

BENIDORM FEST:FINAL

04 FEB 2023

La1

22:04 - 24:07 (123')

SHARE%

14.7%

AcepFr%

148.6%

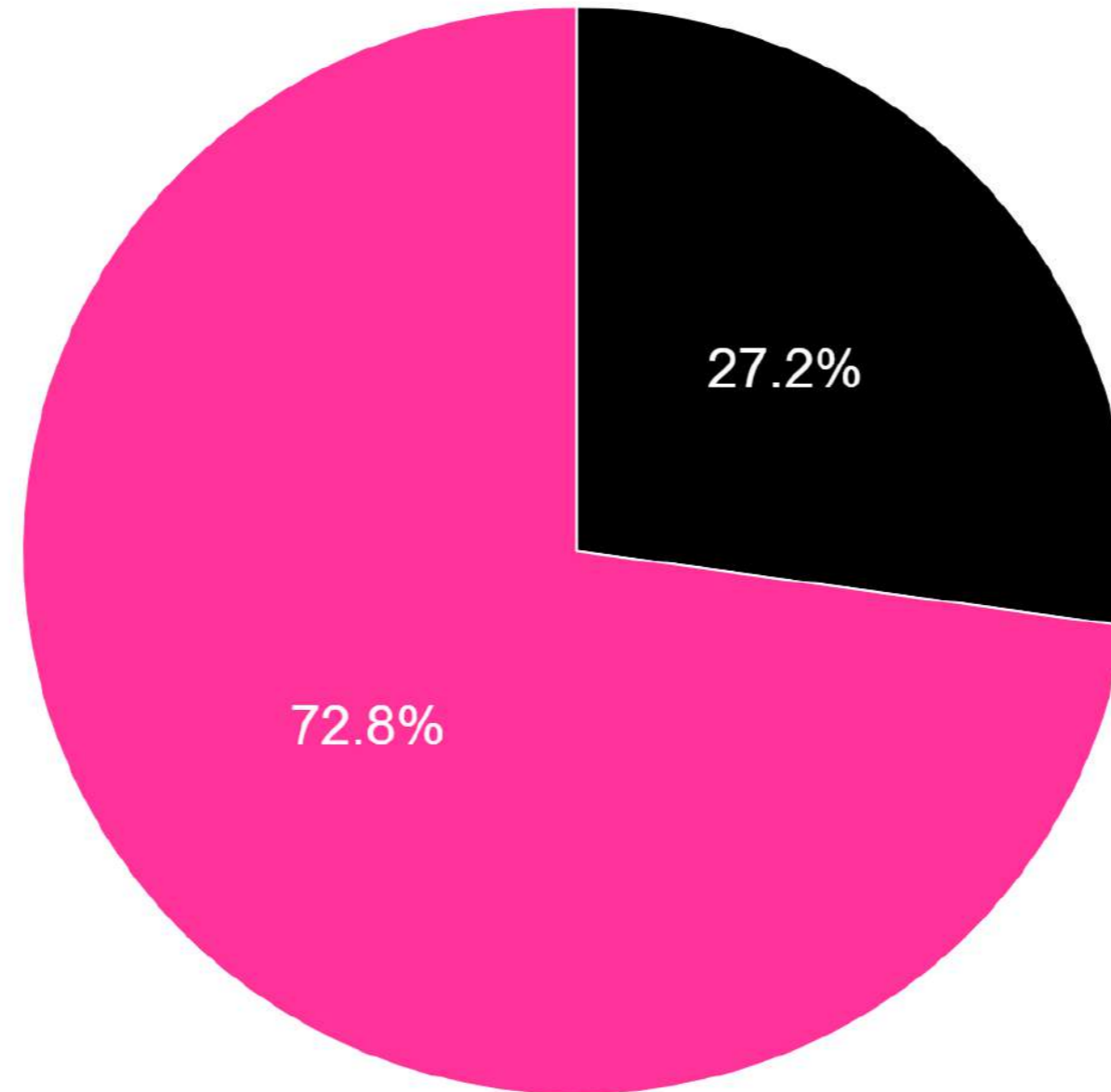
*Elaborado por DOS30' sobre datos de Kantar Media

