

EUROVISION - LIVERPOOL 202

09 MAY 2023

La2

21:00 - 23:11 (132')

SHARE%

4.3%

AcepFr%

126.4%

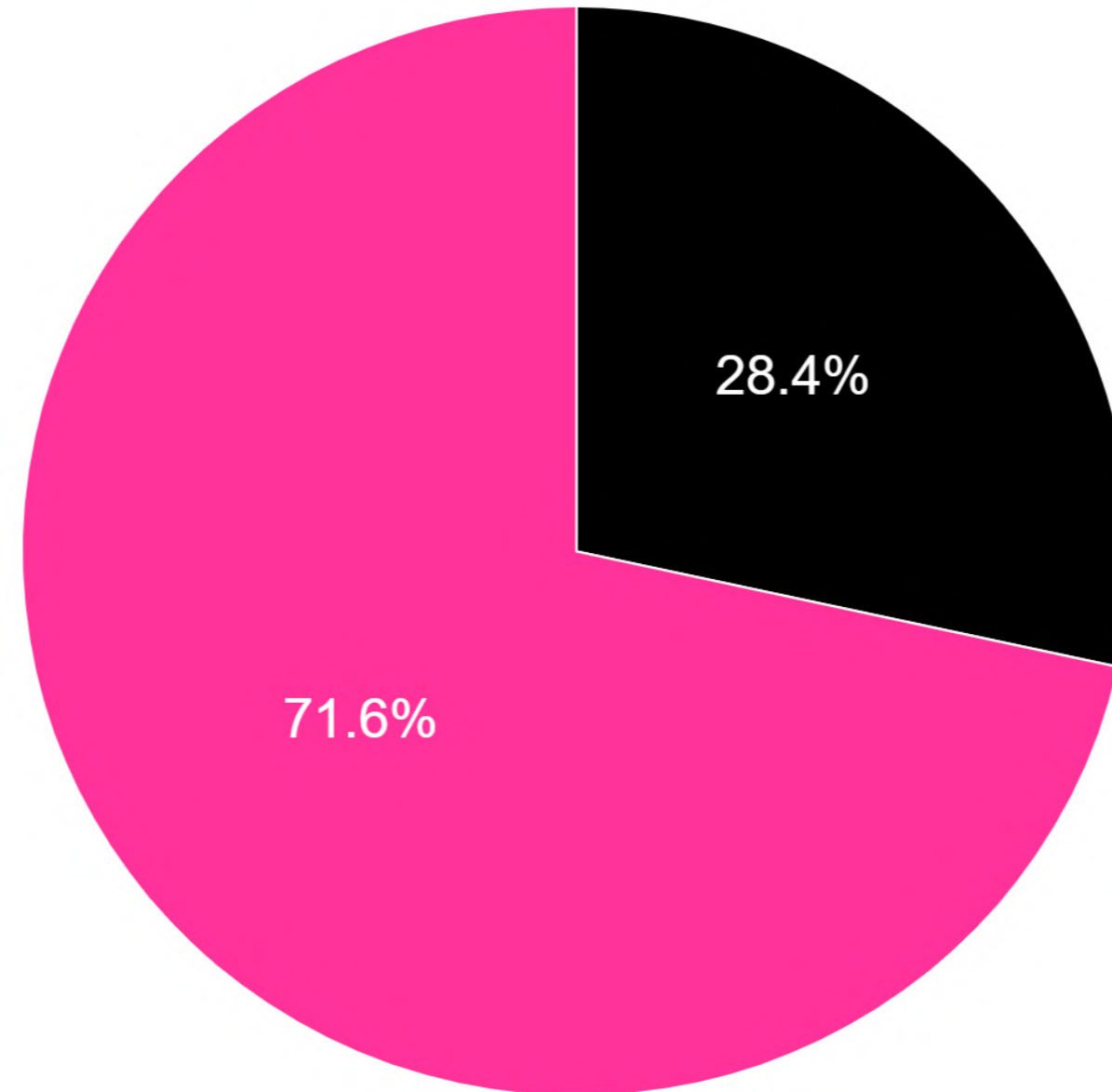
*Elaborado por DOS30' sobre datos de Kantar Media

