

EUROVISION

26 NOV 2023

La1

16:00 - 18:29 (149')

SHARE%

8.1%

AcepFr%

88%

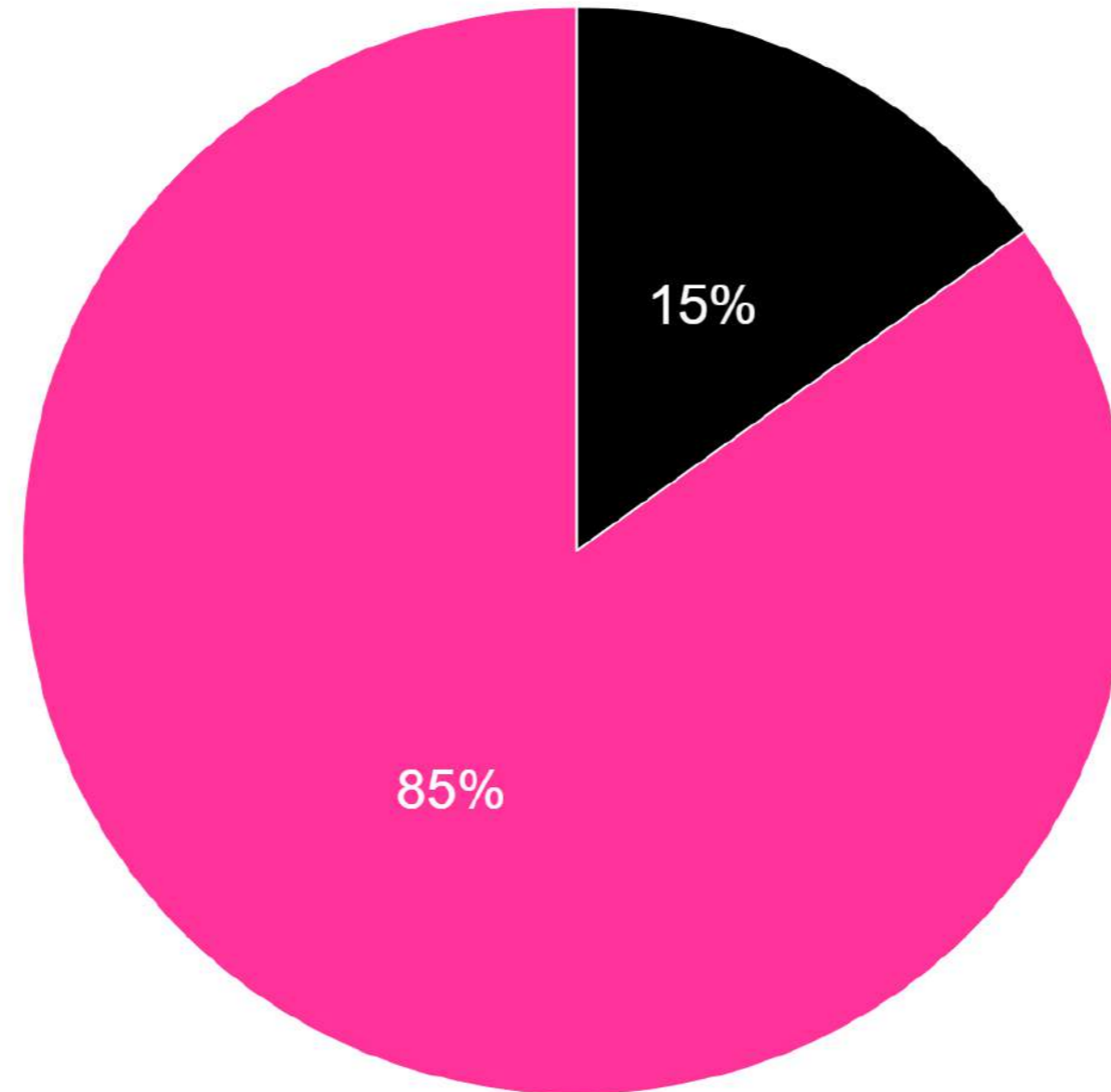
*Elaborado por DOS30' sobre datos de Kantar Media