PERFIL (Y PLUSVALÍAS) DEL PROGRAMA

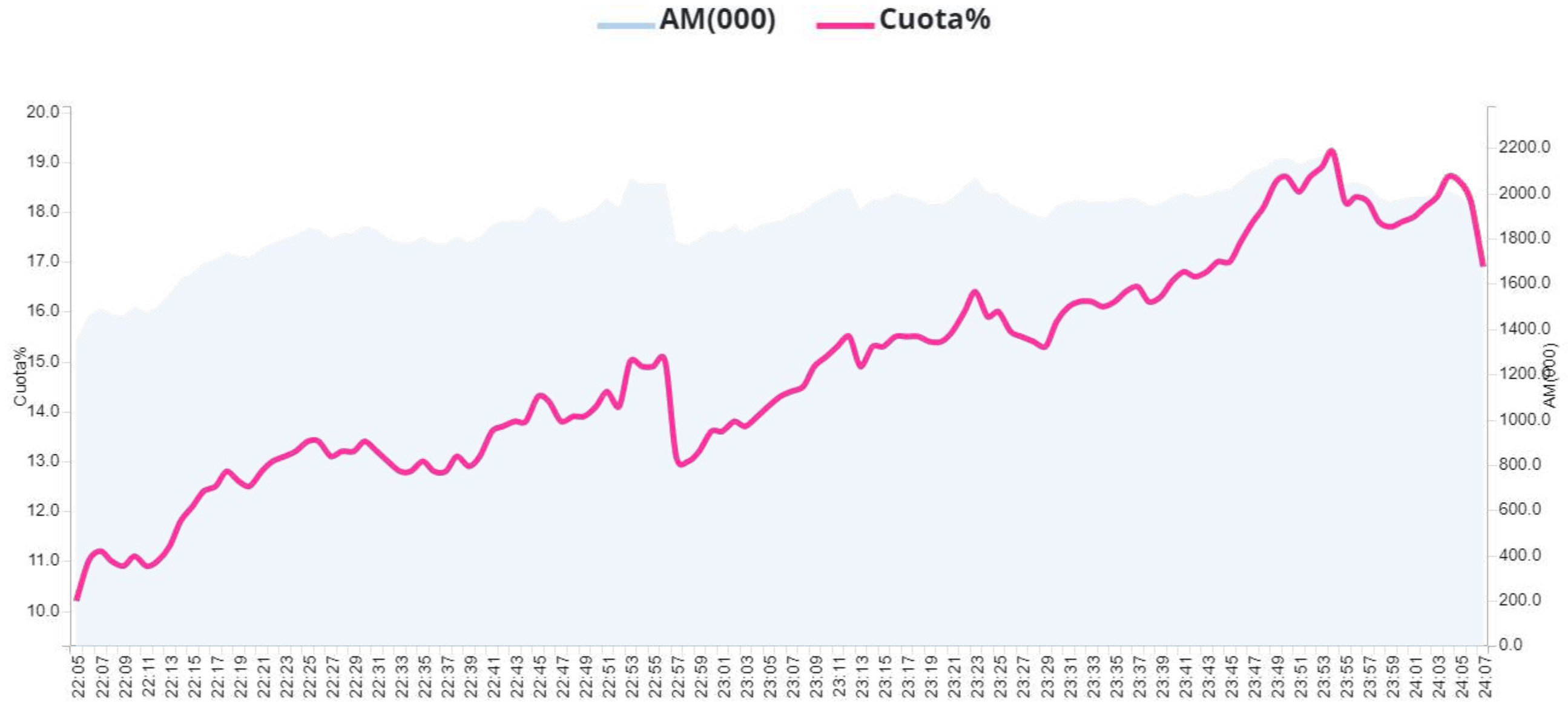
Targets	Cuota%	AM(000)	MAA(000)	FidM%	ACad%	AcepFr%	Perfil%
IND. 4+	14.7	1887	5211	36.2	27.2	148.6	100
HOMBRES	15.3	905	2484	36.4	28.8	156	47.9
MUJERES	14.2	982	2727	36	25.9	142.4	52.1
NIÑOS (4-12)	14.5	72	203	35.7	41.7	260.2	3.8
JÓVENES (13-24)	18	116	263	44.1	29.6	156.6	6.1
ADULTOS JÓVENES (25-44)	22.6	474	911	52	48.6	244.7	25.1
ADULTOS (45-64)	13.3	671	1998	33.6	27.3	147.8	35.5
MAYORES 65	12.2	554	1837	30.2	18.8	106.5	29.4
TARGET COMERCIAL	18.3	726	1795	40.4	40	206.4	38.5
-10Mil	12.7	336	1003	33.5	21.3	118.3	17.8
10-50Mil	13.5	491	1442	34.1	28.7	152.4	26
50-200Mil	16.2	422	1109	38.1	30.7	169.1	22.4
+200Mil	16.3	638	1657	38.5	28	154.7	33.8
USUARIO OTT	16.5	240	612	39.2	38.2	197.2	12.7

