

UMK:UUDEN MUSIIKIN KILPAIL

25 FEB 2023

TEN

20:00 - 22:10 (131')

SHARE%

0.3%

AcepFr%

52.2%

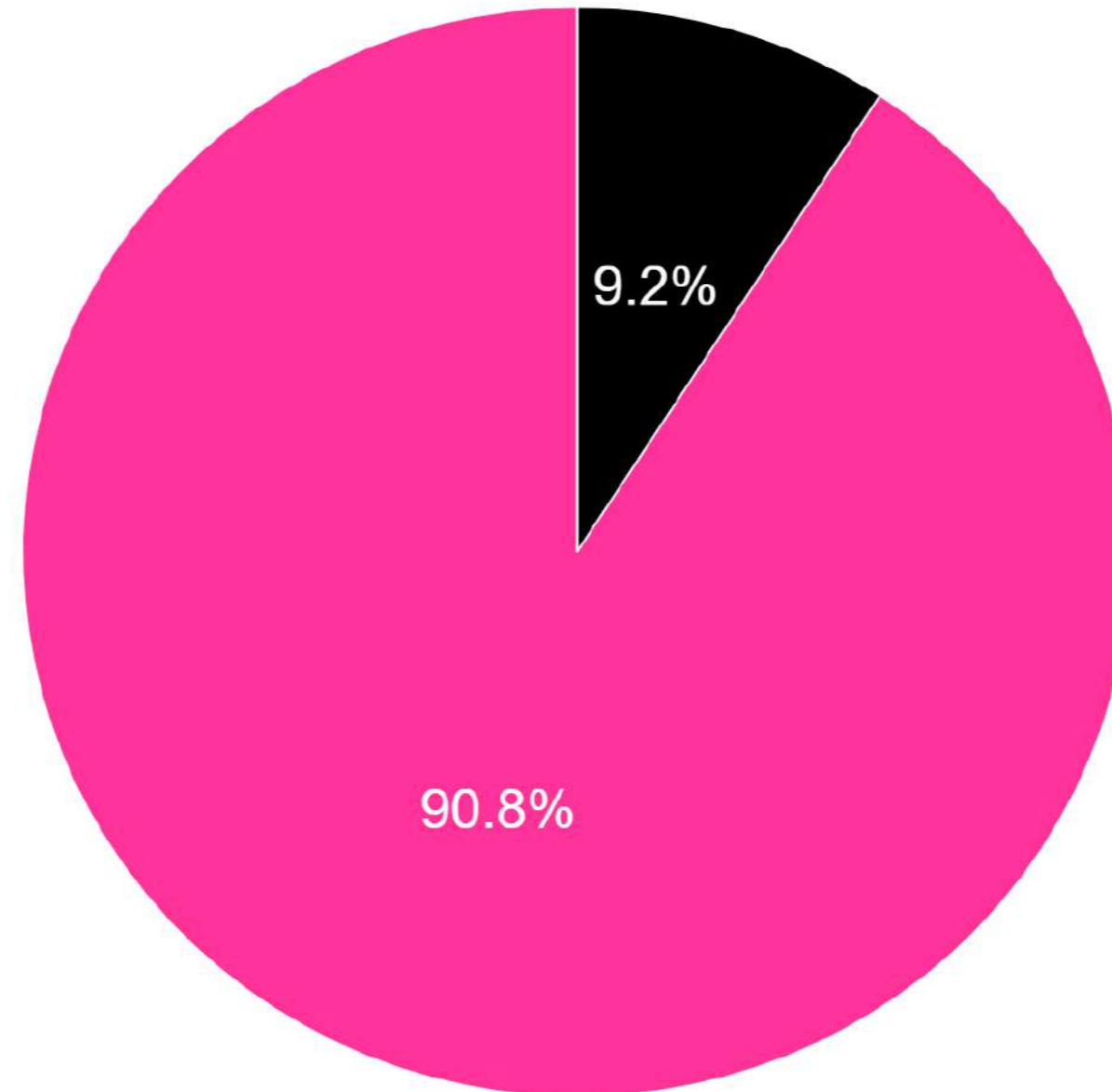
*Elaborado por DOS30' sobre datos de Kantar Media