PERFIL (Y PLUSVALÍAS) DEL PROGRAMA

Targets	Cuota%	AM(000)	MAA(000)	FidM%	ACad%	AcepFr%	Perfil%
IND. 4+	8.1	827	3624	22.8	15	88	100
HOMBRES	7.8	362	1712	21.2	13.1	77.3	43.8
MUJERES	8.4	465	1912	24.3	17	98.7	56.2
NIÑOS (4-12)	14.6	56	133	41.8	47.7	283.9	6.7
JÓVENES (13-24)	10.2	50	219	22.9	20	106.3	6
ADULTOS JÓVENES (25-44)	10.9	165	497	33.1	24.1	146.5	19.9
ADULTOS (45-64)	7.2	279	1325	21	11.9	73	33.7
MAYORES 65	7.1	279	1450	19.2	13.1	73.2	33.7
TARGET COMERCIAL	9.8	285	1073	26.6	16.9	101.4	34.5
-10Mil	6.7	141	733	19.2	12.8	77.3	17
10-50Mil	8.3	245	1008	24.3	15.9	91.6	29.6
50-200Mil	8.5	190	796	23.9	15.9	91.3	23
+200Mil	8.6	251	1086	23.2	15.1	88.9	30.4
USUARIO OTT	11.9	150	501	30	19.4	116.5	18.2