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■ BENIDORM FEST:FINAL ■ Resto de programación

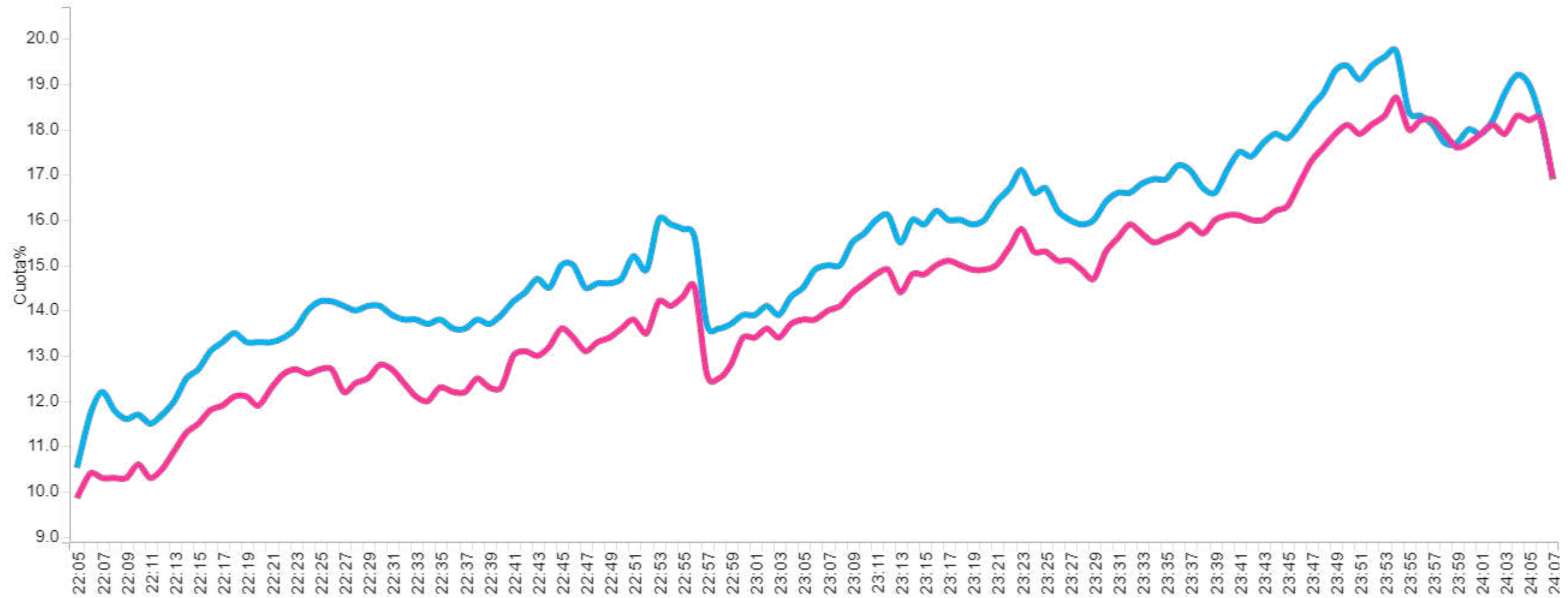


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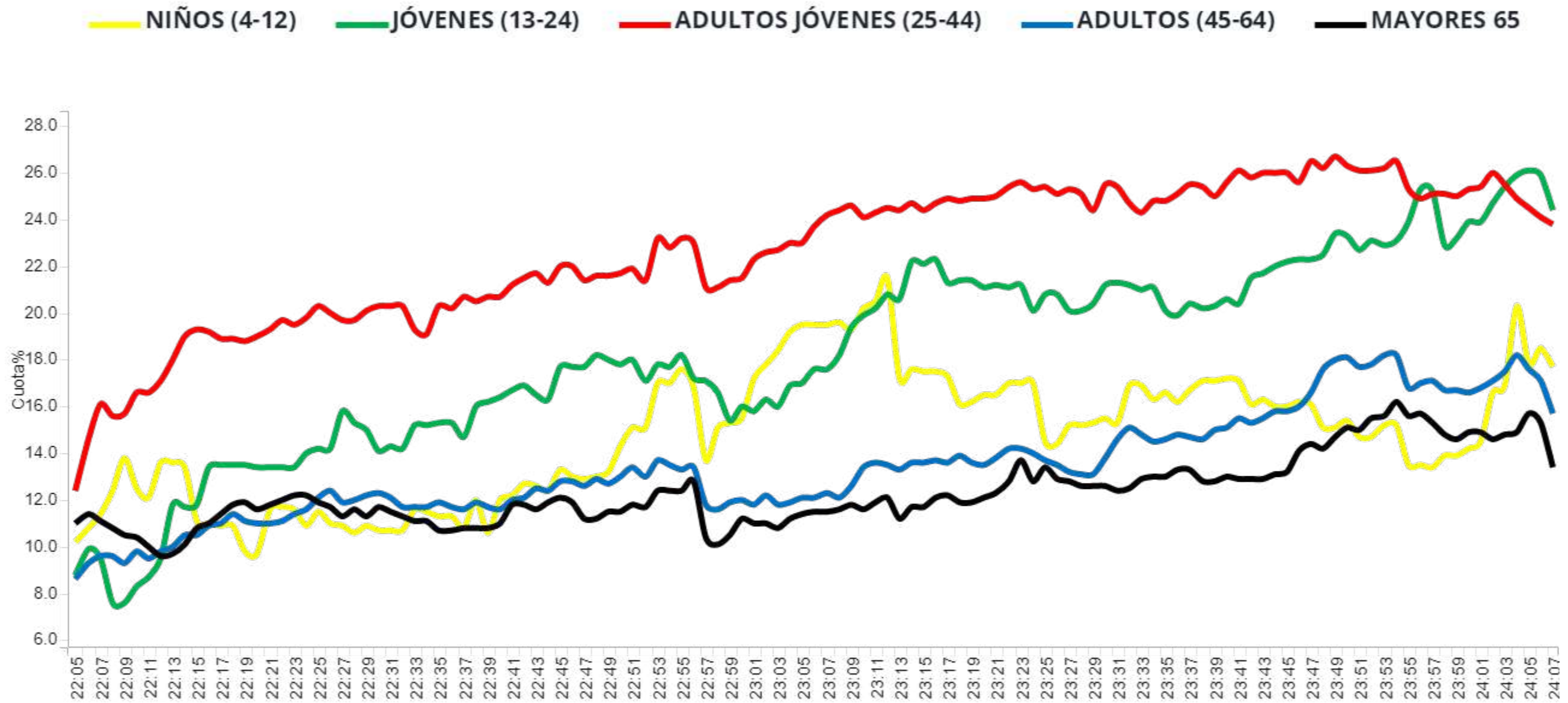


