

BENIDORM FEST 2023:SEMIFIN

31 ENE 2023

La1

22:50 - 24:51 (121')

SHARE%

10%

AcepFr%

116.4%

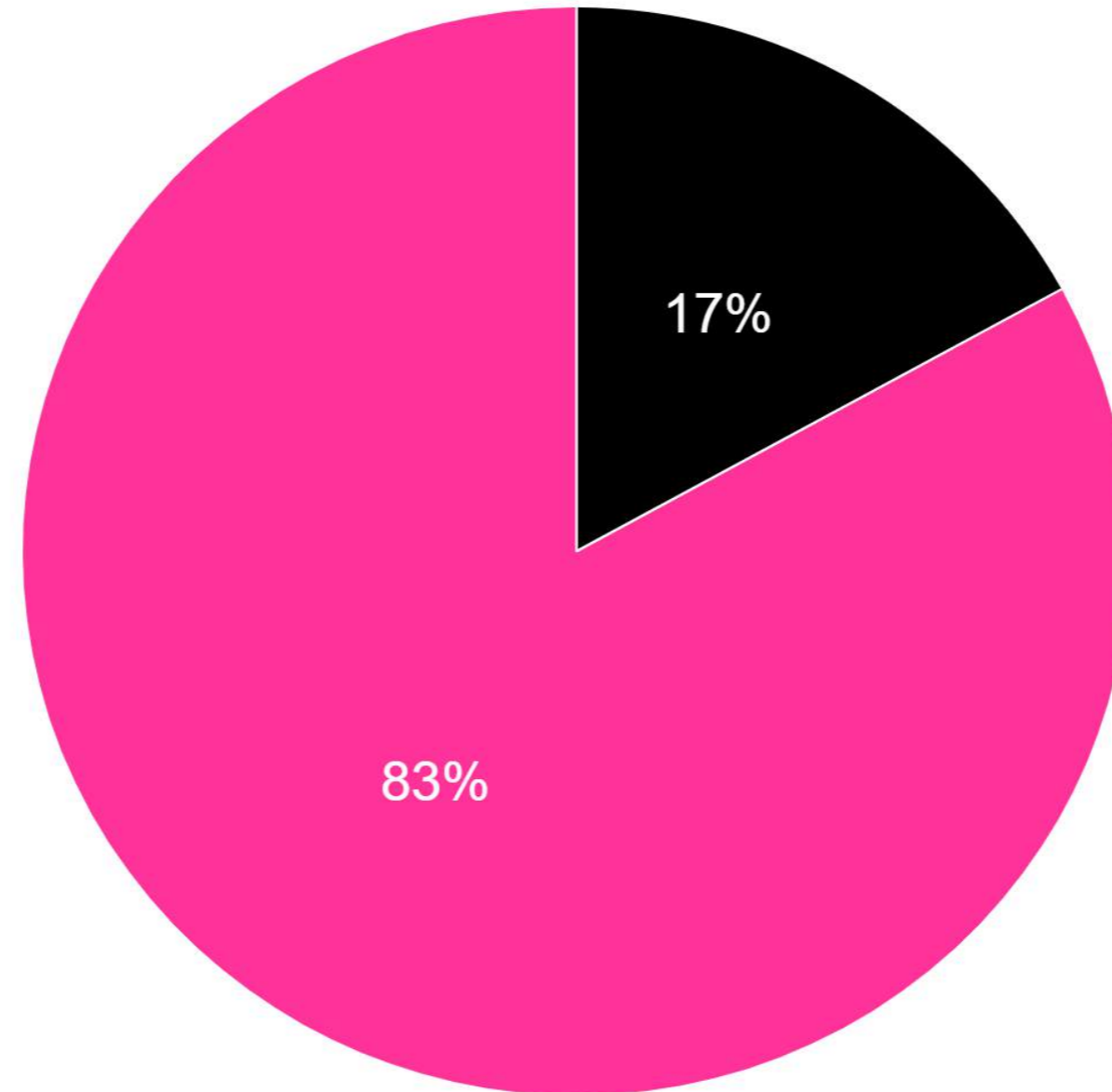
*Elaborado por DOS30' sobre datos de Kantar Media