PERFIL (Y PLUSVALÍAS) DEL PROGRAMA

Targets	Cuota%	AM(000)	MAA(000)	FidM%	ACad%	AcepFr%	Perfil%
IND. 4+	0.3	33	429	7.6	9.2	52.2	100
HOMBRES	0.2	13	224	5.7	11.4	64.9	39.5
MUJERES	0.3	20	205	9.6	8.2	46.2	60.5
NIÑOS (4-12)	0	0	14	0.8	0.8	4.9	0.3
JÓVENES (13-24)	1.1	6	14	41.4	39.8	242.4	18.5
ADULTOS JÓVENES (25-44)	0.4	7	66	10.2	21.1	130.9	20.7
ADULTOS (45-64)	0.4	17	210	8.2	9.4	54.5	53.1
MAYORES 65	0.1	2	124	1.9	2.2	11.7	7.4
TARGET COMERCIAL	0.5	18	123	14.6	22.2	127.8	55
-10Mil	0.2	5	101	5.3	5.2	29.3	16.4
10-50Mil	0.4	12	147	8.3	13.2	73.5	37.5
50-200Mil	0.3	7	70	9.3	13.8	79.7	20
+200Mil	0.2	8	112	7.6	7.6	43.7	26.1
USUARIO OTT	0.5	5	48	10.9	18.2	104	16.1

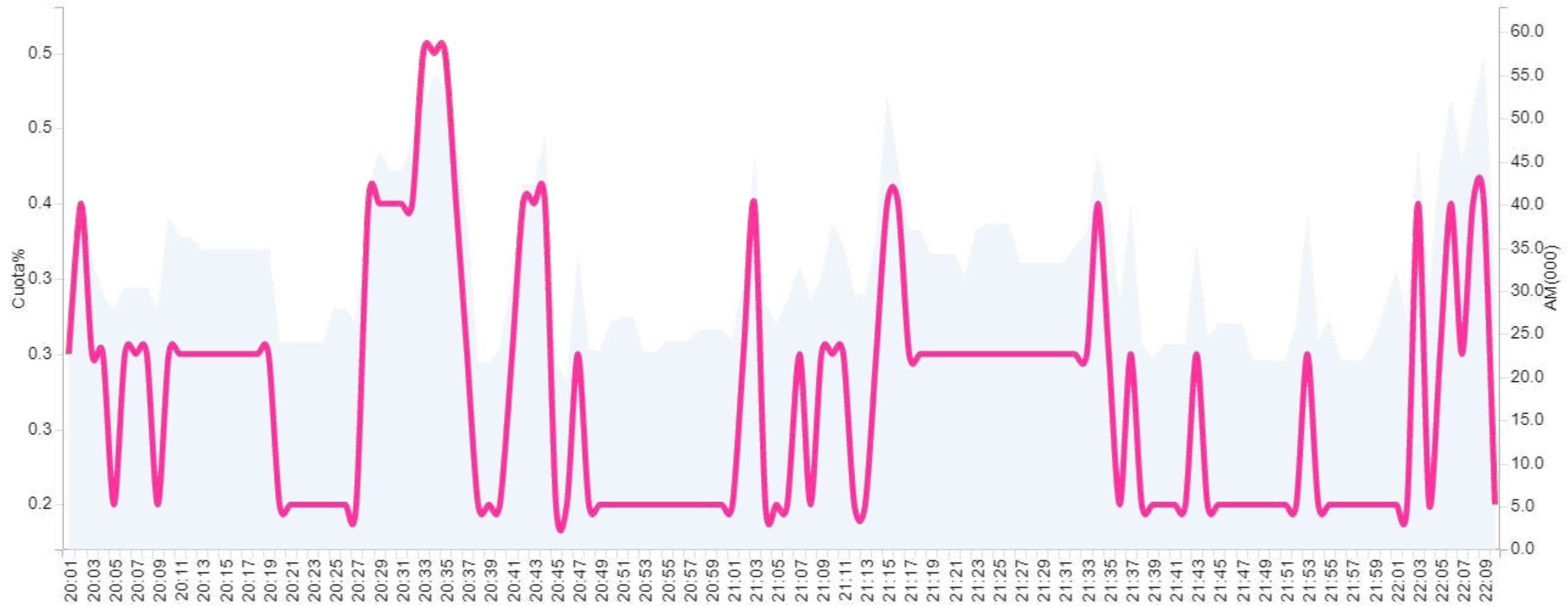
UMK:UUDEN MUSIIKIN KILPAILU - 25 FEB 2023

