

# EUROSONG

14 ENE 2023

TEN

20:26 - 22:14 (108')

SHARE%

0.2%

AcepFr%

43.1%

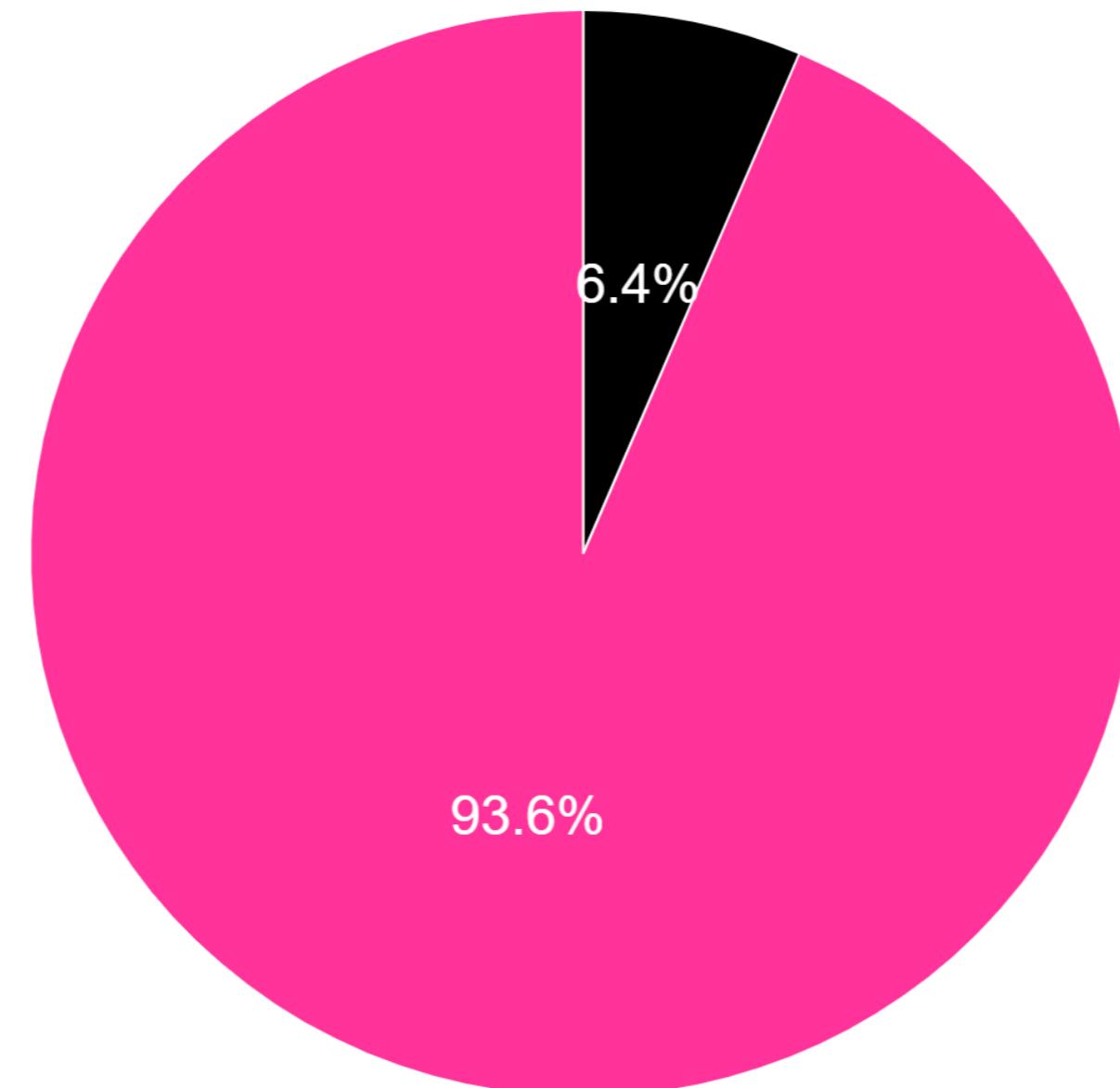
# PERFIL (Y PLUSVALÍAS) DEL PROGRAMA

DOS30'