PERFIL (Y PLUSVALÍAS) DEL PROGRAMA

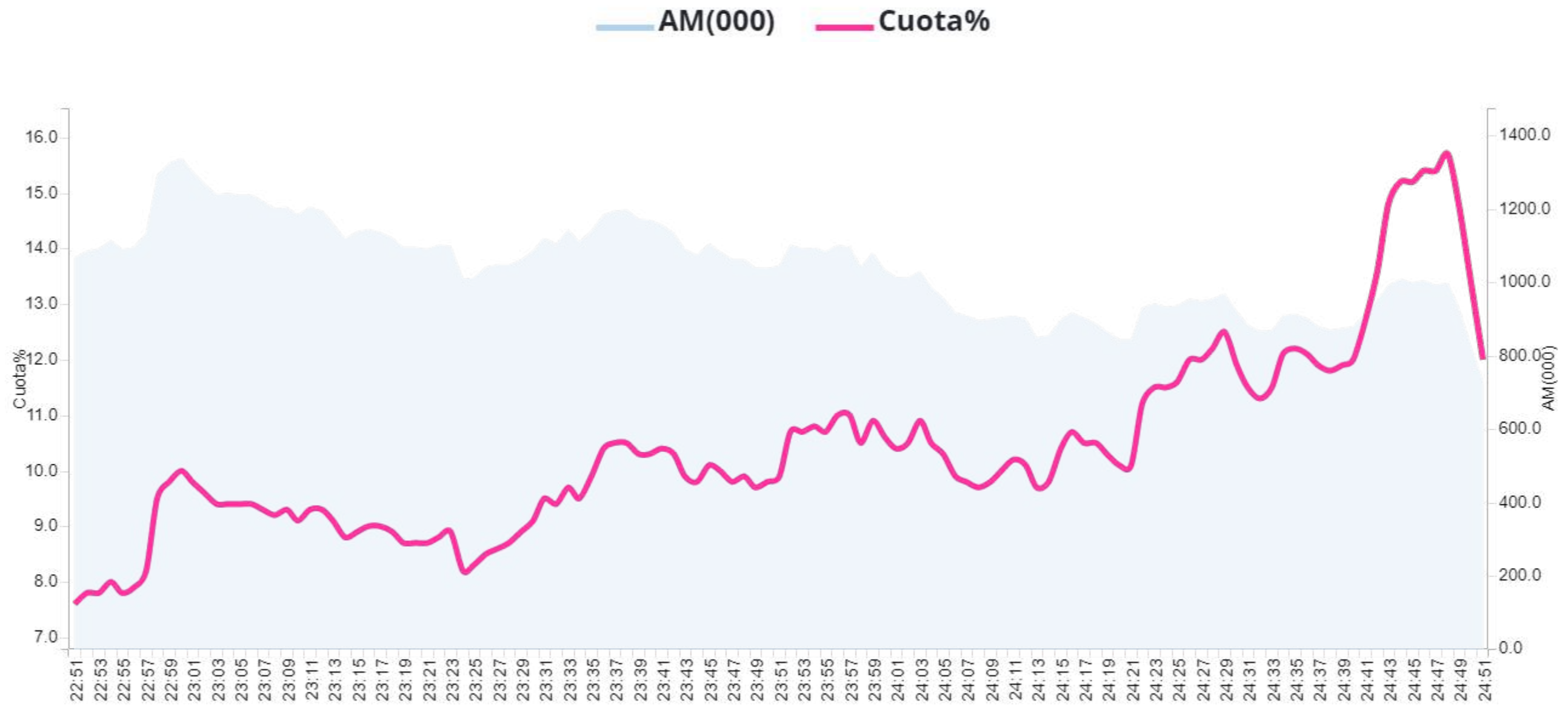
Targets	Cuota%	AM(000)	MAA(000)	FidM%	ACad%	AcepFr%	Perfil%
IND. 4+	10	1044	3222	32.4	17	116.4	100
HOMBRES	11.4	543	1552	35	18.2	121.5	52
MUJERES	8.9	501	1670	30	15.9	111	48
NIÑOS (4-12)	6.3	11	40	26.5	15.3	173.2	1
JÓVENES (13-24)	16.5	84	169	49.6	27.9	163.2	8
ADULTOS JÓVENES (25-44)	18.4	336	599	56.2	39.1	230.6	32.2
ADULTOS (45-64)	8.8	373	1322	28.2	16.4	105.6	35.7
MAYORES 65	6.6	240	1092	22	9.1	70.4	23
TARGET COMERCIAL	14.8	504	1168	43.1	29.7	175.3	48.3
-10Mil	8.2	178	705	25.3	13.5	95	17.1
10-50Mil	10.6	289	782	37	19.2	133.6	27.7
50-200Mil	9.9	205	649	31.6	16.4	118.5	19.7
+200Mil	10.9	371	1085	34.2	18.1	115.2	35.6
USUARIO OTT	14.7	159	391	40.6	27.3	176.9	15.2

