

EUROVISION - LIVERPOOL 202

11 MAY 2023

La1

21:00 - 23:11 (132')

SHARE%

9.2%

AcepFr%

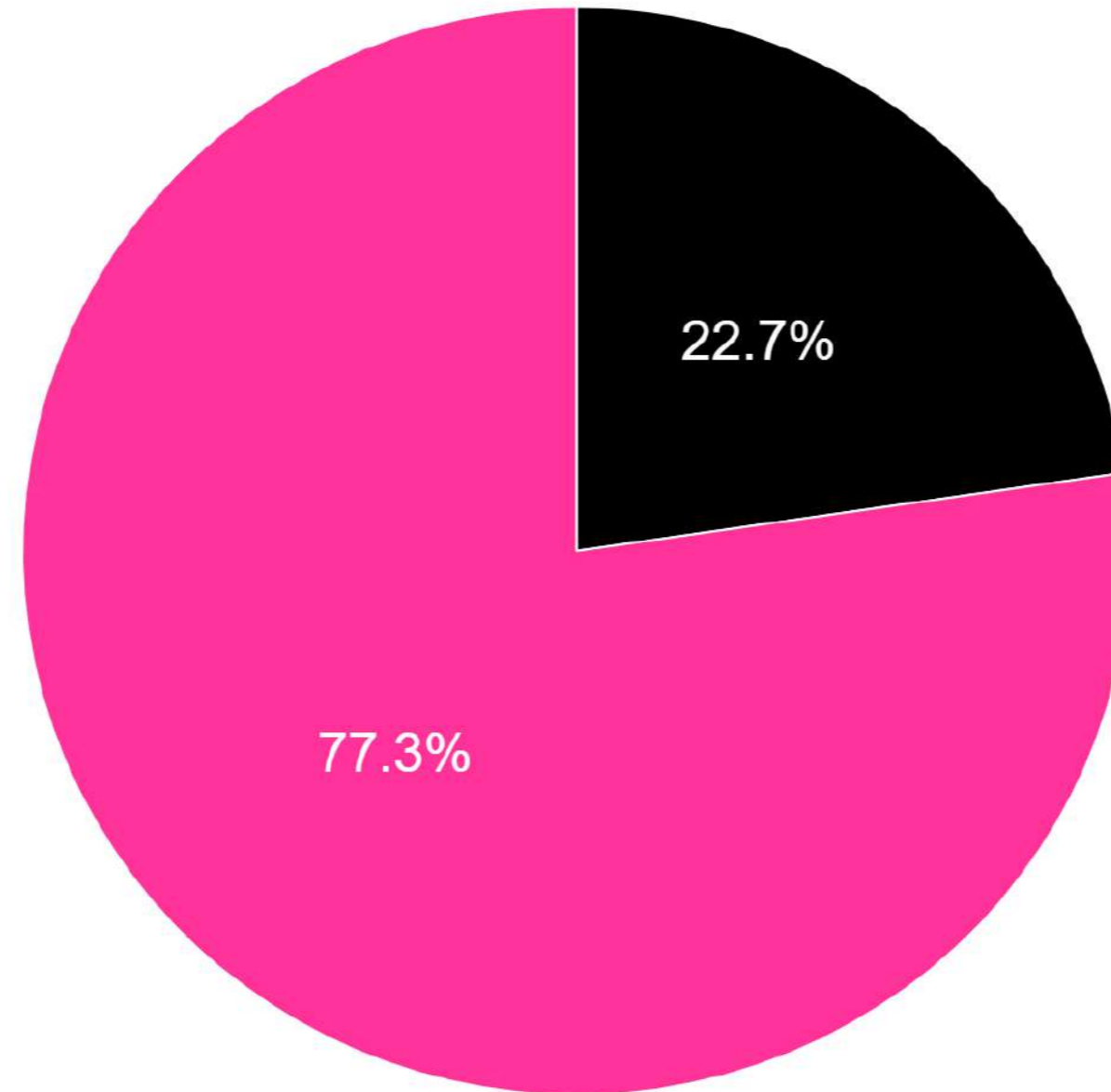
104.9%

PERFIL (Y PLUSVALÍAS) DEL PROGRAMA

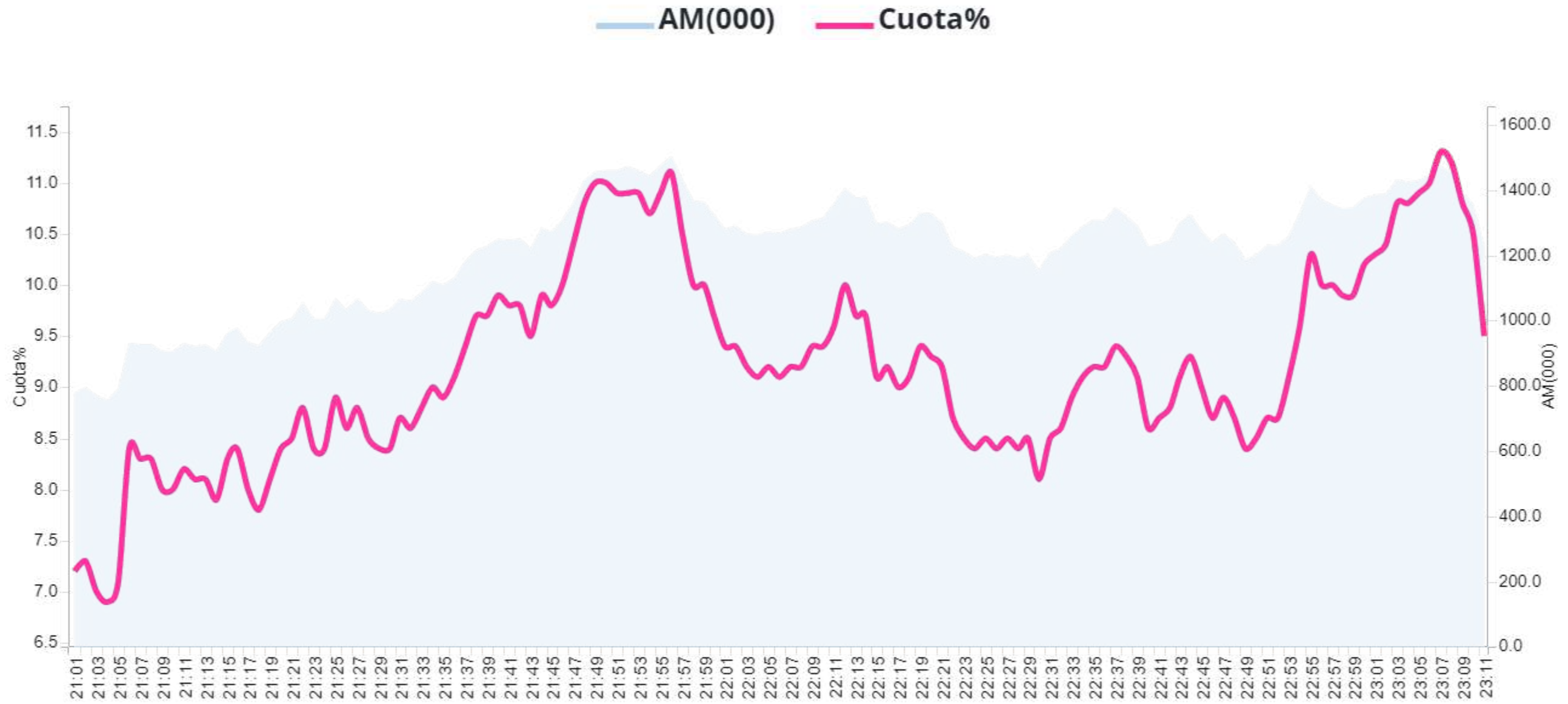
Targets	Cuota%	AM(000)	MAA(000)	FidM%	ACad%	AcepFr%	Perfil%
IND. 4+	9.2	1214	5621	21.6	22.7	104.9	100
HOMBRES	10.1	618	2773	22.3	25.3	113.1	50.9
MUJERES	8.5	596	2848	20.9	20.4	97.4	49.1
NIÑOS (4-12)	6.5	29	116	25.2	43.4	168.3	2.4
JÓVENES (13-24)	13.8	88	327	26.9	32.5	133.3	7.2
ADULTOS JÓVENES (25-44)	14.8	308	904	34.1	42.2	186	25.4
ADULTOS (45-64)	9.2	462	2320	19.9	24.7	113.1	38.1
MAYORES 65	6.6	326	1954	16.7	13.5	66.2	26.9
TARGET COMERCIAL	12.9	522	2025	25.8	33.8	140.8	43
-10Mil	8.3	234	1225	19.1	22.9	108.7	19.3
10-50Mil	8.4	302	1496	20.2	20.1	92.2	24.8
50-200Mil	7.9	220	1100	20	19.6	90.7	18.1
+200Mil	11.6	458	1800	25.5	26.7	122.6	37.7
USUARIO OTT	13.1	196	665	29.5	33.8	140.9	16.2