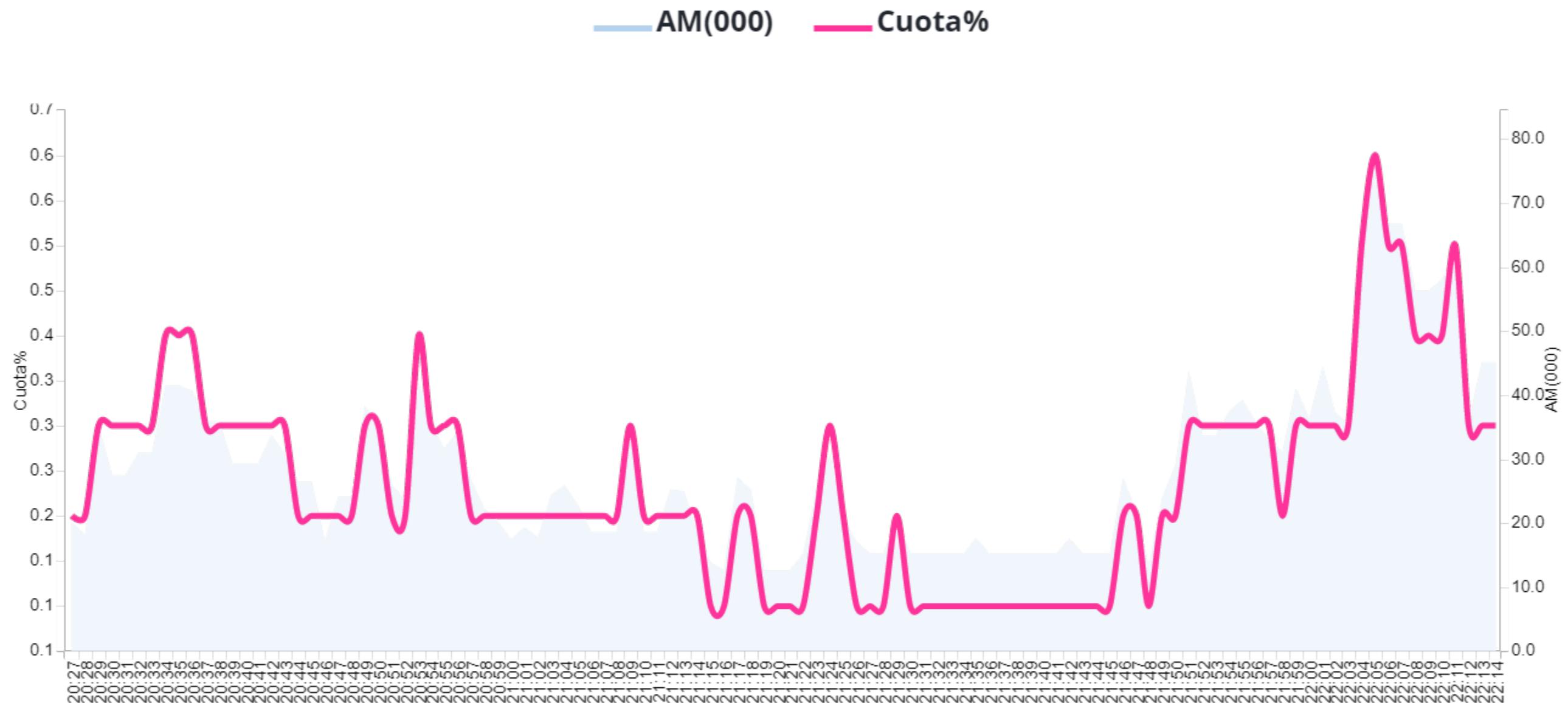
Targets	Cuota%	AM(000)	MAA(000)	FidM%	ACad%	AcepFr%	Perfil%
IND. 4+	0.2	28	336	8.5	6.4	43.1	100
HOMBRES	0.2	13	150	8.5	8.2	54.3	44.9
MUJERES	0.2	16	187	8.4	5.5	37.1	55.1
NIÑOS (4-12)	0.2	1	10	8.2	55.8	416.1	2.8
JÓVENES (13-24)	0	0	0	0	0	0	0
ADULTOS JÓVENES (25-44)	0.8	12	68	17.4	25	190.9	41.5
ADULTOS (45-64)	0.2	10	114	8.9	4.4	29.8	35.5
MAYORES 65	0.1	6	145	4	3.6	22.4	20.2
TARGET COMERCIAL	0.4	14	68	20.6	11.4	81.8	49.5
-10Mil	0.2	4	116	3.5	3.6	23.3	14.1
10-50Mil	0.1	2	69	3	1.7	10.8	7.3
50-200Mil	0.7	17	65	26.9	18.6	124.5	61
+200Mil	0.1	5	86	5.9	4.4	31.4	17.7
USUARIO OTT	0.9	10	31	31.2	20.2	138.8	33.7

