

BENIDORM FEST:SEMIFINAL 02

02 FEB 2023

La1

22:38 - 24:38 (120')

SHARE%

9.4%

AcepFr%

111.9%

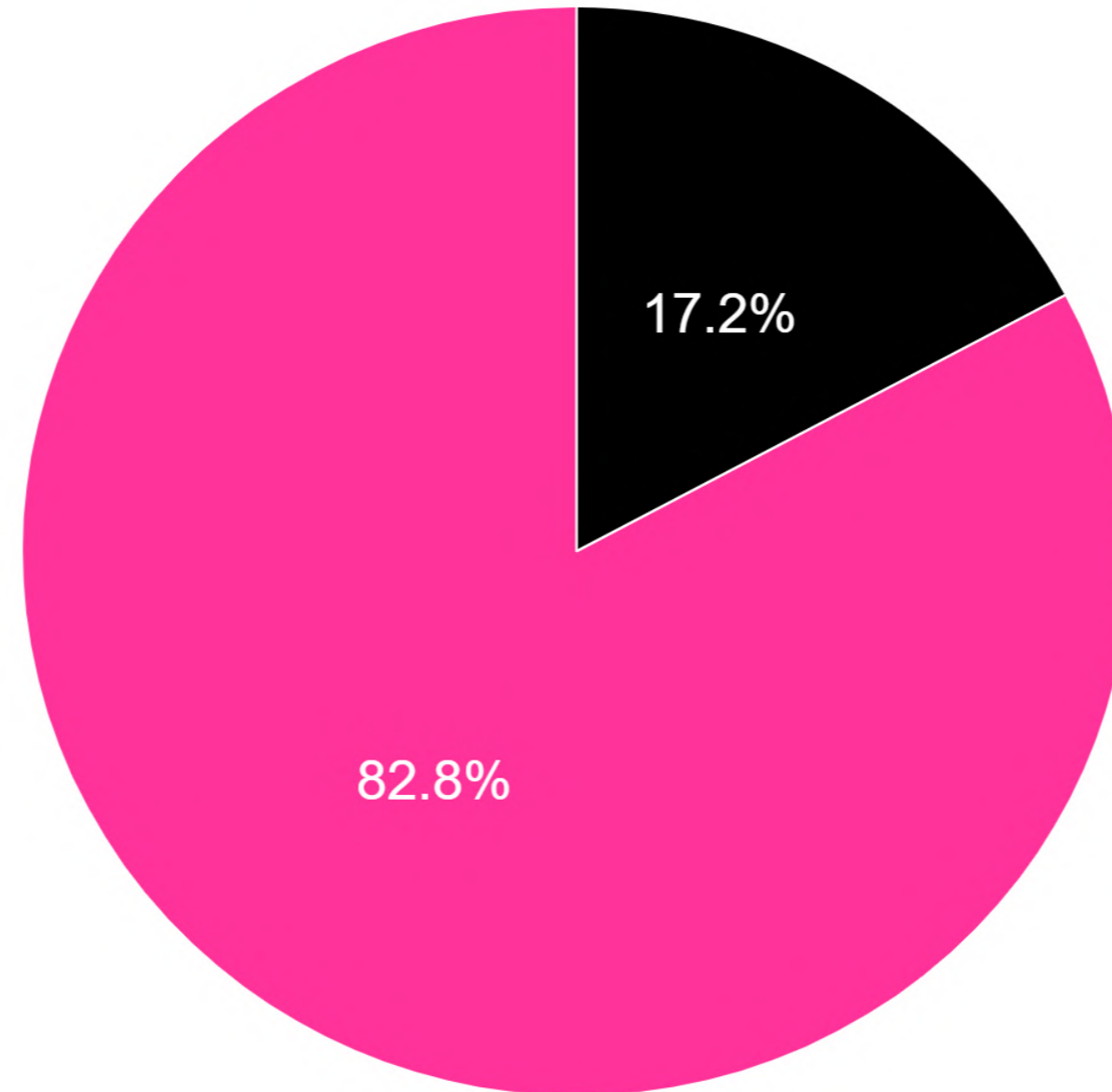
*Elaborado por DOS30' sobre datos de Kantar Media