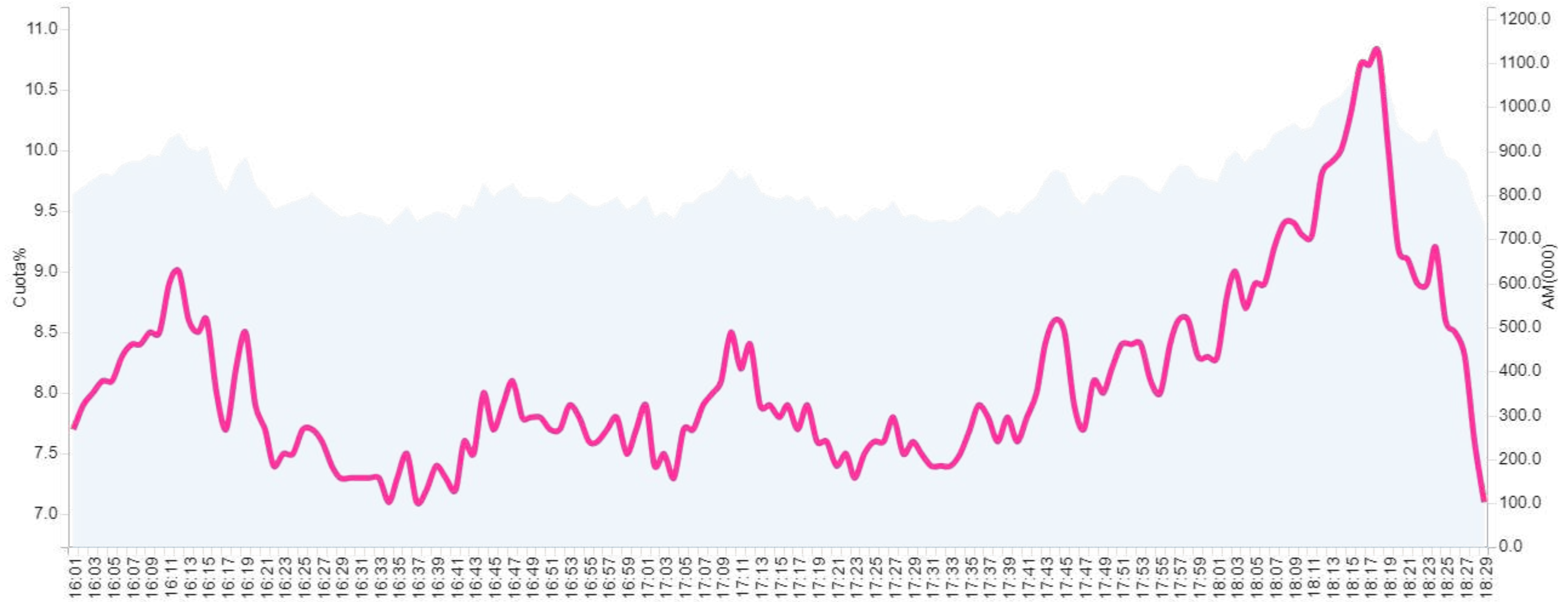
EUROVISION - 26 NOV 2023

■ EUROVISION ■ Resto de programación



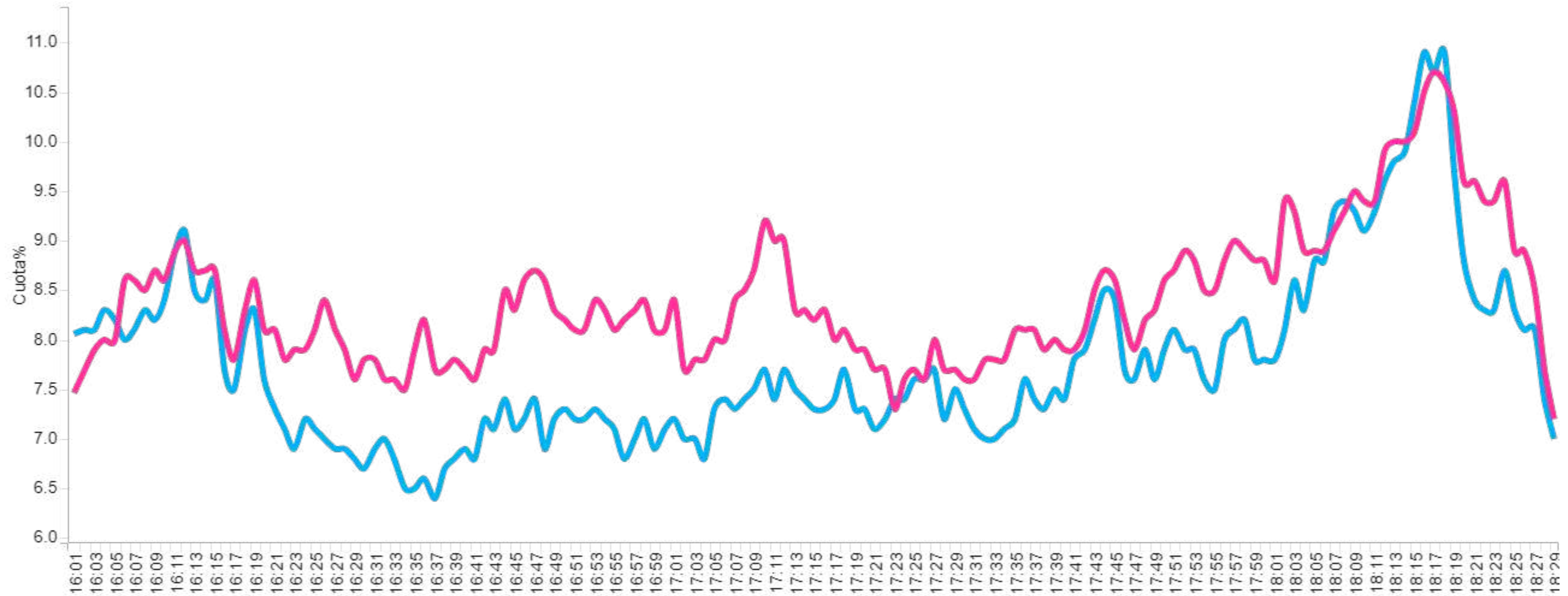
EUROVISION - 26 NOV 2023

— AM(000) — Cuota%



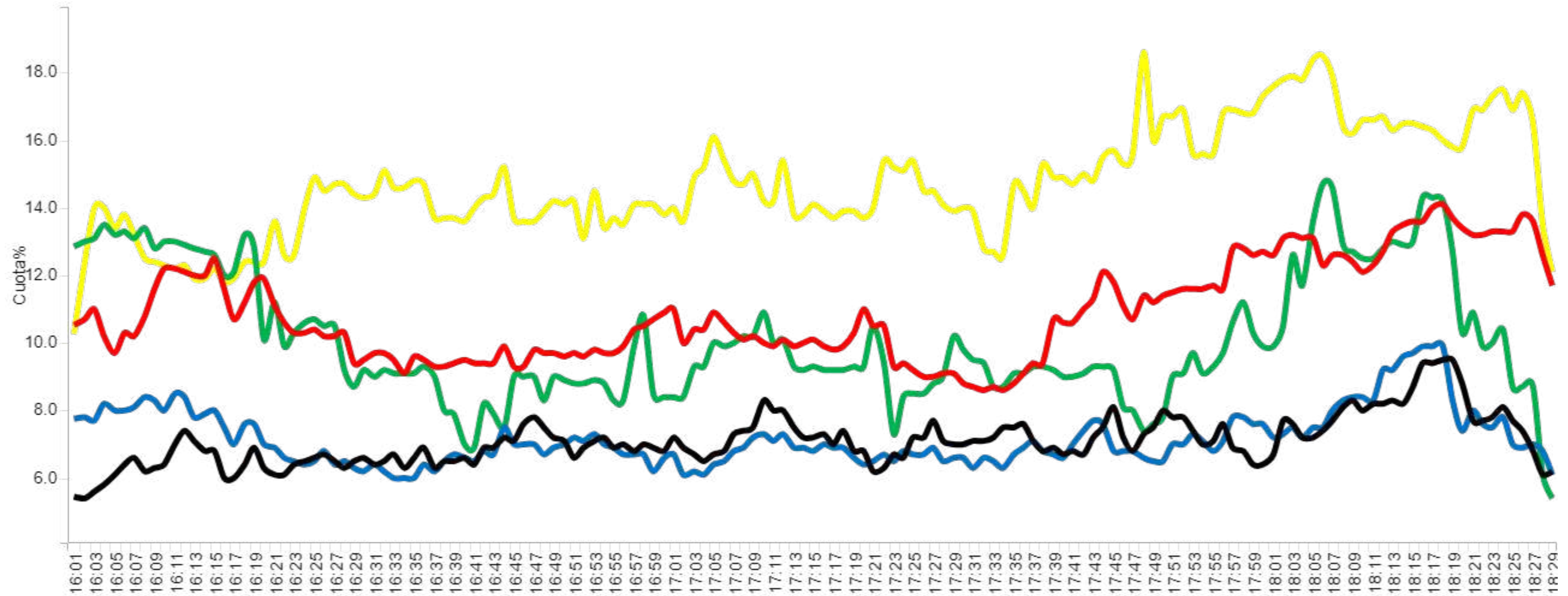
EUROVISION - 26 NOV 2023

HOMBRES MUJERES

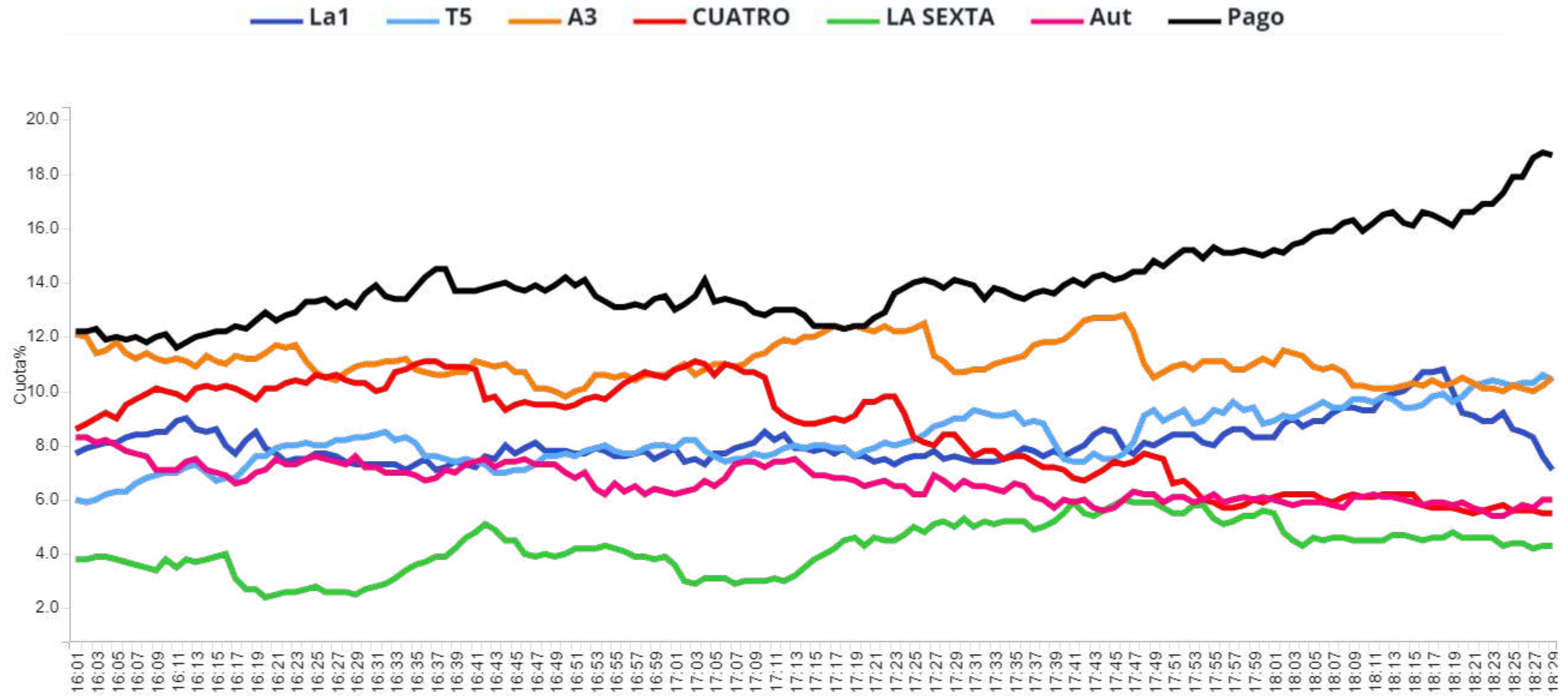


EUROVISION - 26 NOV 2023