BENIDORM FEST 2023:SEMIFINAL 01 - 31 ENE 2023

■ BENIDORM FEST 2023:SEMIFINAL 01 ■ Resto de programación

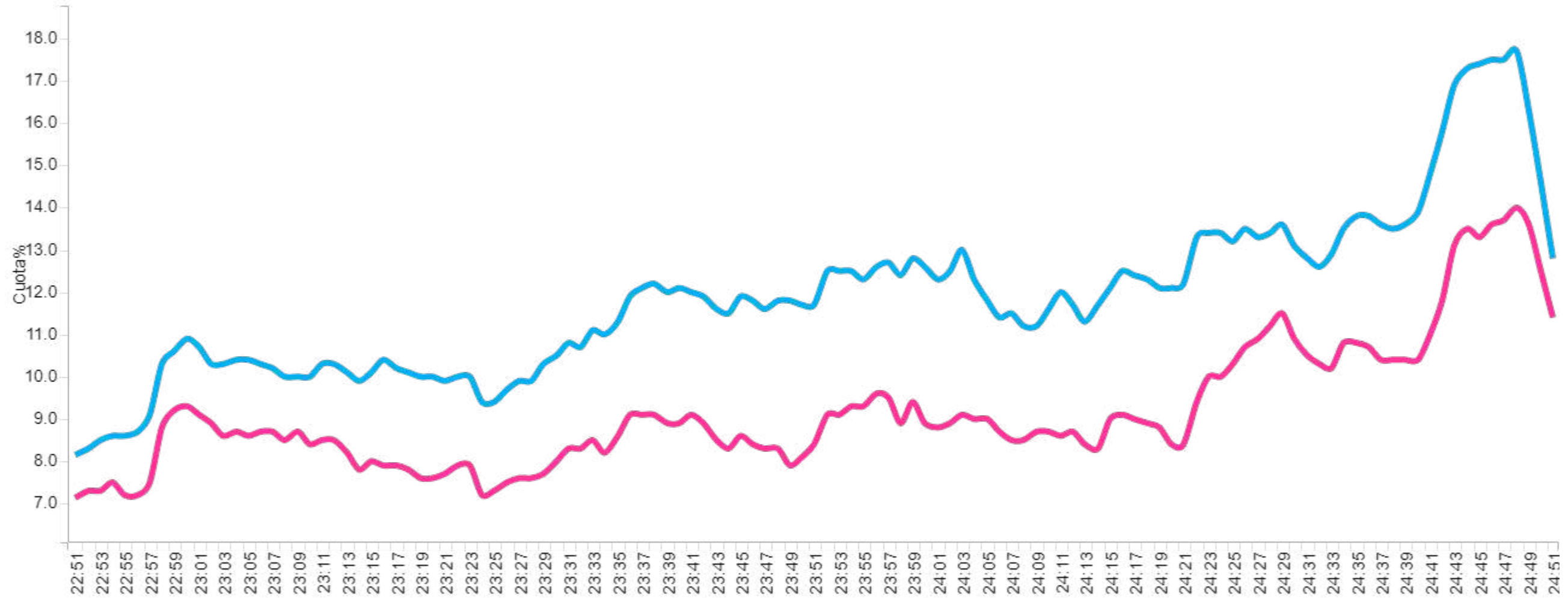


BENIDORM FEST 2023:SEMIFINAL 01 - 31 ENE 2023

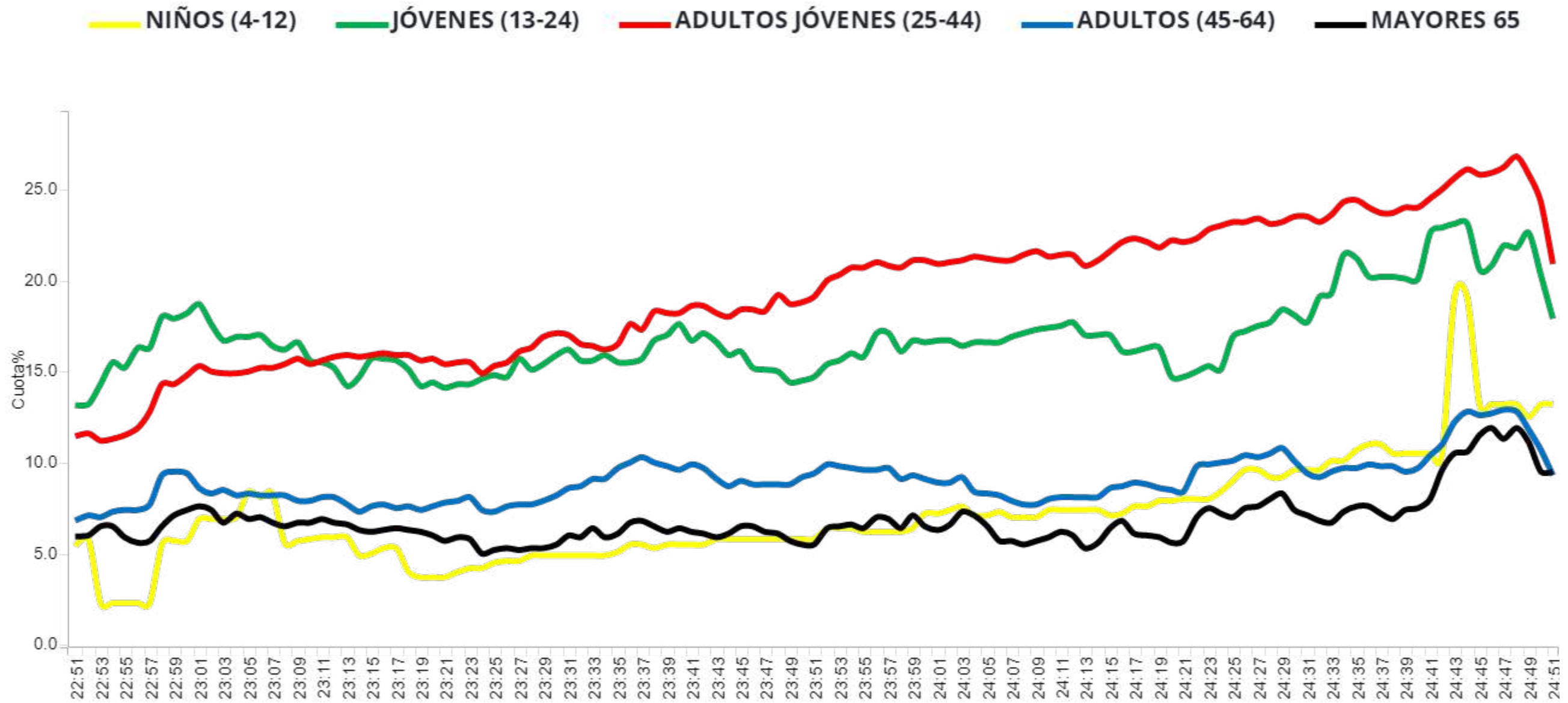


BENIDORM FEST 2023: SEMIFINAL 01 - 31 ENE 2023

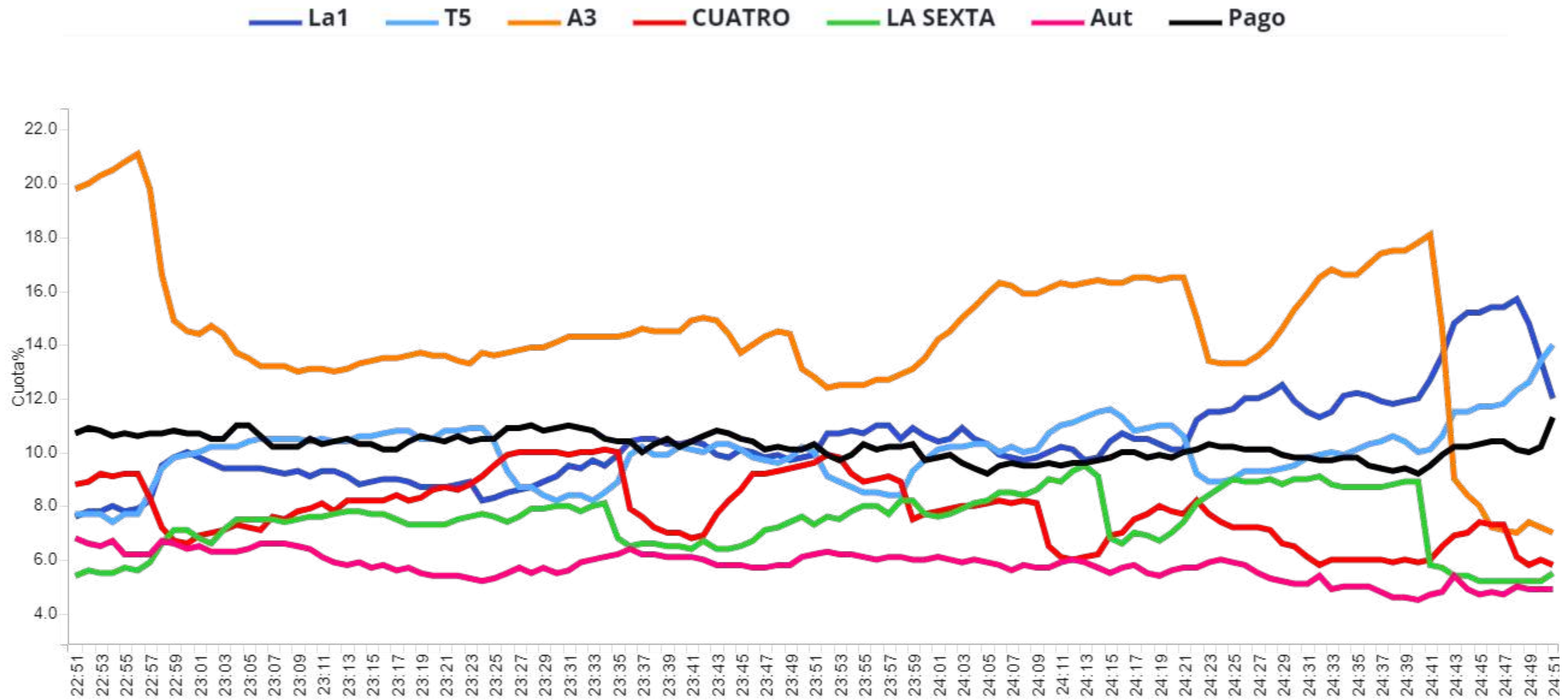
HOMBRES MUJERES



BENIDORM FEST 2023: SEMIFINAL 01 - 31 ENE 2023



BENIDORM FEST 2023: SEMIFINAL 01 - 31 ENE 2023



¿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	3	9.9	14.7	8	7.4	5.9	2	1	1.7	1.5	0.4	0.7	1.2	0.3	1.9	1	4.1	2.2	1.4	1.3	1.4	1.3	0.4	0.4	0.7	10.3