■ UMK:UUDEN MUSIIKIN KILPAILU ■ Resto de programación



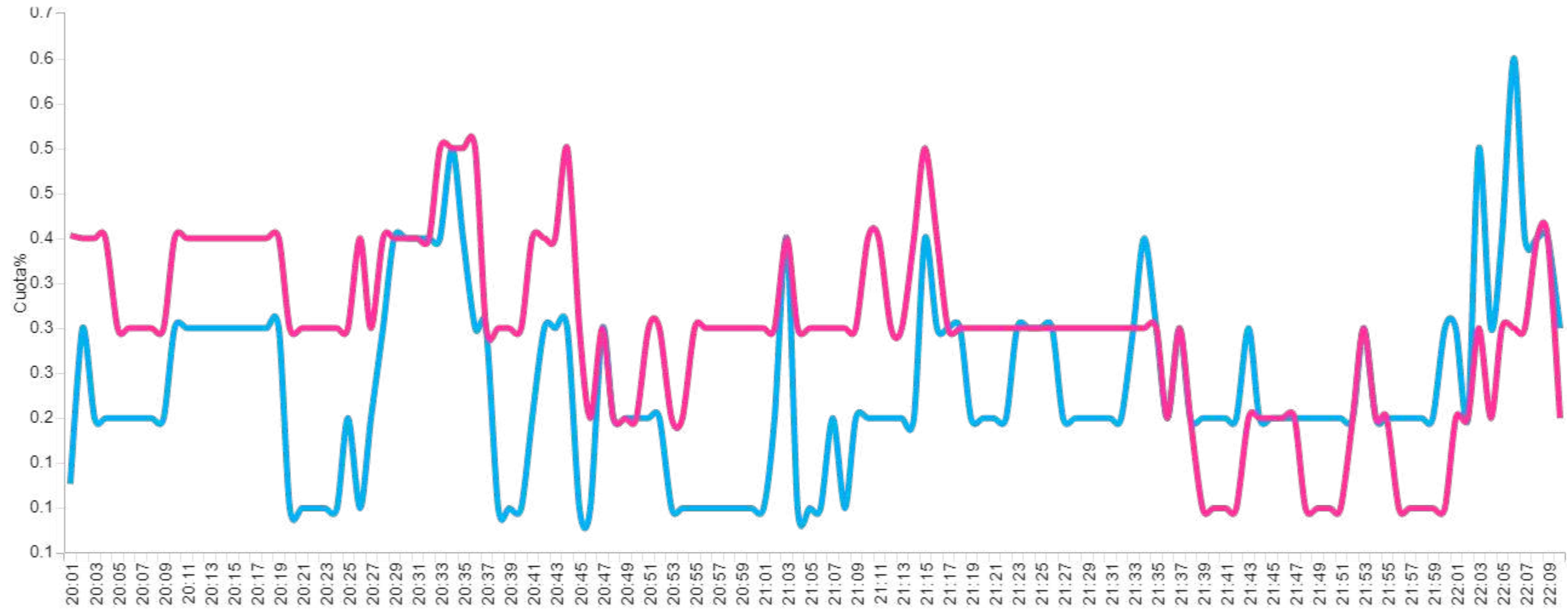
UMK: UUDEN MUSIIKIN KILPAILU - 25 FEB 2023