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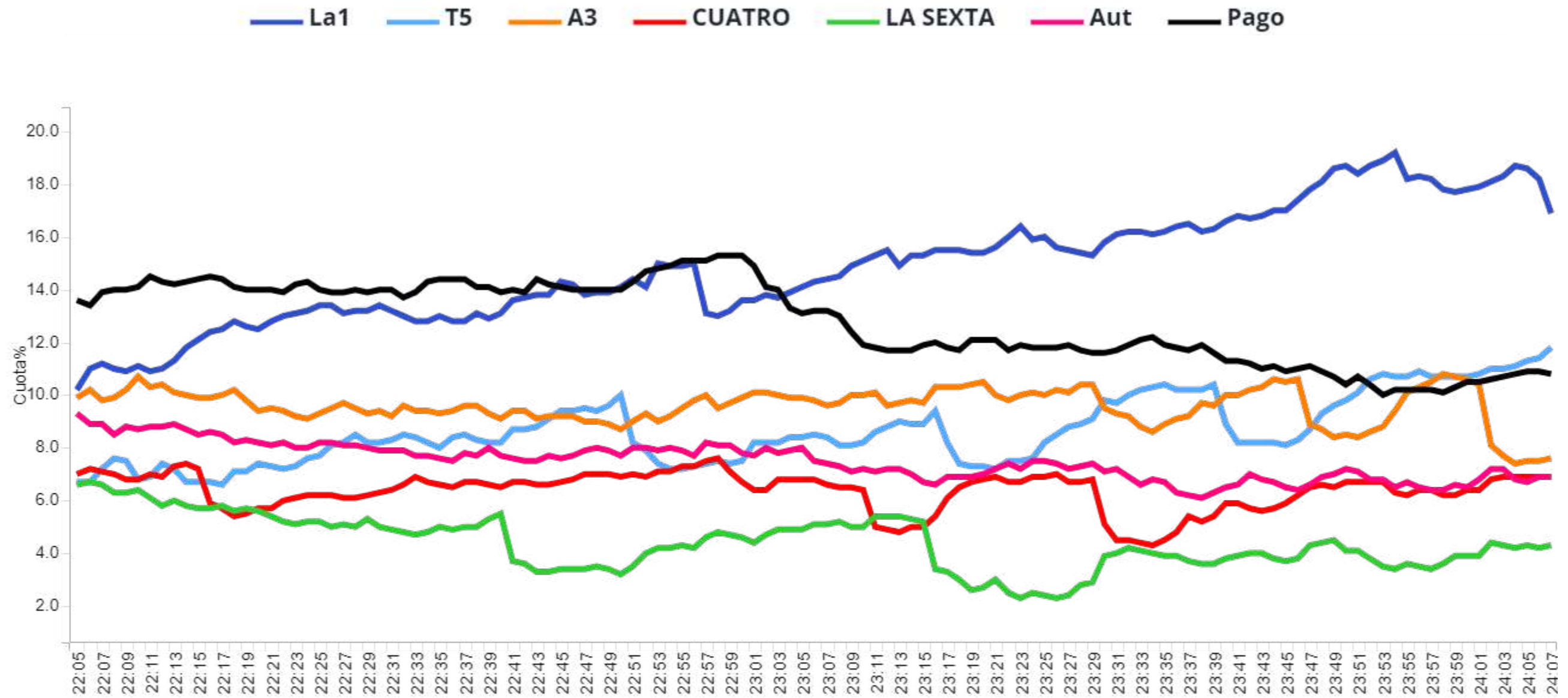
HOMBRES MUJERES



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¿QUÉ CADENA LIDERÓ EN CADA TARGET?