EUROVISION - LIVERPOOL 2023:SEMIFINALES - 11 MAY 2023

■ EUROVISION - LIVERPOOL 2023:SEMIFINALES ■ Resto de programación

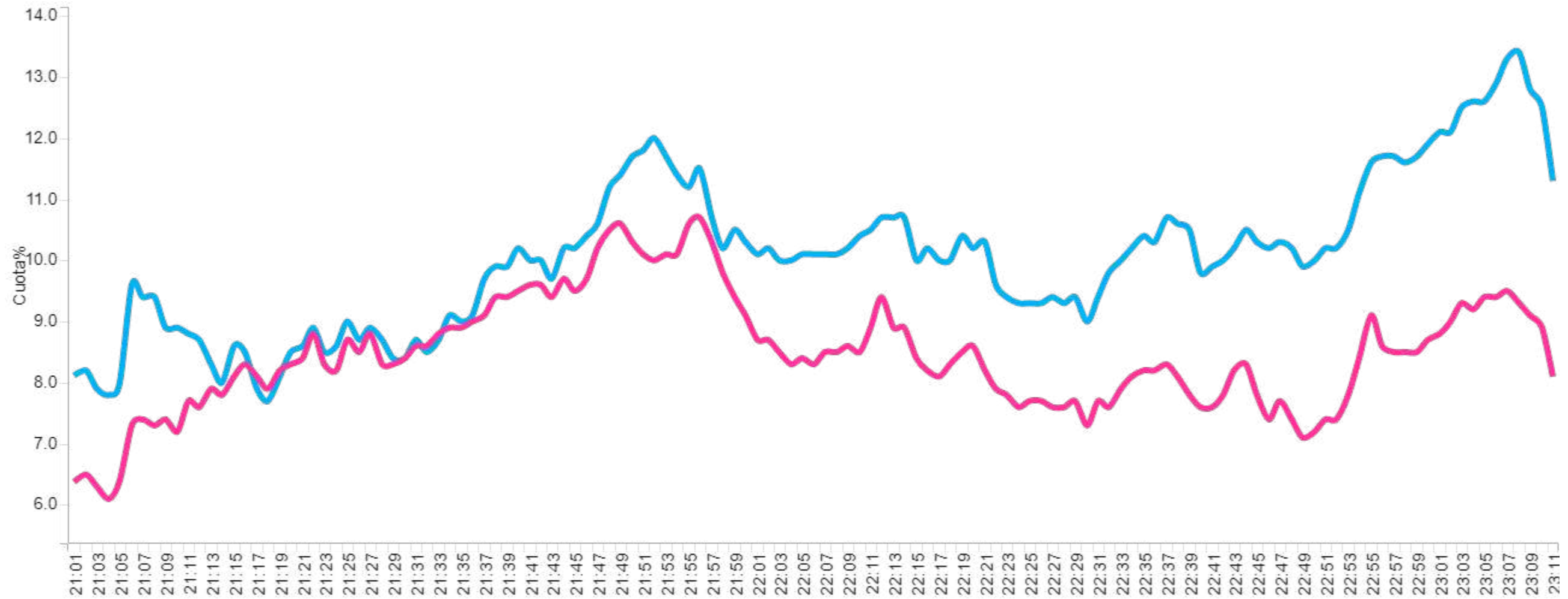