AM(000) Cuota%

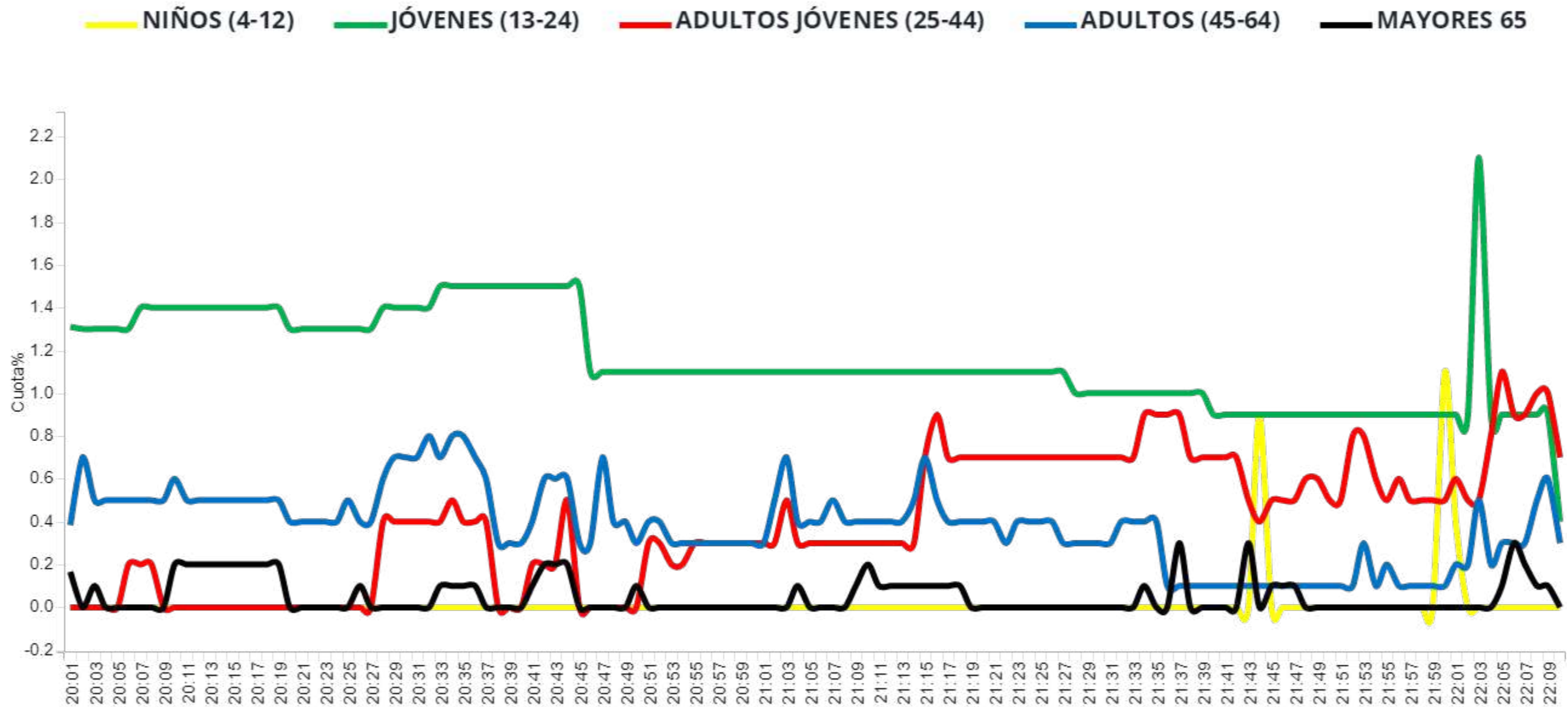


UMK: UUDEN MUSIIKIN KILPAILU - 25 FEB 2023

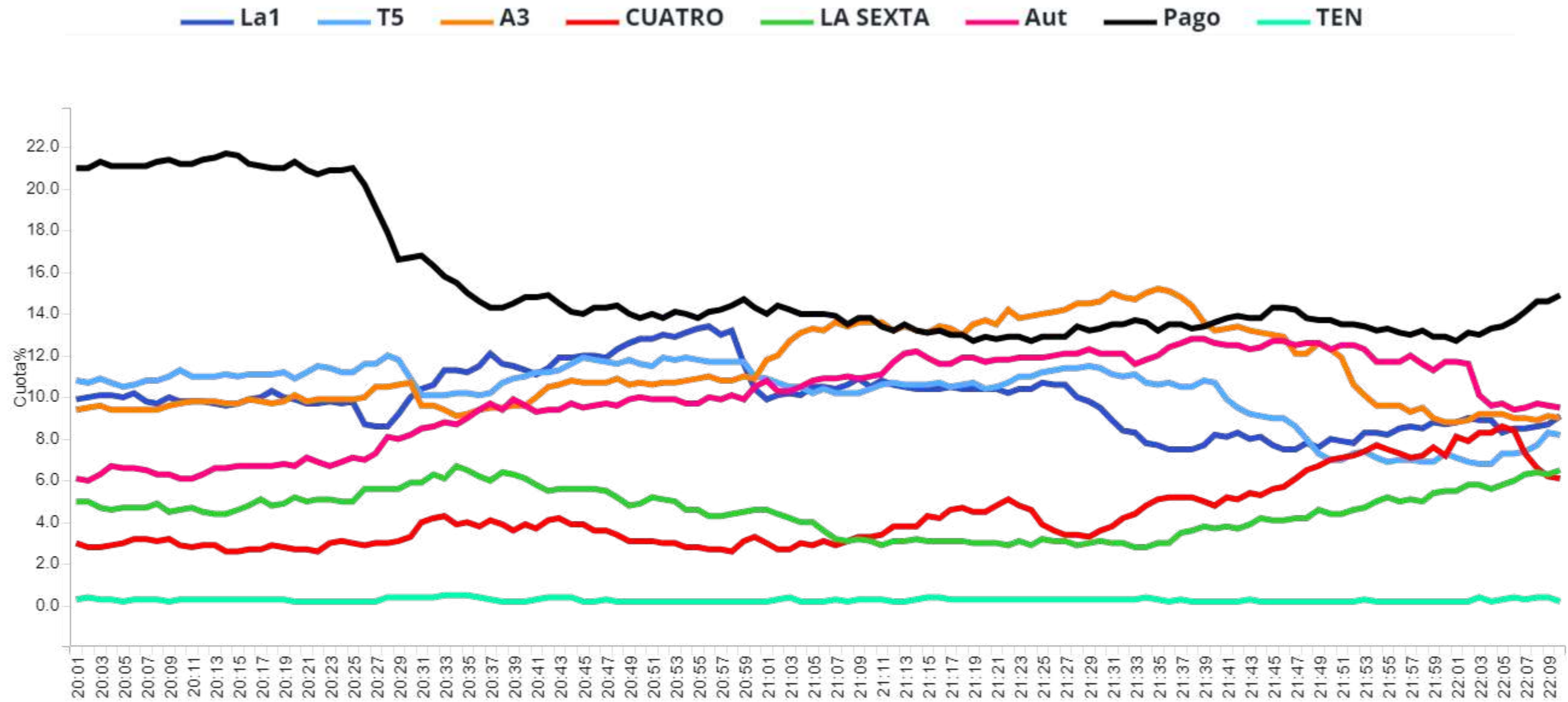
HOMBRES MUJERES



UMK: UUDEN MUSIIKIN KILPAILU - 25 FEB 2023



UMK: UUDEN MUSIIKIN KILPAILU - 25 FEB 2023



¿QUÉ CADENA LIDERÓ EN CADA TARGET?