HOMBRES	11.4	3.6	7.8	10.1	6.8	8.8	5.9	2.6	1.2	1.4	1.5	0.4	0.4	1.7	0.2	0.9	1	3.6	2.9	1.9	1.6	0.8	1.9	0.7	0.3	1.2	11.5
MUJERES	8.9	2.4	11.6	18.5	9	6.2	5.8	1.6	0.8	2	1.5	0.3	0.8	0.8	0.3	2.7	1	4.4	1.7	1	1	1.9	0.8	0.1	0.5	0.3	9.3
NIÑOS (4-12)	6.3	0.2	9.6	7.5	8.3	1.8	5.6	0.7	0.1	0.7	5.7	7.6	3.9	2.3	4.3	0	0	8.5	3.8	2.4	2.7	1	0.1	0.2	0	0.1	11.5
JÓVENES (13-24)	16.5	0.3	17.5	7.9	6.9	7	1	0.9	0	0.1	0.8	1	0.1	1	0.3	0.8	0	4.1	4	1.4	1.4	0.5	1.4	0.5	0	1.4	14.8
ADULTOS JÓV. (25-44)	18.4	1.4	17.3	6.3	7.3	4.4	4	0.1	1	1.2	2.1	0.8	0.6	1.4	0.9	0.2	1.1	3.9	3.5	2.2	1.7	0.5	0.4	0.2	0.2	0.9	10.7