EUROVISION - LIVERPOOL 2023:SEMIFINALES - 11 MAY 2023



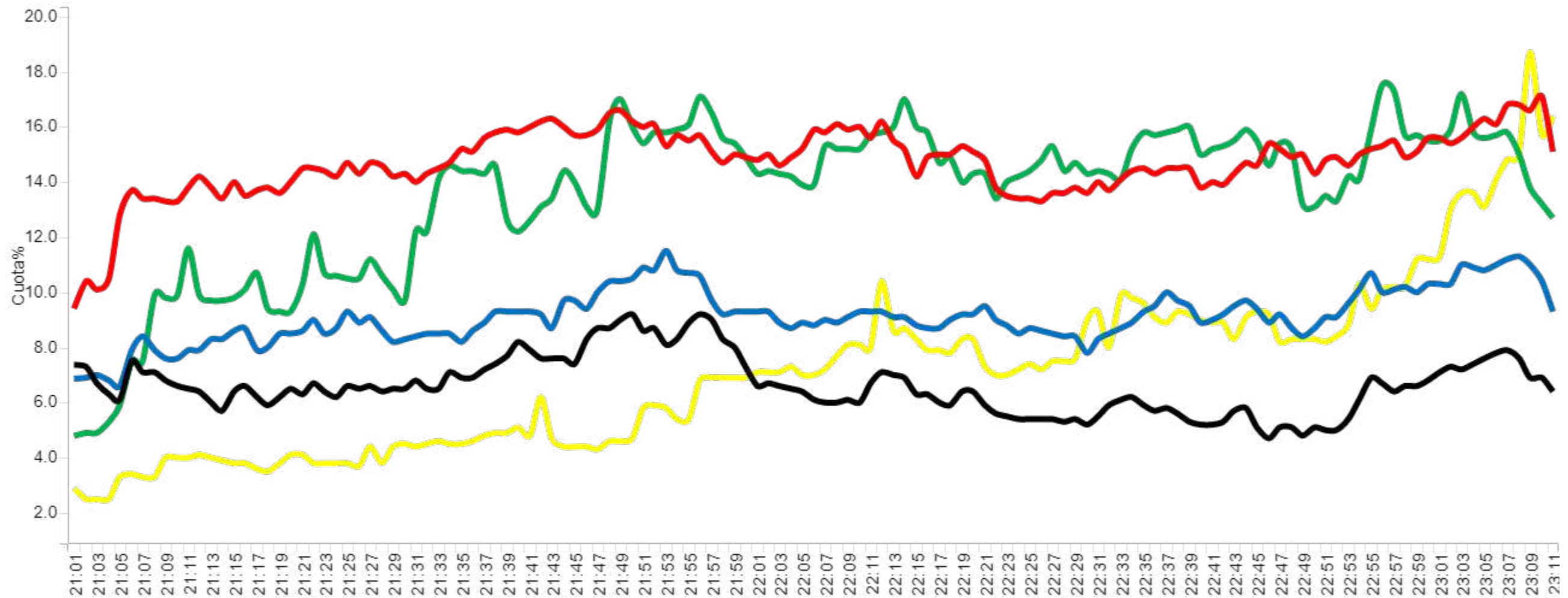
EUROVISION - LIVERPOOL 2023: SEMIFINALES - 11 MAY 2023