## EUROSONG - 14 ENE 2023

■ EUROSONG ■ Resto de programación

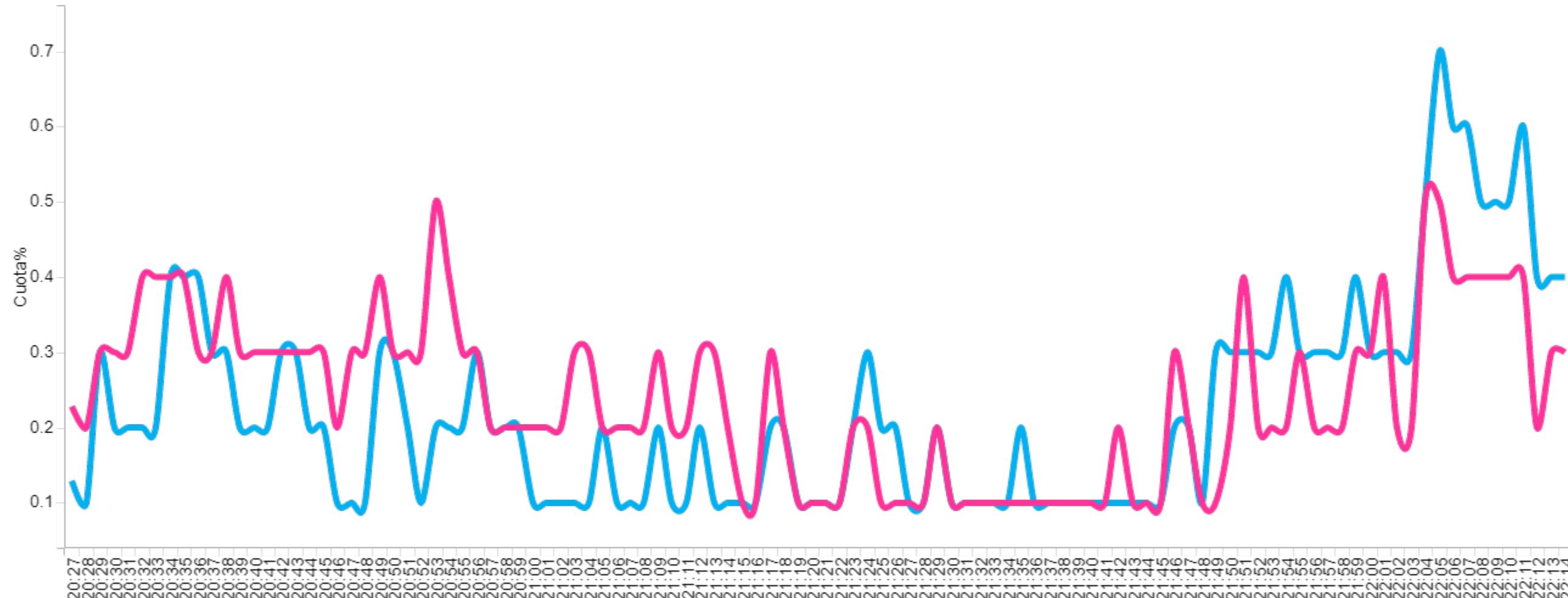


**EUROSONG - 14 ENE 2023**