ADULTOS (45-64)	8.8	2.9	9.1	12.9	8.2	9.4	5.3	1.5	0.8	1.7	2	0.1	0.7	1.4	0	1.5	1.5	5	2.5	1.6	1.4	1.6	1.7	0.4	0.8	0.7	11.7
MAYORES 65	6.6	4.3	6	22.2	8.3	6.7	8.2	3.9	1.4	2.3	0.6	0	0.6	0.9	0	3.3	0.6	2.9	1	0.7	0.8	1.8	1.4	0.4	0.2	0.5	7.7
TARGET COMERCIAL	14.8	2	12.2	8.1	7.6	6.5	4	0.8	0.4	1.2	2.1	0.5	0.5	1.1	0.3	0.7	1.1	4.6	3.1	1.8	1.7	0.7	1	0.2	0.5	0.9	15.6
-10Mil	8.2	2.1	9.3	17.9	10.2	8.3	6.7	3	1.8	2.3	0.8	0.2	0.8	1.1	0.3	2.6	0.7	2.9	2.3	1.6	0.9	1.8	1.1	0.5	0.6	0.5	6.5
10-50Mil	10.6	2.9	9.7	13.4	6.3	6	7.1	1.9	1	1.4	1.9	0.6	0.7	1.4	0.5	1.8	1.2	5	1.8	1.3	1	1	1.8	0.3	0.4	1	11.5