PERFIL (Y PLUSVALÍAS) DEL PROGRAMA

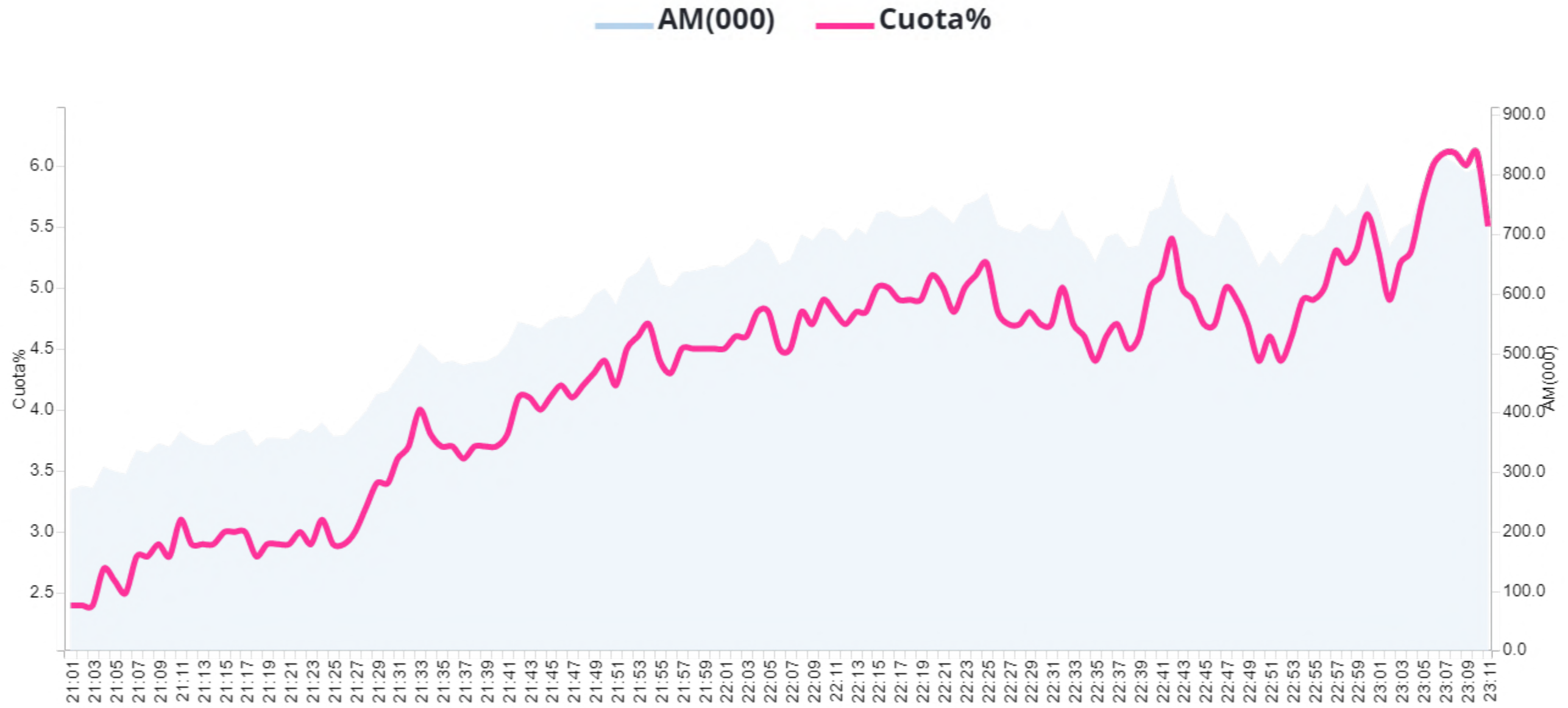
Targets	Cuota%	AM(000)	MAA(000)	FidM%	ACad%	AcepFr%	Perfil%
IND. 4+	4.3	594	3273	18.1	28.4	126.4	100
HOMBRES	5.5	355	1712	20.8	29.2	122.6	59.9
MUJERES	3.3	238	1560	15.3	27.3	127.7	40.1
NIÑOS (4-12)	0.7	4	42	9	14.3	49.3	0.6
JÓVENES (13-24)	5.6	42	147	28.4	50.1	178	7
ADULTOS JÓVENES (25-44)	8.6	194	591	32.8	59.1	236.2	32.7
ADULTOS (45-64)	4.1	213	1267	16.8	27.4	122.7	35.8
MAYORES 65	2.8	142	1226	11.5	16.1	78.5	23.8
TARGET COMERCIAL	6.5	277	1189	23.3	41.9	167.7	46.7
-10Mil	4.2	123	644	19.2	28.5	128.7	20.8
10-50Mil	3.8	136	847	16.1	25.3	114.1	22.9
50-200Mil	2.9	87	723	12	20	88.6	14.6
+200Mil	5.9	247	1060	23.3	35.9	158	41.6
USUARIO OTT	7.2	121	361	33.6	56.7	231.2	20.4