PERFIL (Y PLUSVALÍAS) DEL PROGRAMA

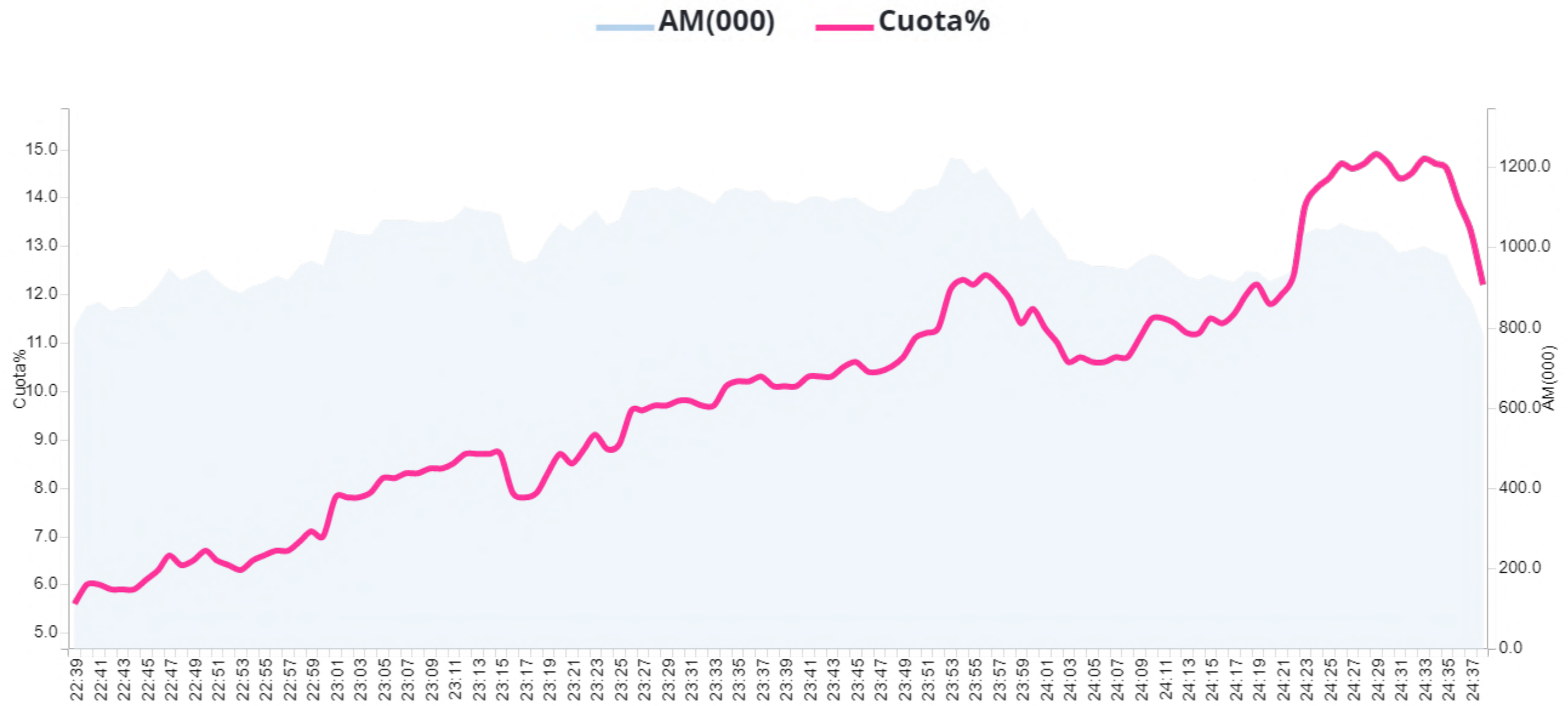
Targets	Cuota%	AM(000)	MAA(000)	FidM%	ACad%	AcepFr%	Perfil%
IND. 4+	9.4	1020	3169	32.2	17.2	111.9	100
HOMBRES	10.8	541	1546	35	19.4	121.4	53.1
MUJERES	8.2	479	1622	29.5	15.2	102.3	46.9
NIÑOS (4-12)	2.6	6	17	34.8	9.7	94.7	0.6
JÓVENES (13-24)	16.5	91	178	51.1	29.7	171.1	8.9
ADULTOS JÓVENES (25-44)	15.6	303	630	48.1	37	205.5	29.7
ADULTOS (45-64)	8.2	361	1263	28.6	16.7	102.4	35.4
MAYORES 65	6.9	259	1081	24	10	73.7	25.4
TARGET COMERCIAL	12.4	441	1121	39.3	27.8	156	43.2
-10Mil	8.3	189	624	30.2	14.2	96.1	18.5
10-50Mil	8.5	243	747	32.5	16.6	109.5	23.8
50-200Mil	10.3	245	725	33.8	19	121.7	24
+200Mil	10.2	344	1073	32.1	18.5	117.3	33.7
USUARIO OTT	13.6	142	344	41.3	27	182.2	13.9