Targets	1	2	5				forta	TRECE	24h	A3S ATRESERIES	BE MAD	BOING	clan	DMAX	Disney CHANNEL	d	DKISS	E.	F.	MEGA	neox	NOVO	Paramount NETWORK	tdp	*	GO! PAGO	TEMÁTICAS PAGO
IND. 4+	9.9	2.3	10.2	11.3	4.4	4.6	10.1	1.6	0.6	1.5	1.1	1.1	0.8	1.3	0.6	1.8	0.8	3	2.5	1.3	1.5	1.7	1.9	0.4	0.3	1.8	15.3
HOMBRES	8.7	2.7	6.6	9.4	4.4	5.2	10.4	2	0.8	1.5	1.4	1.3	0.7	1.6	0.4	1.1	0.6	2.6	2.9	1.4	1.6	1.1	2.6	0.6	0.2	2.8	18.3
MUJERES	10.8	2	13.1	12.9	4.4	4	9.8	1.4	0.4	1.6	0.9	0.9	0.9	1.1	0.7	2.3	1	3.4	2.1	1.2	1.4	2.2	1.4	0.2	0.3	1	12.9
NIÑOS (4-12)	5.2	1.1	7.2	5.8	2.1	2.8	8.4	0	0.8	0.7	0.6	10.5	6.4	2.4	4.1	0.6	0.1	0.2	1.9	3.2	0.6	1.5	0.3	0.1	0	1.7	19.3
JÓVENES (13-24)	5.6	1.6	8.6	10.5	4.1	1.7	3	0.9	0.9	0.4	0.2	2.2	3.4	1	0.4	1	0.2	2.6	5.9	2	1.8	1.7	1.3	1.1	1.1	2.5	25.2
ADULTOS JÓV. (25-44)	4.9	1.3	11.7	11.6	4.2	4.7	6.1	0.4	0.6	1.2	1	2.1	1.4	1.5	1.3	1.6	1.1	1.5	3.7	2	2	1	0.8	0.2	0.4	1.3	18.7
ADULTOS (45-64)	8.9	2.4	8.9	12.2	5	5.1	7.8	1	0.4	1.6	1.5	0.6	0.5	1.6	0.3	2	1.4	3.6	2.4	1.4	1.9	1.2	2.3	0.4	0.4	1.5	18
MAYORES 65	13.5	2.8	11.4	11.1	4.1	4.5	14.6	2.9	0.6	1.9	0.9	0.1	0	0.9	0.2	1.8	0.3	3.3	1.8	0.7	0.9	2.5	2.2	0.4	0.1	2.2	10
TARGET COMERCIAL	6.7	2.3	10.4	11.8	5.1	5.3	5.9	0.6	0.5	1.2	1	1.2	0.6	1	0.8	1.4	1.4	2.9	2.7	1.3	1.3	0.7	1.8	0.5	0.5	1.4	21.6
-10Mil	11.7	1.8	9.1	9.9	3.5	4.3	12.9	2.3	0.3	1.8	1.2	0.6	0.8	2	0.5	2.2	0.8	2.8	3.1	1.5	2.2	1.6	1.9	0.3	0.2	2	13.3
10-50Mil	10	2.5	9.6	10.2	4.2	5	11.2	1.6	0.7	1.8	1	1.7	1.4	1.4	0.9	1.9	1.2	2.5	2	1.7	1.5	2	1.6	0.3	0.4	1.8	12.9
50-200Mil	8.3	2.1	11.3	11.3	5.8	4.9	8.4	1	0.7	1.1	0.6	1.3	0.5	0.9	0.6	1.7	0.5	2.9	2.4	1.1	1.5	1.2	1.8	0.5	0.3	1.9	17.6
+200Mil	9.5	2.6	10.7	13.5	4.2	4.1	8	1.7	0.5	1.4	1.5	0.7	0.4	1	0.2	1.3	0.8	3.7	2.4	0.9	1	1.9	2.4	0.5	0.2	1.6	17.5
USUARIO OTT	5.7	1.7	5.7	9.9	3.2	5.9	7.1	0.7	0.8	0.1	0.9	1.8	1.7	1.6	1.3	1.1	1.3	2	1.7	1.6	0.6	0.3	2.3	0	0.5	1.6	30.2

SHARE% POR COMUNIDADES AUTÓNOMAS

Ámbito	Cuota%
GALICIA	1.1
CANARIAS	1
CATALUÑA	0.4
MADRID	0.3
ESPAÑA	0.3
CASTILLA LA MANCHA	0.2
RESTO	0.2
BALEARES	0.1
CASTILLA Y LEÓN	0.1
ANDALUCÍA	0.1
C. VALENCIANA	0.1
EUSKADI	0.1
ARAGÓN	0.1
MURCIA	0
ASTURIAS	0