EUROVISION - LIVERPOOL 2023:SEMIFINALES - 09 MAY 2023

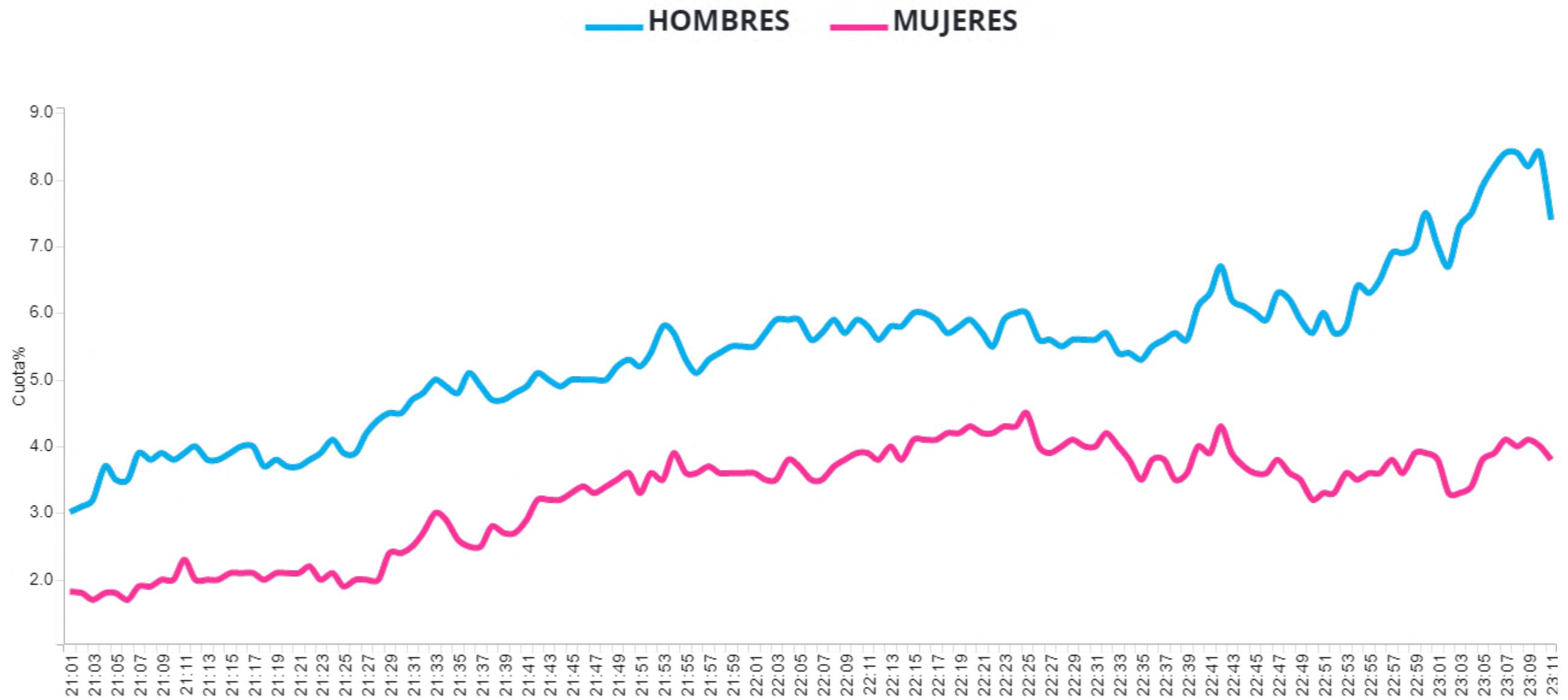
■ EUROVISION - LIVERPOOL 2023:SEMIFINALES ■ Resto de programación