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■ BENIDORM FEST:SEMIFINAL 02 ■ Resto de programación

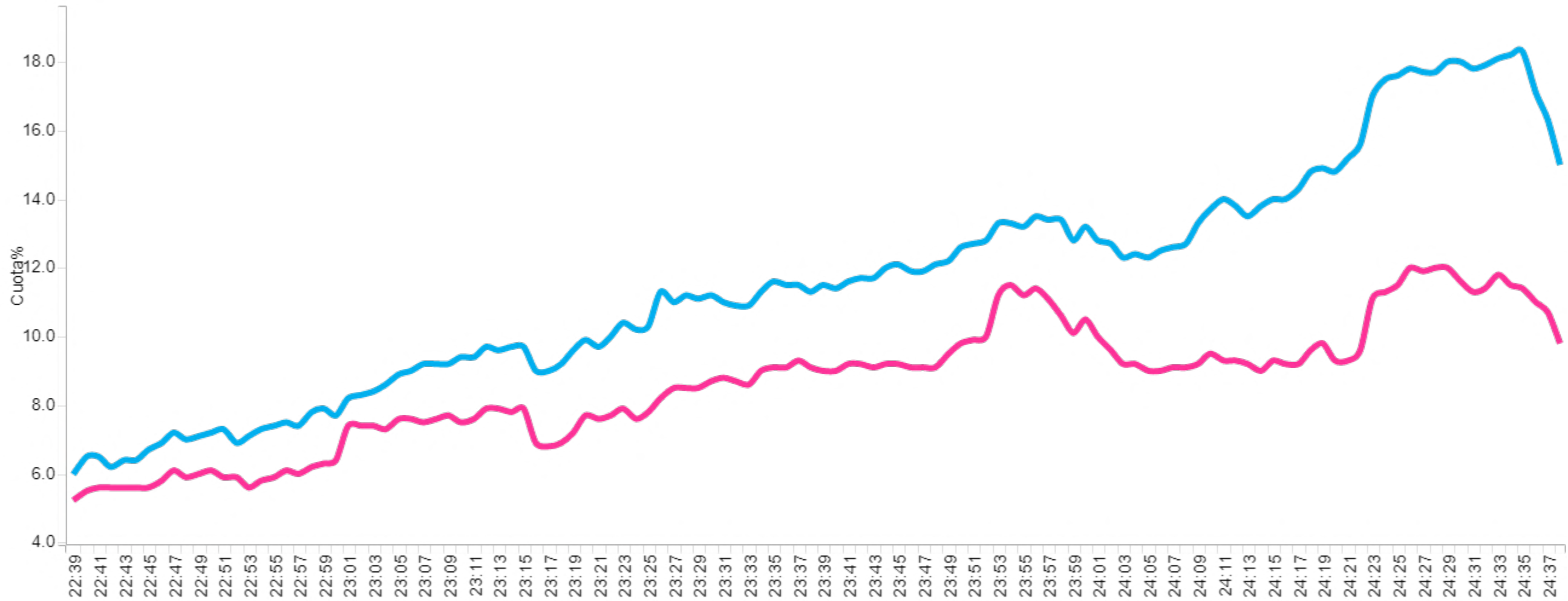


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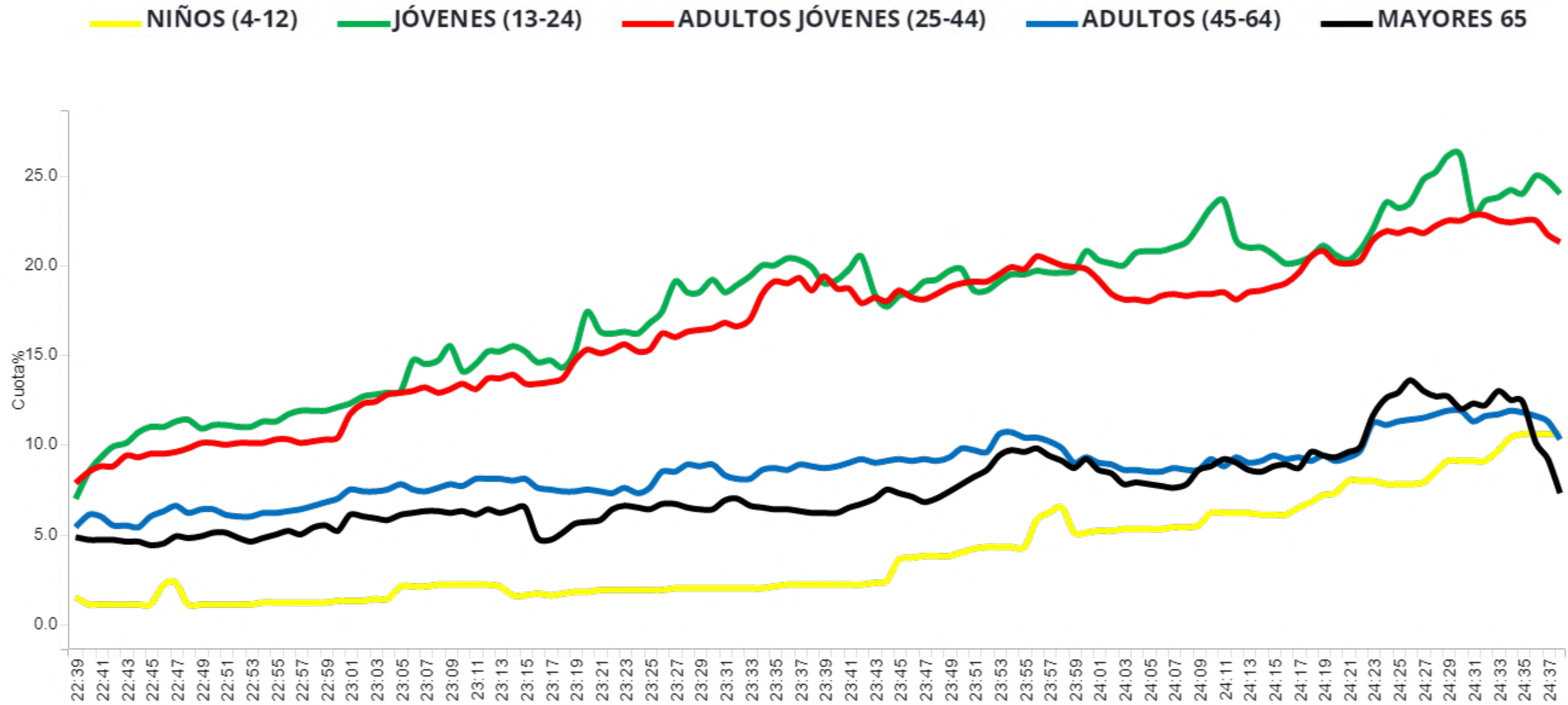