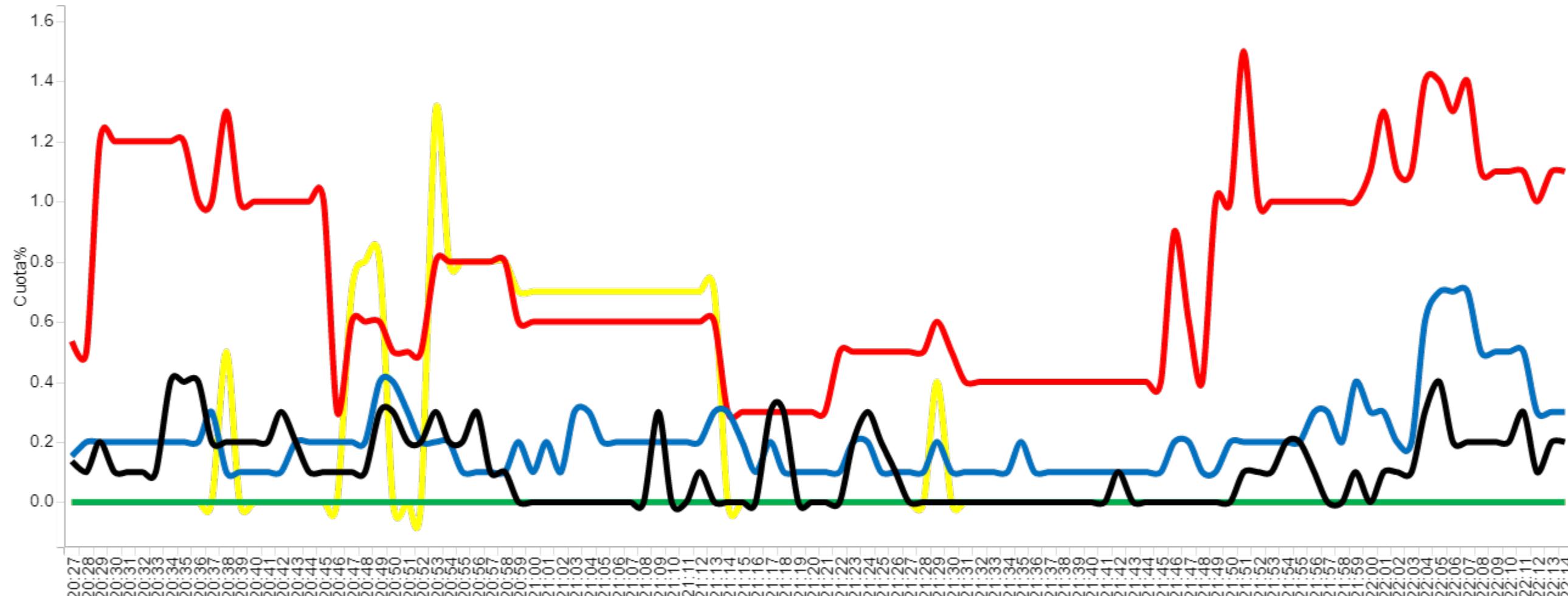
## EUROSONG - 14 ENE 2023

HOMBRES MUJERES

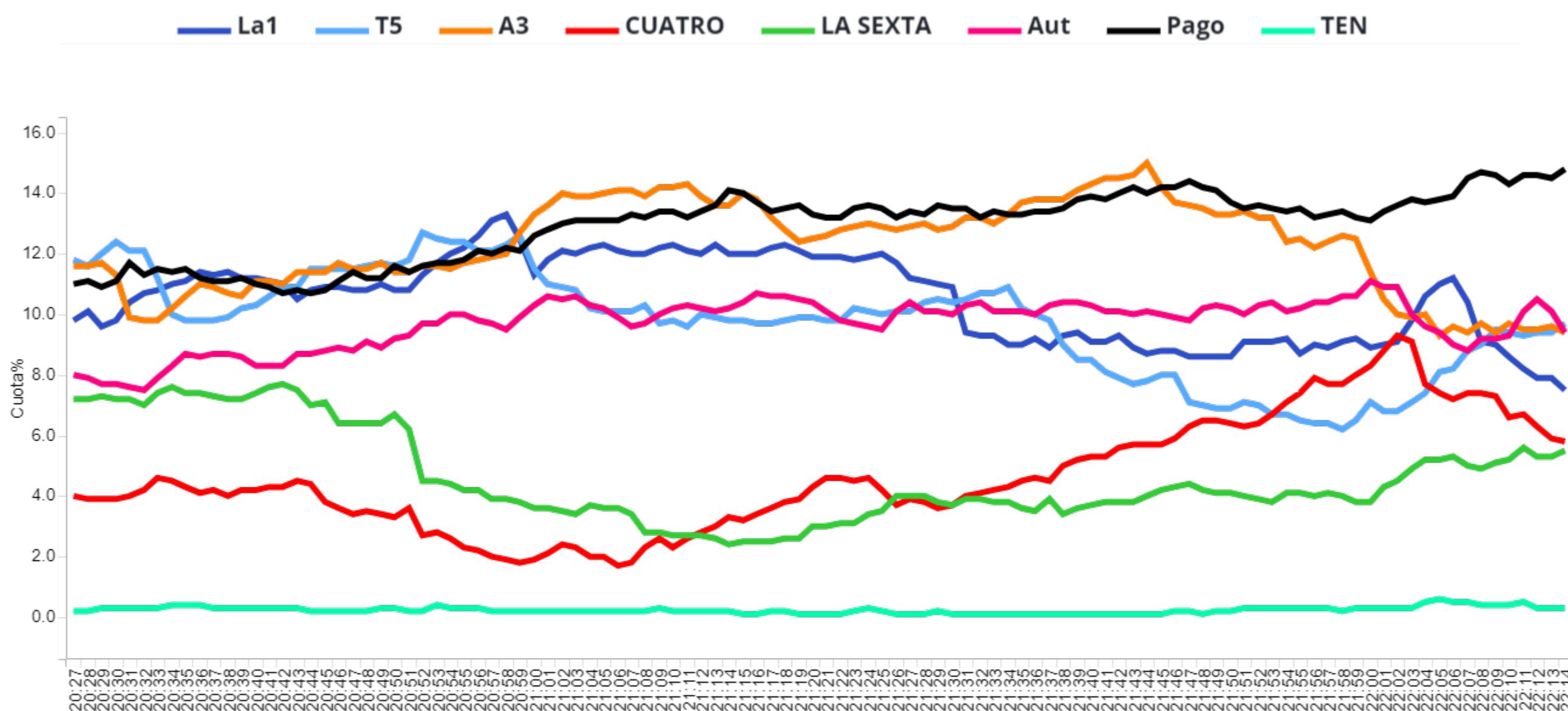


## EUROSONG - 14 ENE 2023

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



## EUROSONG - 14 ENE 2023



# ¿QUÉ CADENA LIDERÓ EN CADA TARGET?

DOS30'

