

EL HORMIGUERO - BLANCA PAL

14 FEB 2023

A3

21:54 - 22:55 (61')

SHARE%

16.8%

AcepFr%

108.1%

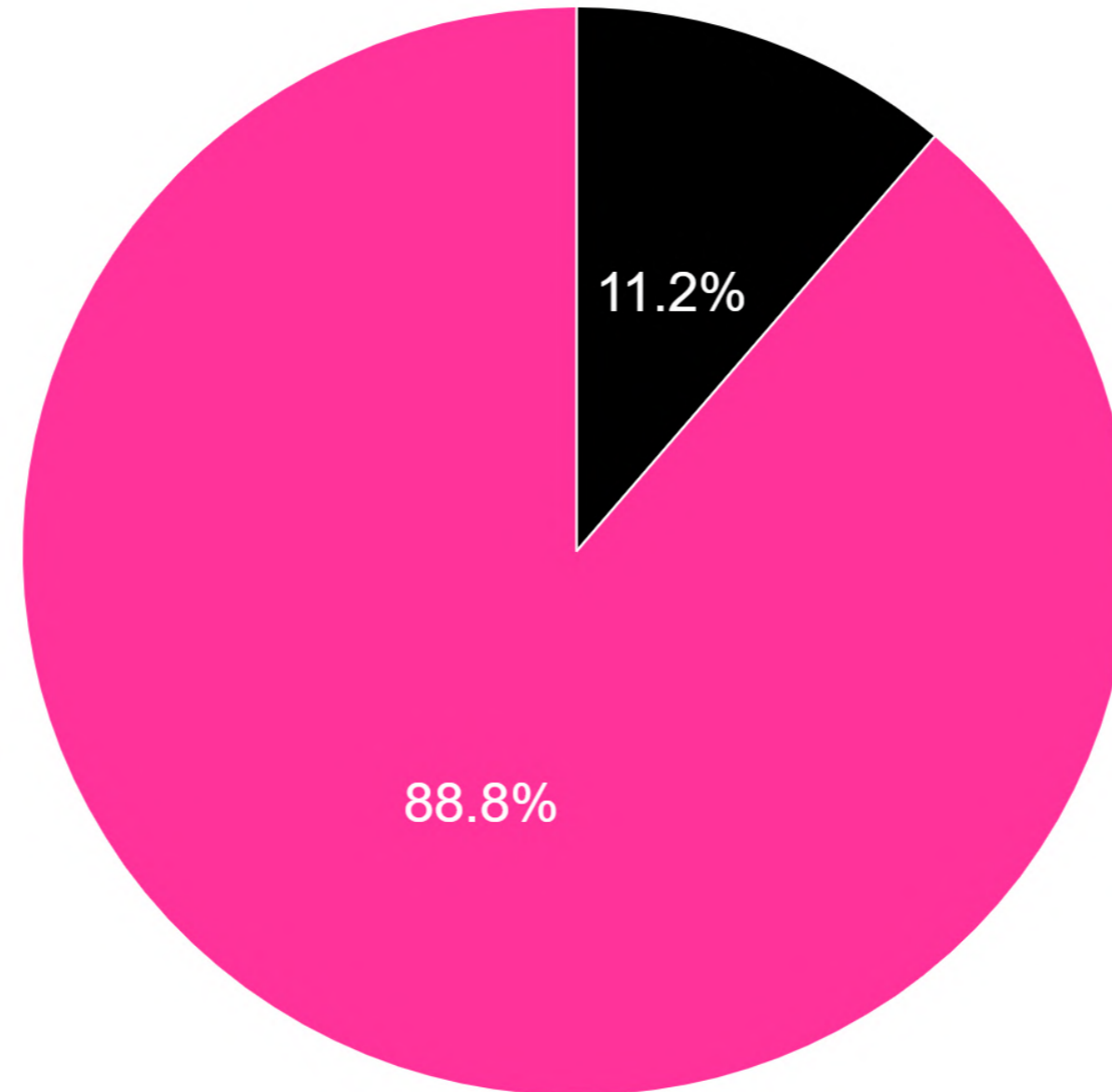
*Elaborado por DOS30' sobre datos de Kantar Media