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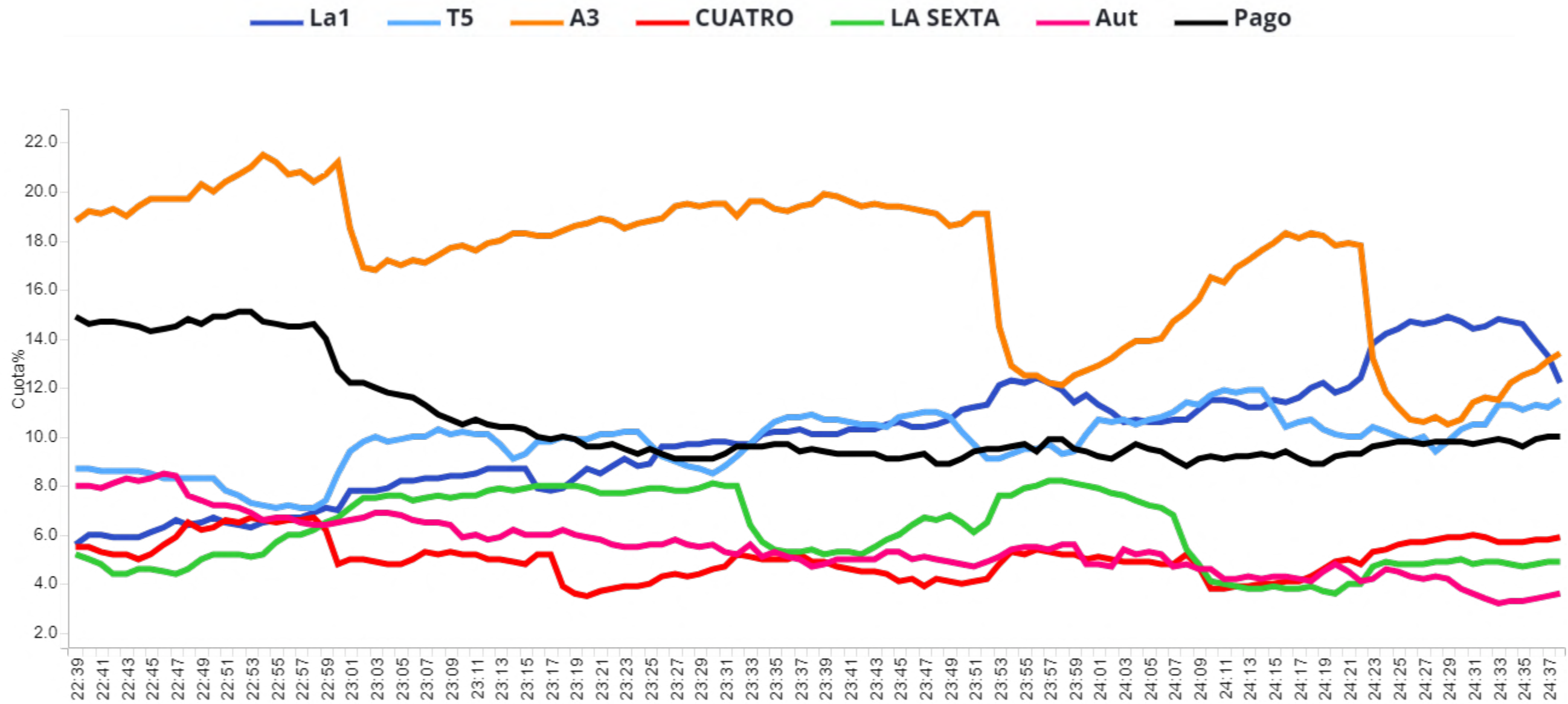
HOMBRES MUJERES



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¿QUÉ CADENA LIDERÓ EN CADA TARGET?

