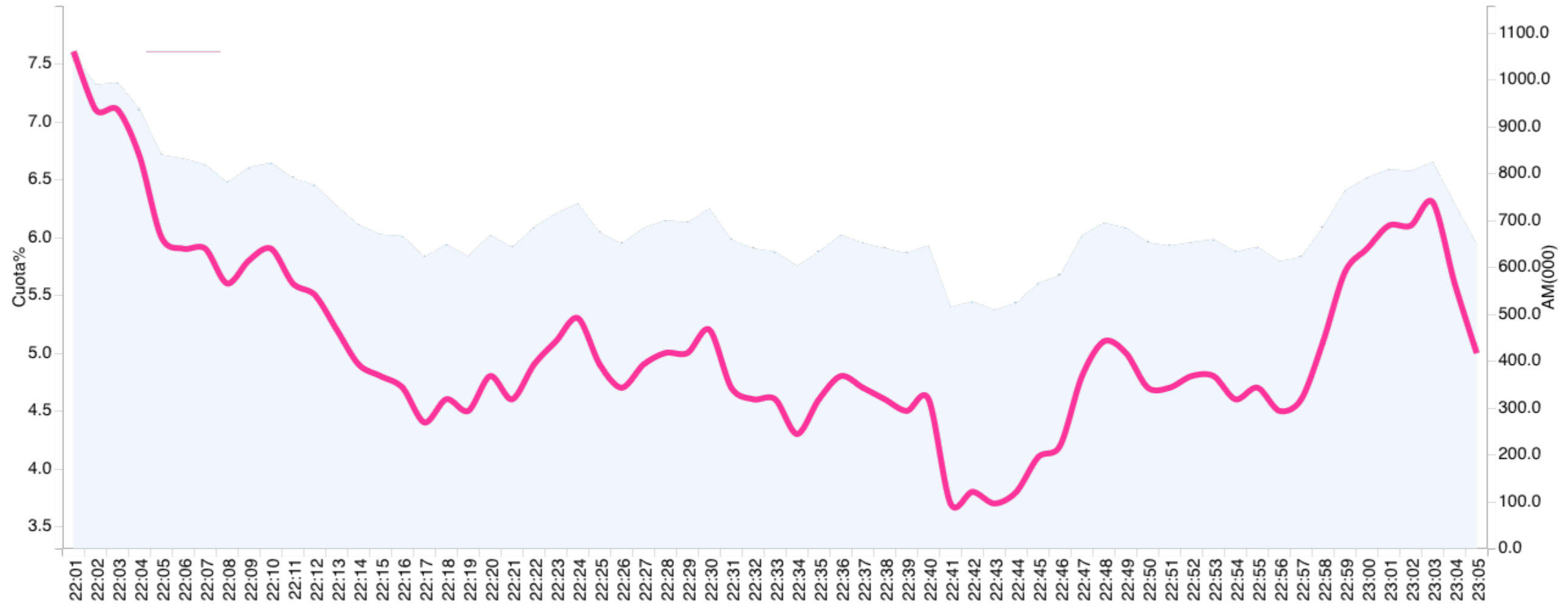
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■ BENIDORM FEST - STARS ■ Resto de programación



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AM(000) Cuota%



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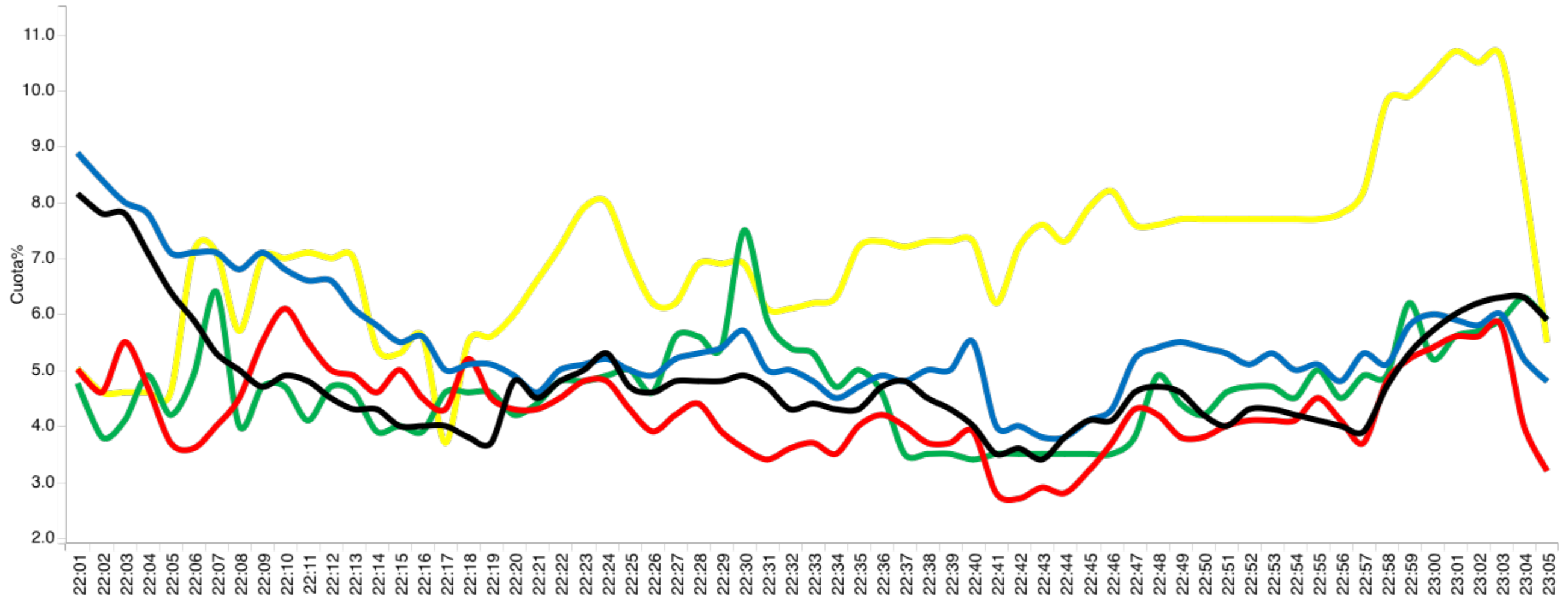
HOMBRES MUJERES