50-200Mil	9.9	2.8	11.4	15.3	7.7	7	5.5	2.5	0.8	1.1	1.7	0.6	0.7	1	0.2	2.5	1.1	3.3	2.3	1.3	1	1.2	1.5	0.3	0.3	0.5	10
+200Mil	10.9	3.7	9.4	13.2	8.1	8	4.6	1.2	0.7	2	1.6	0.1	0.5	1.2	0.1	1	1	4.4	2.5	1.5	1.9	1.7	0.9	0.4	0.4	0.7	11.8
USUARIO OTT	14.7	1.6	15.7	5.1	6.6	5.3	6.7	1.8	0.3	1.3	0.1	1.1	0.6	1.3	0	0.7	0.5	3.7	2.7	2.3	1.9	1.4	0.1	0.1	0.2	0.2	16

SHARE% POR COMUNIDADES AUTÓNOMAS

Ámbito	Cuota%
MURCIA	14
C. VALENCIANA	13.5
CASTILLA Y LEÓN	13.4
CASTILLA LA MANCHA	12.3
MADRID	11.6
ESPAÑA	10
ANDALUCÍA	9.9
EUSKADI	9.3
CATALUÑA	8.5
ARAGÓN	8.1
CANARIAS	7.3
BALEARES	7.2
GALICIA	7.2
ASTURIAS	6.2
RESTO	4.7