PERFIL (Y PLUSVALÍAS) DEL PROGRAMA

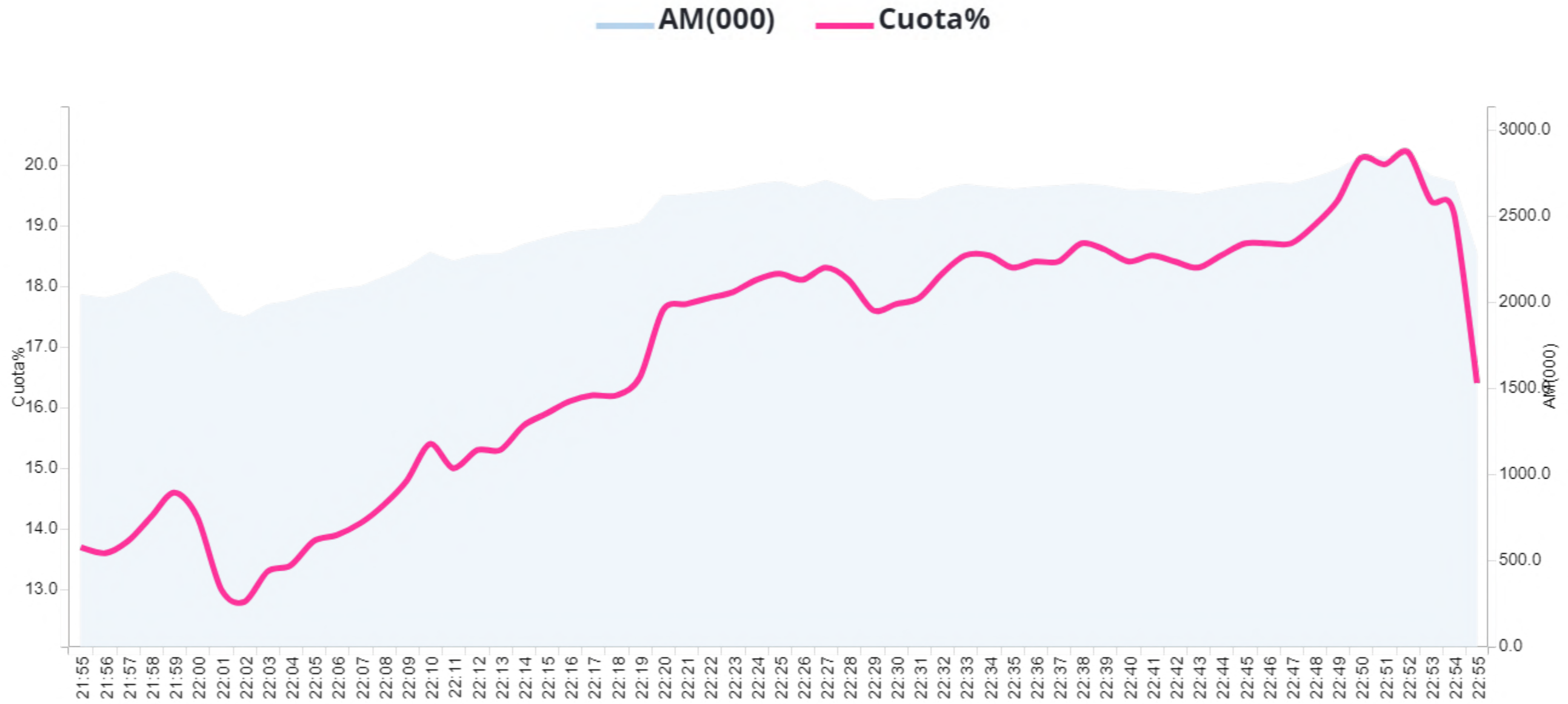
Targets	Cuota%	AM(000)	MAA(000)	FidM%	ACad%	AcepFr%	Perfil%
IND. 4+	16.8	2468	5208	47.4	11.2	108.1	100
HOMBRES	15.4	1039	2292	45.3	12.9	118.6	42.1
MUJERES	18	1429	2916	49	10.3	102.6	57.9
NIÑOS (4-12)	12.9	51	110	46.9	13.3	152.3	2.1
JÓVENES (13-24)	12.7	92	196	46.7	16.4	130.3	3.7
ADULTOS JÓVENES (25-44)	16.7	397	756	52.6	16.3	145.7	16.1
ADULTOS (45-64)	17	978	2219	44.1	13.9	128.8	39.6
MAYORES 65	17.5	949	1927	49.3	8.2	85.5	38.5
TARGET COMERCIAL	17.6	800	1647	48.6	17.4	152.2	32.4
-10Mil	15.4	510	1152	44.3	9.5	89.6	20.7
10-50Mil	16.8	653	1322	49.4	12.2	120	26.5
50-200Mil	17.9	568	1204	47.1	12.2	114.4	23
+200Mil	17	736	1529	48.1	11.1	109.2	29.8
USUARIO OTT	14.9	214	524	40.9	13	121.6	8.7