HOMBRES MUJERES

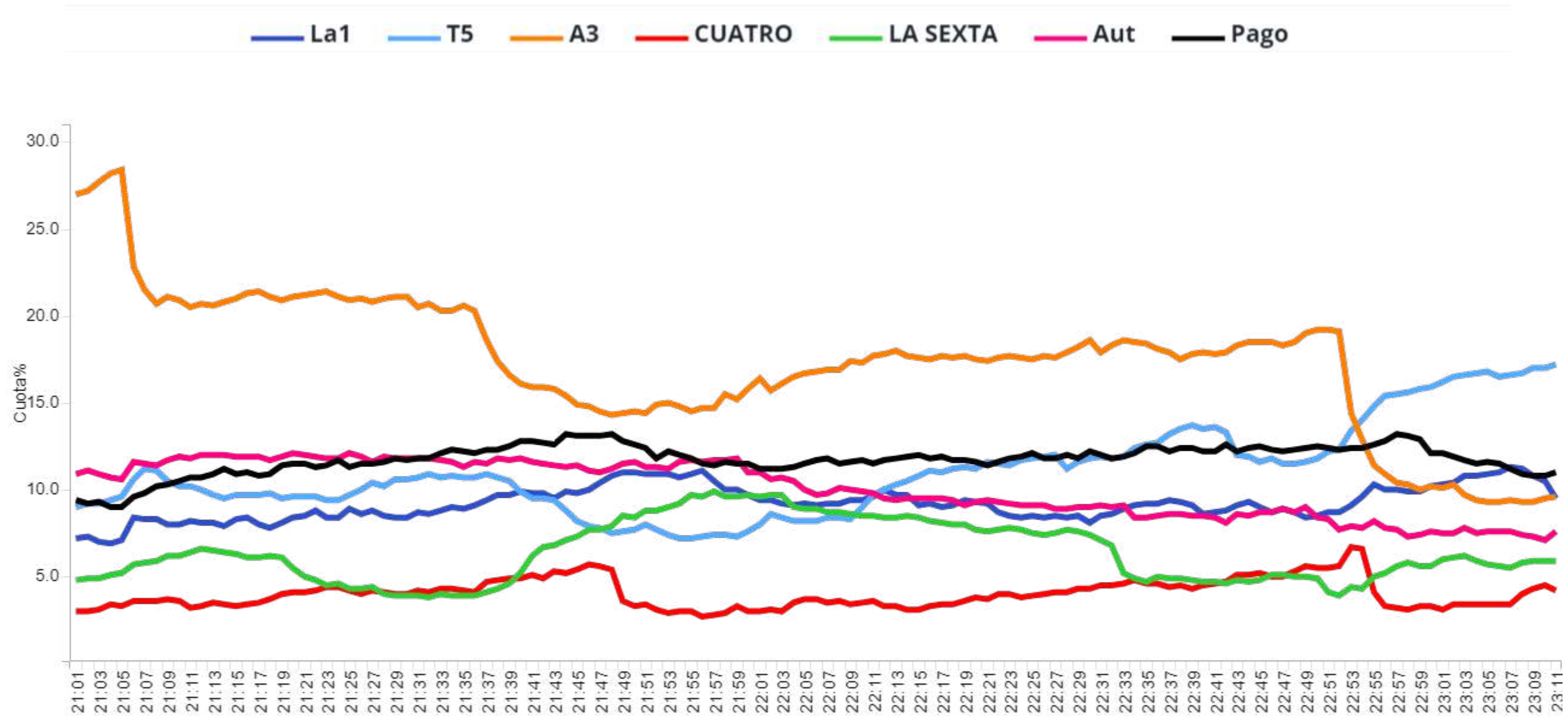


EUROVISION - LIVERPOOL 2023: SEMIFINALES - 11 MAY 2023

NIÑOS (4-12) JÓVENES (13-24) ADULTOS JÓVENES (25-44) ADULTOS (45-64) MAYORES 65



EUROVISION - LIVERPOOL 2023: SEMIFINALES - 11 MAY 2023



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	GOAL PLAY	TEMÁTICAS PAGO
IND. 4+	9.2	1.7	11.1	17.3	4	6.4	10	1.5	0.8	1.4	1.4	0.7	0.6	1.2	0.7	2.1	0.7	2.5	2.3	1.3	2	2.1	1.3	0.2	0.2	0.8	11.8
HOMBRES	10.1	1.8	7.5	15.4	5.6	6.9	9.7	1.9	0.9	0.8	1.5	0.9	0.4	1.9	0.8	1.1	0.3	2.4	2.9	1.6	1.7	1.1	1.2	0.3	0.1	1.3	14
MUJERES	8.5	1.5	14.1	19	2.6	6	10.2	1.3	0.6	1.9	1.4	0.6	0.7	0.7	0.6	3	1	2.7	1.8	0.9	2.2	2.9	1.4	0.1	0.3	0.4	9.8
NIÑOS (4-12)	6.5	0.6	10	14.7	2.7	2.8	4.3	0.1	0.3	0	0.2	9.3	5.5	1.4	8.1	0.3	0.6	0.5	2.8	1.4	1	1.5	0	0.1	1	0.6	18.3
JÓVENES (13-24)	13.8	1.4	10.8	16.3	4.4	3.9	6.7	0.5	0.2	0.7	2.7	1.4	1.7	1.3	1.2	0.4	0.4	2.2	3.1	0.6	2.6	1.3	0.2	0.2	0.8	1.4	16
ADULTOS JÓV. (25-44)	14.8	0.9	10.9	14	4.4	6.6	7.3	0.5	0.5	0.6	1.2	0.6	0.7	1.2	1.7	1.5	0.1	2.5	4.2	2.1	3	1.5	1	0.1	0	0.5	13
ADULTOS (45-64)	9.2	1.7	11.3	17	4	6.7	7.8	1	0.6	1.8	1.8	0.6	0.4	1.8	0.2	1.7	1.1	3.1	2.3	1.9	2.2	1.4	1.1	0.1	0.2	0.7	13.1