MINUTO A MINUTO: EDADES

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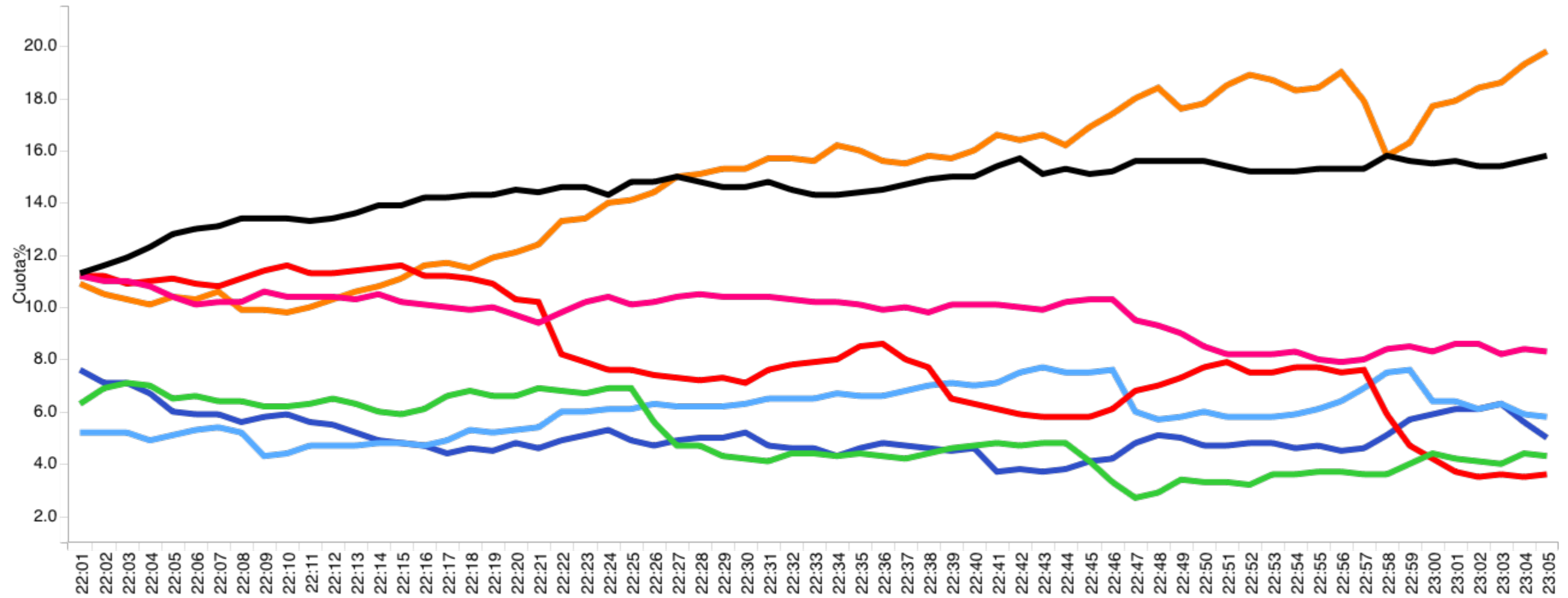
NIÑOS (4-12) JÓVENES (13-24) ADULTOS JÓVENES (25-44) ADULTOS (45-64) MAYORES 65



MINUTO A MINUTO: COMPETENCIA

BENIDORM FEST - STARS - 04 ENE 2023

La1 T5 A3 CUATF
SEXTA Aut Pago



¿QUÉ CADENA LIDERÓ EN CADA TARGET?