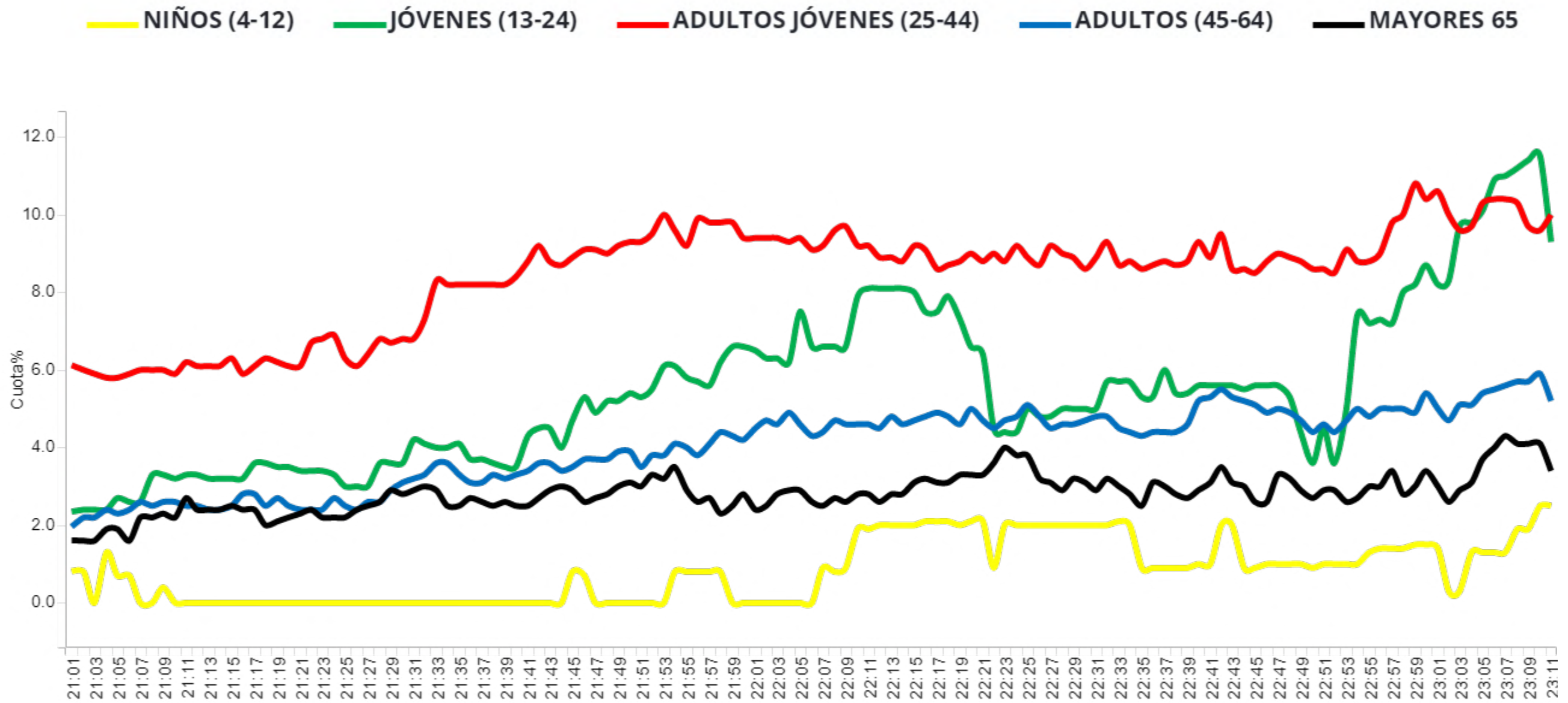
EUROVISION - LIVERPOOL 2023:SEMIFINALES - 09 MAY 2023