Targets	*	2	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
		2	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
IND. 4+	14.7	3.6	8.6	9.6	6.4	4.4	7.5	2.3	0.4	1.3	1.4	0.8	0.9	1.7	0.3	2.3	0.7	3.2	1.9	1.7	1.5	2	1.5	0.3	0.6	1.2	12.9	
HOMBRES	15.3	2.9	7.5	9.3	7.1	4.5	6.9	2.7	0.6	1	1.6	0.8	0.7	2	0.2	1	0.6	3	2.3	1.7	1.5	1.3	1.5	0.5	0.3	2.1	14.6	
MUJERES	14.2	4.2	9.5	9.8	5.8	4.3	8.1	1.9	0.3	1.6	1.3	0.8	1.1	1.4	0.4	3.4	0.9	3.4	1.5	1.6	1.4	2.6	1.4	0.1	0.8	0.5	11.5	
NIÑOS (4-12)	14.5	0.2	8.5	9.7	5.2	2.7	4.7	0.5	0.2	0	0	7.6	3.5	1.6	1.2	1.9	0.2	4	3.3	1.2	0.3	1	1.5	0.2	0.1	0.6	15	
JÓVENES (13-24)	18	1.2	3.7	7.5	4.8	2.8	1.5	1	0	0.3	0.9	2	1.4	3.2	0.2	2.5	0.3	3.9	6.4	1.9	0.6	1.7	0.5	0.2	1.1	0.9	23.2	
ADULTOS JÓV. (25-44)	22.6	1.1	9.8	7.3	7.2	3.4	3.9	0.6	0.2	1	1.6	1.2	1.7	3	0.9	1.9	0.8	2.4	2	1.8	2.1	2	1.3	0.1	0.5	0.8	12.1	
ADULTOS (45-64)	13.3	3.1	9.2	11.5	8	4.6	5.2	1.7	0.5	1.4	1.6	0.4	0.6	1.3	0.1	1.7	0.8	4	1.7	2.4	1.6	1.2	1.8	0.2	0.7	1.1	15.1	
MAYORES 65	12.2	6	8	8.8	4.6	5.1	12.9	4.1	0.6	1.5	1.4	0.2	0.5	1.4	0.1	3.2	0.8	2.6	1.2	0.8	1.3	3	1.3	0.6	0.5	1.7	9.1	
TARGET COMERCIAL	18.3	2	9.8	8.7	8	4.7	4	1.1	0.3	1	1.5	0.8	0.8	2	0.3	1.4	0.5	3.3	1.5	1.7	0.9	0.7	1.1	0.3	0.9	1	17.3	
-10Mil	12.7	3.5	7.4	8.7	6.2	5.2	8.8	2.3	0.5	1.8	2.1	0.5	0.9	1.6	0.4	2.8	1.4	2.1	2.9	3.1	2.3	3	1.4	0.2	0.1	1.1	12.1	
10-50Mil	13.5	3.6	9.1	10.3	7.2	4.1	8	2.6	0.5	1.1	1.3	1.8	1.2	2.2	0.4	2.1	0.8	4.2	1	1.3	1.3	2.5	1.7	0.3	0.6	1.2	10.1	
50-200Mil	16.2	2.5	8.4	7.9	7.6	5.3	6.9	2.3	0.4	1	1.2	0.5	0.6	1.9	0.2	3.4	0.4	3.1	2	1.1	1.8	1	2	0.6	0.8	1.5	13.1	
+200Mil	16.3	4.3	9	10.6	4.9	3.6	6.6	1.9	0.4	1.3	1.2	0.3	0.8	1.2	0.1	1.4	0.5	3.2	1.8	1.5	0.9	1.5	0.9	0.2	0.8	1.2	15.9	
USUARIO OTT	16.5	0.7	9.4	9.1	4.7	3.8	4.1	0.7	0.6	0.3	1.3	0.9	2	1.3	0.3	1	0.2	3.3	1.3	1.6	0.4	1.1	0.4	0.4	0.1	0.5	26.6	

SHARE% POR COMUNIDADES AUTÓNOMAS

Ámbito	Cuota%
C. VALENCIANA	21.8
CASTILLA Y LEÓN	19.9
MURCIA	17.6
MADRID	17.1
EUSKADI	16.4
ARAGÓN	16.2
CASTILLA LA MANCHA	16.1
GALICIA	15.7
BALEARES	14.7
ESPAÑA	14.7
ASTURIAS	14.1
ANDALUCÍA	12.5
CANARIAS	11.1
CATALUÑA	8.8
RESTO	8.1