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■ EL HORMIGUERO - BLANCA PALOMA ■ Resto de programación

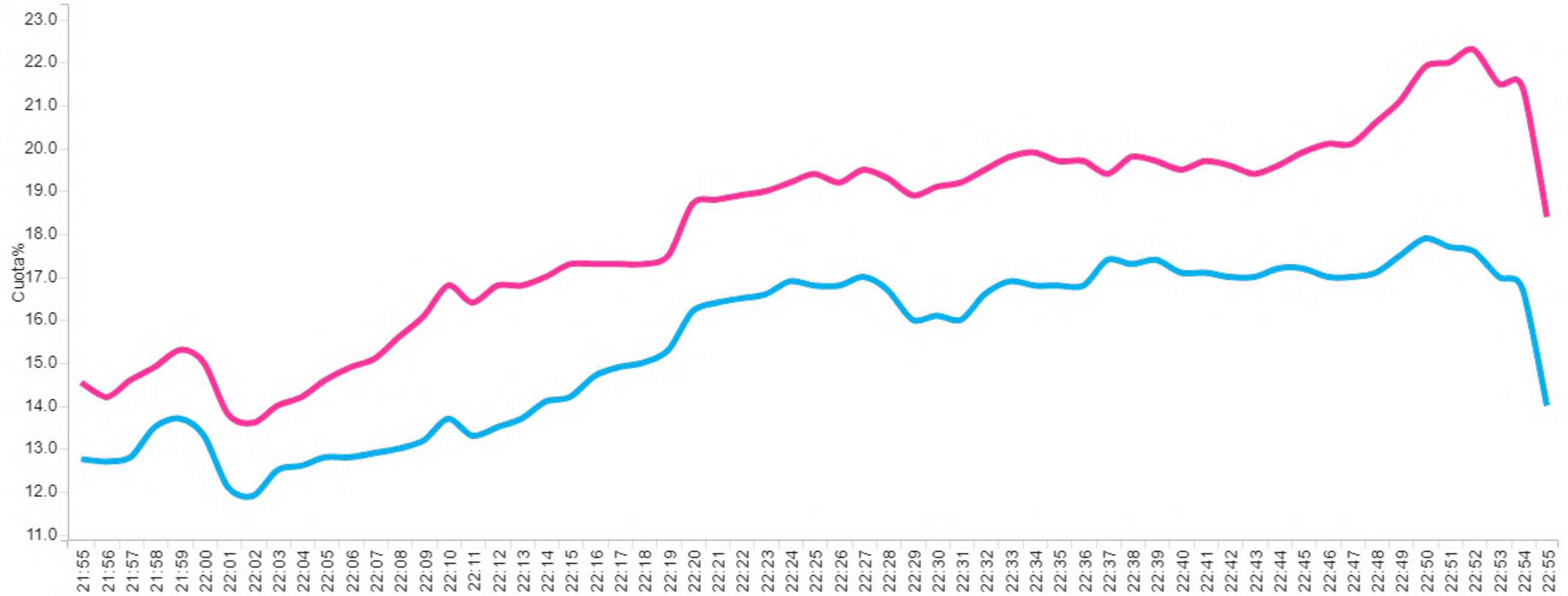


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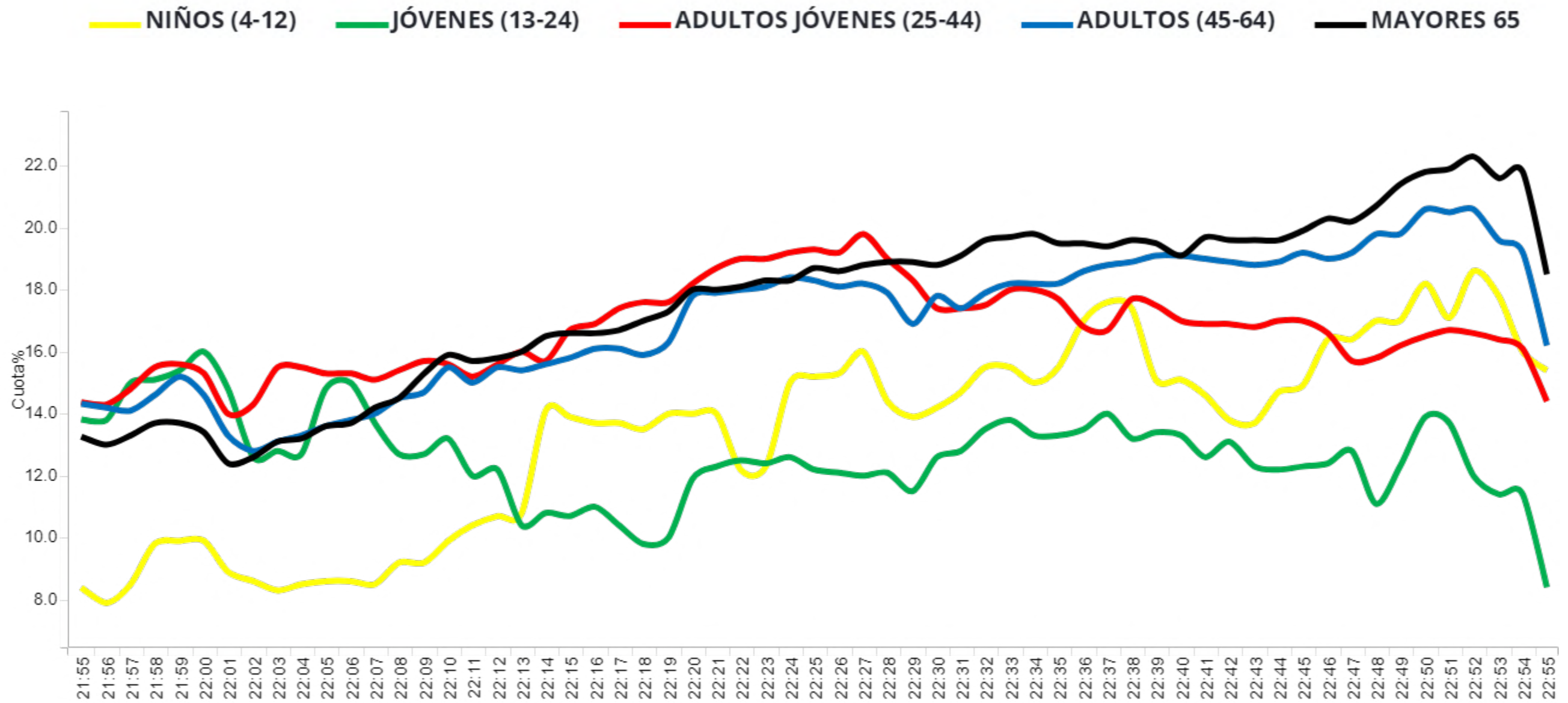