Targets	*	2	5			forta	TRECE	24h	A3S ATRESERIES	BE MAD	BOING	clan	DMAX	Disney CHANNEL	d	DKISS	E.	F.	MEGA	neox	NOVO	Paramount NETWORK	tdp	ten	GOLDFISH	TEMÁTICAS PAGO	
IND. 4+	9.4	2.9	9.6	17.7	5.1	6.2	5.8	1.9	1.1	2	1.9	0.3	0.7	1.2	0.3	2.3	0.9	2.7	2.6	1.3	2	2.4	1.2	0.4	0.5	1.4	11
HOMBRES	10.8	3.6	6.2	15.6	4.7	6.8	5.6	2.3	1.4	1.4	2.5	0.3	0.6	1.7	0.2	1	0.5	2.2	3.3	1.6	2.6	1.4	1.4	0.7	0.3	2.4	12.8
MUJERES	8.2	2.2	12.6	19.5	5.4	5.7	6	1.5	0.8	2.4	1.4	0.2	0.7	0.9	0.3	3.4	1.2	3.1	2	1	1.4	3.2	1	0.1	0.7	0.6	9.4
NIÑOS (4-12)	2.6	3.3	14.2	17	0.9	2.5	4.1	1.4	0.3	0	2.4	4.2	3.3	0.7	4.3	0.6	0.3	1.5	6.9	0.9	0	0.9	0	0.1	0	1.9	17.3
JÓVENES (13-24)	16.5	3	10.9	17.1	3.4	8.8	3.6	0.1	0.1	0.1	0.5	0.8	1.3	0.3	0.7	0.5	0.1	1.3	4.2	1.9	1.6	1.7	0.1	0	0.1	1.1	15.1
ADULTOS JÓV. (25-44)	15.6	2.3	10.5	13.4	6.1	8.9	3.6	0.1	0.6	0.8	1.1	0.5	0.7	1.2	0.1	1.9	0.6	2.5	3.1	2.1	1.6	2.3	0.6	0.1	0.5	1.1	9.4
ADULTOS (45-64)	8.2	2.8	7.7	18.8	5.7	6.8	4.7	1.6	1	2.4	2.1	0.2	0.7	1.7	0.1	1.7	1.1	3.3	3.2	1.4	2.6	1.5	1.1	0.4	0.9	1.2	12.8
MAYORES 65	6.9	3.1	11	18.8	4.3	4	8.7	3.5	1.6	2.4	2.3	0	0.4	0.8	0.2	3.5	0.9	2.2	1.1	0.7	1.7	3.6	1.7	0.5	0.2	1.9	8.6
TARGET COMERCIAL	12.4	2.9	8.3	17	5.7	7.4	3.9	0.9	0.9	1	1.7	0.4	0.5	1.2	0	1	1.1	2.8	3.2	1.7	1.7	0.8	0.8	0.2	0.6	1.1	14.1
-10Mil	8.3	1.8	8.9	17.9	6.1	7.6	6.2	2.6	1.1	2	1.8	0.2	1.1	1.1	0.5	3.1	0.7	2.8	2.6	1.1	2.8	4.1	1.3	0.6	0.7	1.7	7.3
10-50Mil	8.5	2.9	11	16	3.7	7	6.5	1.8	0.9	1.5	2.8	0.6	1	1.7	0.2	2	0.9	3.7	2.8	1.2	2.1	2	1.3	0.3	0.5	1.2	10.7
50-200Mil	10.3	2.9	8.1	20	5.9	5.3	6	2.1	1	1.7	1.6	0.1	0.3	1.1	0.1	3.3	1	1.6	3.2	1.8	0.8	1.1	1.6	0.4	0.6	1.8	11.1
+200Mil	10.2	3.5	10.1	17.4	4.9	5.2	4.8	1.3	1.4	2.5	1.5	0.2	0.4	1	0.2	1.3	1	2.4	2	1.1	2.1	2.4	0.7	0.3	0.4	1.2	13.6
USUARIO OTT	13.6	2	11.4	12.9	5.2	6.9	3.4	0.8	0.6	1.1	1	0.2	0.5	1.1	0.3	0.4	1.3	2.1	1	0.8	1.1	0.9	0.2	0.1	0.2	0.6	20.6

SHARE% POR COMUNIDADES AUTÓNOMAS

Ámbito	Cuota%
CASTILLA LA MANCHA	15
MADRID	14.4
C. VALENCIANA	14.2
CASTILLA Y LEÓN	11.8
ESPAÑA	9.4
MURCIA	9.3
ARAGÓN	8.6
ASTURIAS	8.3
ANDALUCÍA	8
EUSKADI	7.5
CANARIAS	7.4
GALICIA	6.4
CATALUÑA	5.9
BALEARES	5.1
RESTO	3.2