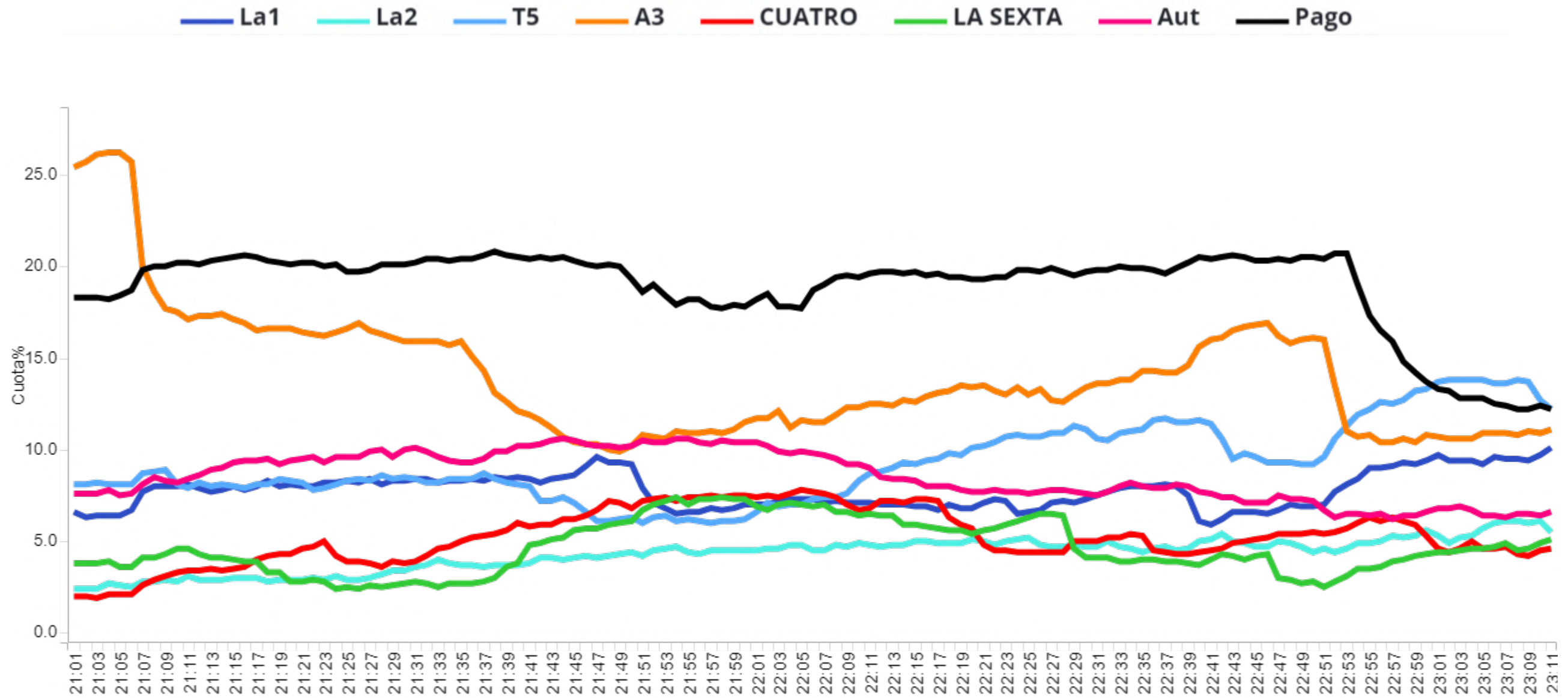
EUROVISION - LIVERPOOL 2023: SEMIFINALES - 09 MAY 2023



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EUROVISION - LIVERPOOL 2023: SEMIFINALES - 09 MAY 2023



¿QUÉ CADENA LIDERÓ EN CADA TARGET?