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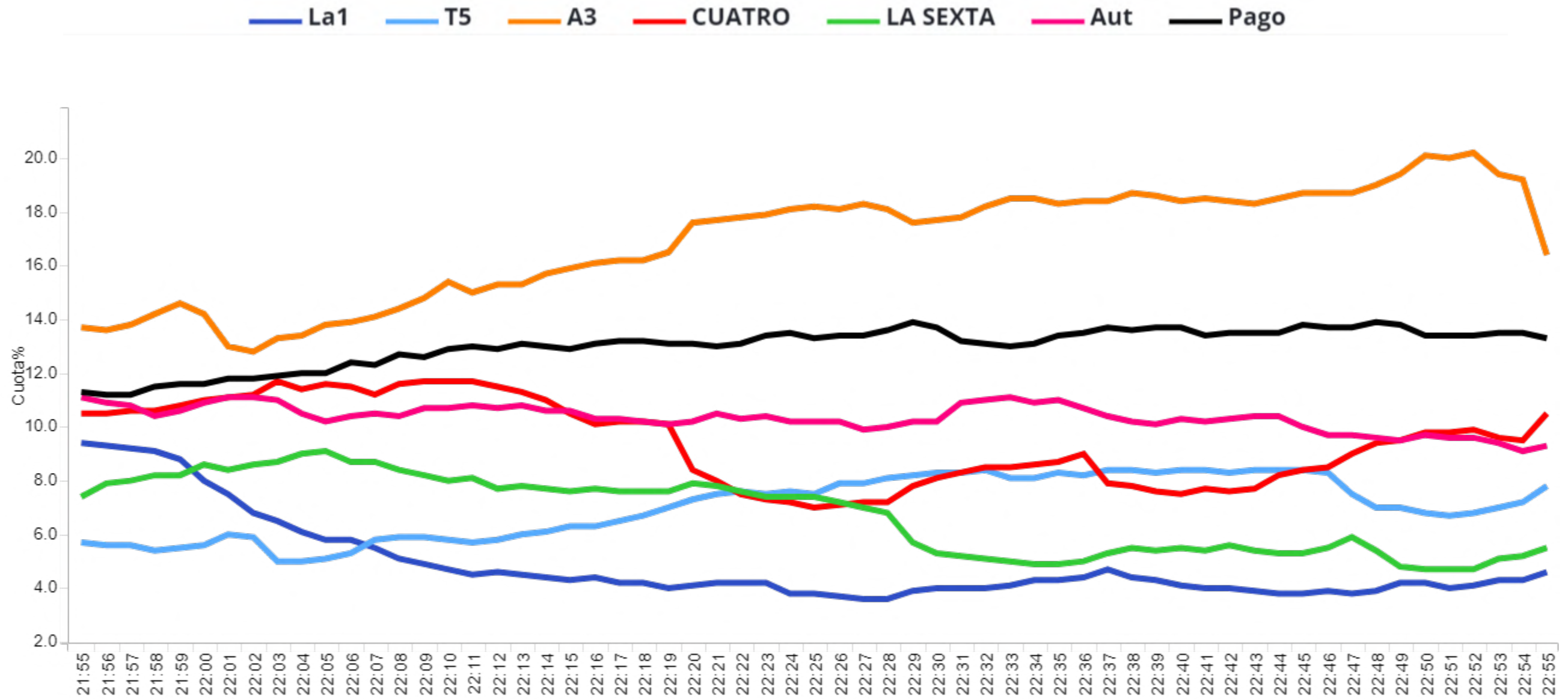
HOMBRES MUJERES



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¿QUÉ CADENA LIDERÓ EN CADA TARGET?