Targets	*	2	5				forta	TRÉCE	24h	A3S ATRESERIES	BE MAD	BOING	clan	DMAX	Disney CHANNEL	d	DKISS	E.	F.	MEGA	neox	NOVO	Paramount NETWORK	tdp	ten	GOL PLAY	TEMÁTICAS PAGO
IND. 4+	5.1	2.7	6	14.6	8.2	5.1	9.7	1.7	0.8	2.8	1.1	0.5	0.7	1.5	0.3	1.9	0.6	2.8	1.8	1.1	1.7	2.2	1.3	2.3	0.6	1	14.5
HOMBRES	5.3	2.7	3.9	13.4	8.2	5.3	9.3	1.9	0.9	2.6	1.1	0.4	0.6	2.2	0.3	0.7	0.4	1.8	2.2	1.1	1.9	1.2	1.7	3.1	0.8	1.4	17
MUJERES	4.8	2.6	7.8	15.7	8.2	4.8	10.1	1.6	0.7	3.1	1.1	0.7	0.8	0.8	0.3	2.9	0.7	3.6	1.3	1	1.6	3.1	0.9	1.7	0.5	0.6	12.4
NIÑOS (4-12)	7	0.9	5.5	10.2	2	2.5	6.5	0.5	1.3	1	0.4	6	4.7	0.7	1.5	0	0.5	1.5	2.7	0.7	0.3	1.1	0.2	4	0.1	0.1	26.7
JÓVENES (13-24)	4.7	0.8	5.8	15.3	11.4	4.2	4.7	1.9	0.9	0.7	1.3	1.1	2.7	0.8	0.3	0.4	0.2	3	2.7	0.9	2.8	0.8	0.1	1.6	0.1	0.6	21.7
ADULTOS JÓV. (25-44)	4.3	1.1	6.5	14.4	8.1	4.4	9.7	0.5	0.4	3.1	1.5	0.5	0.6	1.8	0.3	0.8	0.9	1.9	2.6	1	3.9	1.8	0.7	3.4	1.2	1	16.6
ADULTOS (45-64)	5.5	2.7	5.9	16.4	8.7	5.2	6.6	1	0.7	3.4	1.4	0.2	0.4	2	0.2	1.1	0.9	3.8	1.9	1.7	2.1	2	1.7	2.2	0.7	1.1	14.7
MAYORES 65	4.8	3.8	6	13.4	8	5.7	14.2	3.1	1	2.7	0.7	0.1	0.2	1	0.2	3.6	0.2	2.3	1	0.5	0.4	2.9	1.5	2	0.3	1	10.8
TARGET COMERCIAL	5	1.7	5.6	15.2	9.2	5.5	6.8	1	0.6	2.9	1.4	0.5	0.7	1.6	0.3	0.5	1.1	3	1.8	1.8	2.1	1.2	0.9	3.1	0.7	1	18.3
-10Mil	5.4	1.5	6.3	16	9.4	4.4	12.2	1.9	0.8	3.1	1.2	0.2	0.6	1.9	0	2.3	0.3	2.1	2	0.8	2	2.5	1.6	2.4	0.8	0.6	10.7
10-50Mil	4.9	3.3	6.5	12	7	4.6	10.2	1.6	1.2	2.8	0.8	0.7	0.7	1.3	0.3	2.3	1	3.1	2	1.4	1.5	1.8	1.3	3.3	0.7	1.4	14.8
50-200Mil	5.2	3	6.7	15.3	9.4	5.5	8.9	1.9	1	3	0.8	0.6	1	1.1	0.6	2	0.5	2.1	1.4	0.8	2	1.8	1.3	2.1	0.4	0.7	13.3
+200Mil	4.9	2.8	4.9	15.7	7.6	5.6	8.1	1.5	0.3	2.6	1.5	0.5	0.5	1.5	0.2	1.1	0.5	3.4	1.6	1.1	1.6	2.7	1.1	1.5	0.5	0.9	17.8
USUARIO OTT	3.5	1.7	4.4	12.7	5.8	4.5	11.5	1	0.3	2.7	0.6	0.9	0.4	1.4	0.6	0.2	1.6	2.5	1	2.3	1.6	0.9	0.9	2.5	0.1	0.6	25.6

SHARE% POR COMUNIDADES AUTÓNOMAS

Ámbito	Cuota%
C. VALENCIANA	9
MURCIA	8.8
CASTILLA Y LEÓN	8.5
CASTILLA LA MANCHA	6.3
EUSKADI	6.1
GALICIA	5.8
ESPAÑA	5.1
ARAGÓN	4.8
MADRID	4.8
ASTURIAS	4.2
ANDALUCÍA	4.2
RESTO	3.8
CANARIAS	2.9
BALEARES	2.7
CATALUÑA	1.6