Targets	1	*	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+	7.7	4.3	9.3	14	5.3	4.7	8.5	1.3	0.7	1	1.2	0.6	0.5	1.2	0.6	2.1	0.7	2.5	2.2	1.1	1.6	1.6	1.2	0.2	0.4	1.8	18.9
HOMBRES	7.3	5.5	6.1	11.3	4.9	5.1	8	1.4	0.8	0.7	1.5	0.6	0.5	1.7	0.5	0.9	0.4	2	2.3	1.5	1.3	0.9	1.1	0.3	0.3	2.8	24.8
MUJERES	8.2	3.3	12.2	16.4	5.7	4.3	9	1.1	0.6	1.2	1	0.6	0.5	0.8	0.6	3.1	0.9	3	2.1	0.7	1.9	2.3	1.3	0.1	0.5	1	13.5
NIÑOS (4-12)	4	0.7	6.2	13.8	1.8	2.6	4.6	0.3	0	0.1	0.1	7.2	4	1.5	6.6	0.1	0	0.4	2.2	0.3	1.4	1.1	0.2	0.1	1	2.1	31.7
JÓVENES (13-24)	7.6	5.6	8.5	12.4	4.8	2	5	0.5	0	0.6	0.3	0.6	0.7	0.3	0.3	0.2	0	0.7	3.7	0.8	1	0.1	0	0	0	2.6	37
ADULTOS JÓV. (25-44)	5.7	8.6	10	11.2	5.5	4.5	5.3	0.2	0.2	0.4	1	0.5	0.7	1.2	1.6	1.4	0.5	2.6	3.3	1.6	2.2	1.2	0.6	0.1	0.3	1.8	21.7
ADULTOS (45-64)	8.2	4.1	9.4	12.6	5.9	4.6	7.4	1	0.6	1.2	1.4	0.5	0.3	1.9	0.2	1.9	1.1	3.1	2.4	1.5	1.7	1.4	1.2	0.2	0.5	1.6	19.5
MAYORES 65	8.6	2.8	9.3	16.8	5	5.5	12	2.2	1.2	1.2	1.4	0.2	0.2	0.7	0	3	0.4	2.2	1.3	0.5	1.3	2.4	1.7	0.2	0.4	1.9	13
TARGET COMERCIAL	8	6.5	8.7	11.4	5.3	4.4	6.4	0.7	0.4	0.6	0.5	0.6	0.3	1.3	0.4	1.2	0.8	2.7	2.4	1.3	1.5	1	0.6	0.1	0.4	1.6	25.3
-10Mil	7.6	4.2	8	15.4	6.5	4.3	10.9	1.6	0.5	0.8	1.7	0.4	0.5	1.6	0.8	1.8	0.5	2.4	2.8	1.1	1.5	2.1	0.8	0.2	0.4	2.2	15.5
10-50Mil	7.8	3.8	9.4	12.9	5.1	4.3	9.7	1	0.6	1.4	0.7	0.8	0.7	1.6	0.5	2.7	1	3	2.1	1.3	1.4	1.8	1.3	0.2	0.6	2	17.7
50-200Mil	7.6	2.9	10.1	13.5	5.1	5.8	7.3	1.6	0.9	0.7	1.3	0.8	0.5	1.1	0.3	2.4	0.5	2.1	1.8	1.2	1.8	1.8	1	0.2	0.3	1.8	20.8
+200Mil	7.9	5.9	9.5	14.2	4.8	4.5	6.6	1	0.7	1	1.2	0.5	0.3	0.8	0.8	1.4	0.6	2.4	2.3	0.8	1.6	1	1.5	0.2	0.3	1.5	20.8
USUARIO OTT	4.9	7.2	9.6	13.1	3.6	4.1	6.3	0.8	0.3	0.3	0.7	1.8	0.6	0.9	1	0.1	1.2	1.2	1.1	1.1	2.1	1	0.1	0.2	0.6	0.5	31.3

SHARE% POR COMUNIDADES AUTÓNOMAS

Ámbito	Cuota%
MURCIA	8.2
ASTURIAS	7.9
CASTILLA Y LEÓN	5.3
CATALUÑA	5.3
C. VALENCIANA	4.9
EUSKADI	4.9
ARAGÓN	4.5
ESPAÑA	4.3
ANDALUCÍA	4.3
MADRID	4
GALICIA	3.5
BALEARES	2.4
CANARIAS	2.3
RESTO	1.7
CASTILLA LA MANCHA	1.6