Targets	1	2	5	*				TRECE	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	2.3	7	16.8	9.4	6.8	10.4	1.5	0.8	2.1	1.1	0.4	0.5	1.2	0.3	1.8	0.7	2.8	2.4	0.8	1.7	2.5	1.7	0.4	0.4	0.8	13
HOMBRES	5	2.8	5.1	15.4	9	7.8	9.8	1.8	0.9	1.4	1.2	0.6	0.5	1.7	0.1	0.6	0.5	2	3	0.8	1.9	1.3	1.7	0.7	0.4	1.3	16.2
MUJERES	5	1.9	8.5	18	9.8	6	10.9	1.2	0.6	2.6	1	0.3	0.6	0.8	0.5	2.9	0.8	3.5	1.9	0.7	1.5	3.5	1.7	0.2	0.5	0.4	10.2
NIÑOS (4-12)	3.5	0.3	10.4	12.9	4.3	1.8	8.3	0	0	0.2	0.5	5.7	4.7	1.4	1.7	0	0	1.3	5.6	0.8	0.4	0.2	1.6	0.1	0.1	0.5	26
JÓVENES (13-24)	4.4	2.2	9.1	12.7	9.6	3.5	7.1	0.1	0.2	0.2	0.1	1.4	1.4	2.1	1.8	0.1	0.5	2.4	7.4	1.2	1.5	1.3	0.2	0	0.3	1.2	21.7
ADULTOS JÓV. (25-44)	4.9	1.5	12	16.7	8.8	5.9	7.8	0.6	0.5	1.3	0.2	0.4	0.5	0.5	1	1.1	0.8	3	3.7	1	2.9	1.7	0.7	0.6	0.1	0.7	14.6
ADULTOS (45-64)	4.8	2.5	6.2	17	11.1	7	8.1	1	0.6	2.6	1.4	0.3	0.5	1.5	0	1.2	1	3.1	2.2	1	2.3	2.4	1.9	0.4	0.7	0.7	13.5
MAYORES 65	5.4	2.5	5.1	17.5	8.4	7.7	14.5	2.8	1.2	2.2	1.3	0.1	0.2	1	0.1	3.3	0.4	2.7	1.1	0.4	0.6	3.3	2.1	0.5	0.3	1	9.5
TARGET COMERCIAL	4.4	2.2	8.6	17.6	10.2	7	7	0.8	0.4	1.4	1	0.4	0.3	0.8	0.5	1	1	3.1	2.6	0.9	2.3	1.2	1.3	0.4	0.5	0.6	16.5
-10Mil	5.1	1.9	5.8	15.4	11.5	6.1	13.7	1.8	0.9	2.2	0.8	0.4	1	1.6	0	2	0.5	3.1	2.5	0.9	1.3	2.7	1.4	0.3	0.3	1	10.8
10-50Mil	5.1	1.7	8.3	16.8	8.2	5.7	9.9	1.7	0.6	2	1.5	0.4	0.6	1.2	0.8	1.8	1.1	3.3	2.2	0.7	1.9	2.2	2.3	0.7	0.1	0.9	12.8
50-200Mil	4.2	2.6	6.5	17.9	8.6	7.6	10.1	1.6	0.9	1.9	1.2	0.5	0.3	1	0.2	2.2	0.5	2.3	2.6	0.6	1.8	2.2	1.2	0.4	0.3	0.8	14.1
+200Mil	5.3	2.8	7	17	9.6	7.7	8.5	1.1	0.7	2.2	0.8	0.4	0.3	1	0.3	1.5	0.6	2.6	2.3	0.8	1.8	2.8	1.6	0.2	0.9	0.6	13.9
USUARIO OTT	2.4	1.3	9.8	14.9	9.1	6.1	6.9	0.6	0.7	1.7	0.5	0.1	1.5	1.7	0.2	0.1	1.2	1.6	1.4	1	3.7	1.9	0.9	0	1.2	0.3	24.2

SHARE% POR COMUNIDADES AUTÓNOMAS

Ámbito	Cuota%
MURCIA	26.6
CASTILLA Y LEÓN	24.2
ARAGÓN	19.5
RESTO	18.7
BALEARES	18.4
MADRID	18.3
CASTILLA LA MANCHA	18
ESPAÑA	16.8
C. VALENCIANA	16.2
ANDALUCÍA	16.2
CANARIAS	14.9
GALICIA	14.2
CATALUÑA	13.6
EUSKADI	12.4
ASTURIAS	12.3