Targets	1	2	5	6	7	24h	A3S	BE MAD	BOING	clan	DMAX	Disney CHANNEL	d.	DKISS	E.	F.	MEGA	NEOX	NOVO	Paramount NETWORK	tdp	*	GOL PLAY	TEMÁTICAS PAGO			
IND. 4+	10.5	2.6	9.6	12.3	4.7	4.6	9.7	3	0.9	1.3	1.1	0.9	0.7	1.4	1	1.5	0.9	4	2.8	1.6	1.7	1.5	1	1.6	0.2	1	13
HOMBRES	10	2.9	6.4	10.6	5	5	9.4	3.8	1.1	0.9	1.3	1	0.8	1.7	1.1	0.7	0.6	2.9	3.4	1.6	2	0.9	1.4	2.4	0.2	1.5	15.7
MUJERES	10.9	2.3	12.5	13.7	4.4	4.2	10	2.3	0.7	1.6	0.8	0.7	0.7	1.1	0.9	2.1	1.2	4.9	2.3	1.6	1.3	1.9	0.6	0.9	0.2	0.5	10.6
NIÑOS (4-12)	4.5	1	8.4	4.9	4	3	8	1.3	0.4	0.5	0.1	8	8	1.1	8.5	1.6	1.1	0.1	2.7	1.7	0.9	0.4	0.9	0.4	0.2	1.5	18.3
JÓVENES (13-24)	9.5	2.5	9.7	8.7	5.2	2	5.5	2.2	0.4	1	1.6	1.3	0.6	2.4	3	0.9	0.7	4.4	7.2	3	1.4	0.2	0.1	1.4	0	1	18
ADULTOS JÓV. (25-44)	5.9	1.7	9.5	8	4.4	5.6	5.3	1.9	0.9	1.4	1.6	2.4	2.1	3.2	2.3	1.8	0.9	4.5	5.6	2.6	2.8	0.7	0.6	1.1	0.8	0.7	15.5
ADULTOS (45-64)	9.1	2.7	8.5	14.2	4.9	4.5	7.8	2.8	0.9	1.2	1.2	0.3	0.2	1.5	0.5	1.4	1.5	4.1	2.8	1.8	2.4	1.1	1.5	1.8	0.2	0.7	15.9
MAYORES 65	14	3	10.9	13	4.6	4.7	13.7	3.8	1	1.5	0.8	0.1	0.1	0.6	0.1	1.5	0.4	4	1.5	1	0.7	2.3	0.8	1.6	0.1	1.3	8.2
TARGET COMERCIAL	7.9	2.5	10.1	12.3	4.2	5.2	6.2	1.7	0.8	0.8	0.9	0.7	0.9	2	0.8	1.2	1	4.5	4.1	2.3	3.1	0.5	0.8	1.3	0.4	0.6	18.1
-10Mil	12.6	2.7	8.9	11.5	6	4.4	10.6	3.9	1.1	1.9	1.1	0.3	0.2	1	0.6	1.8	1.5	4.3	2.7	1.5	1.6	1.3	0.9	1.4	0.2	1.2	10.4
10-50Mil	9.3	1.8	10	11.3	4.5	4.6	13.1	3.9	0.9	1.2	1.1	1.5	0.5	2.4	1.6	1.9	1	3.1	2	1.3	2.3	1.6	1.3	1	0.1	0.8	11.7
50-200Mil	9.1	2.6	9.9	14.9	4.7	5.2	6.8	1.8	0.5	1.1	1.1	1.1	1.1	1.4	0.7	1.3	0.4	3.2	3.2	1.8	1.2	1.2	0.8	3.1	0.7	1.1	13.7
+200Mil	11	3.3	9.6	11.9	3.9	4.3	8	2.3	1	1.2	1	0.5	1.1	0.7	0.9	1	0.8	5	3.5	1.9	1.5	1.7	0.9	1.2	0.1	1	15.6
USUARIO OTT	7.9	0.9	5.9	8.4	3.4	5.8	9	0.9	1.1	0.6	0.9	0.7	3.4	1.8	0.7	0.5	0.4	2.8	1.5	2.4	1.7	1	0.6	1.1	0.9	0.8	28.5

# SHARE% POR COMUNIDADES AUTÓNOMAS

DOS30'

Ámbito	Cuota%
ASTURIAS	2.5
CASTILLA LA MANCHA	0.5
EUSKADI	0.5
C. VALENCIANA	0.5
MURCIA	0.3
CANARIAS	0.3
ESPAÑA	0.2
MADRID	0.2
BALEARES	0.2
GALICIA	0.2
ARAGÓN	0.1
RESTO	0.1
ANDALUCÍA	0
CASTILLA Y LEÓN	0
CATALUÑA	0