MAYORES 65	6.6	2.1	11	19.3	3.9	6.7	14.2	2.7	1.2	1.5	1.1	0.1	0.2	0.6	0	3.1	0.5	2.2	1.3	0.3	1.3	3.1	1.8	0.3	0.2	1	8.8
TARGET COMERCIAL	12.9	1.7	10.4	16	4.4	7.2	7.8	0.9	0.5	1.1	1.7	0.5	0.3	1.3	0.4	1.1	0.5	2	2.6	1.4	2	1.2	1	0.2	0.1	0.6	15.4
-10Mil	8.3	1.3	9.8	18.4	4.1	5.7	12.6	1.9	0.7	0.7	1.5	0.4	0.6	1.3	1.5	2	1.1	3	2.8	1.5	2	2.1	1.2	0.2	0.2	1.2	9.7
10-50Mil	8.4	1.5	12.5	16.2	3.6	5.6	12	1.4	0.6	1.7	2	1.6	0.4	1.5	0.4	2.7	0.8	2.8	2.3	1.5	2.2	2	1.4	0.1	0.3	0.6	9.6
50-200Mil	7.9	1.6	11	18.4	4.9	8.1	7.2	1.8	1.1	1.1	1.4	0.4	0.9	1.2	0.2	2.4	0.4	1.9	2.1	0.7	1.7	2	1	0.2	0.3	1.1	12.8
+200Mil	11.6	2.1	10.7	16.7	3.7	6.4	8.2	1.2	0.7	1.8	0.9	0.4	0.6	0.9	0.7	1.4	0.4	2.4	2	1.2	1.9	2.1	1.4	0.3	0.2	0.5	14.4
USUARIO OTT	13.1	1.2	10.5	13.7	3.2	5.1	5.5	0.5	0.7	0.9	1.6	0.9	0.8	2	1.3	0.1	0.4	1.1	1.1	1.7	3	1.4	0.7	0.2	0	0.1	24.3

SHARE% POR COMUNIDADES AUTÓNOMAS

Ámbito	Cuota%
CASTILLA Y LEÓN	15.9
MADRID	14
ASTURIAS	11.2
ARAGÓN	10.7
C. VALENCIANA	10.5
EUSKADI	9.6
ESPAÑA	9.2
MURCIA	8.3
RESTO	8.2
GALICIA	7.8
BALEARES	7.8
CANARIAS	7.4
ANDALUCÍA	6.9
CASTILLA LA MANCHA	6.4
CATALUÑA	6.2