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



EUROVISION - 26 NOV 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	FOX	TEMÁTICAS PAGO
IND. 4+	8.1	3.1	8.2	11.1	8.5	4.2	6.6	3.7	0.5	2	2	1.6	0.7	1.2	2.4	1.8	1.2	2.3	2.4	1.4	1.8	1.8	2.1	0.4	1.3	0.8	14
HOMBRES	7.8	3.6	5	8.2	9.1	3.9	5.9	4.7	0.6	2.2	2.7	1.9	0.9	1.5	2.2	0.8	0.6	2.5	3.2	1.6	2.3	0.9	2.2	0.8	1.1	1.2	17.4
MUJERES	8.4	2.7	10.9	13.5	8.1	4.5	7.3	3	0.5	1.9	1.4	1.3	0.6	1	2.5	2.6	1.7	2.1	1.7	1.2	1.3	2.5	1.9	0.1	1.5	0.4	11.1
NIÑOS (4-12)	14.6	0.5	4.5	3	3.8	0.3	0.6	0.6	0.4	0.1	2	11.1	5.4	1.3	11.1	0.9	0.4	2.1	2.6	0.4	1	1.5	3.8	0.1	0.1	1.2	17
JÓVENES (13-24)	10.2	0.8	3.1	6.7	9.5	2.1	5.6	5.8	0.4	1.1	2.1	5.2	1.8	0.5	4.8	2.1	1	2.2	5.6	2.8	0.5	1.7	0.6	0.2	1.7	0.5	16.9
ADULTOS JÓV. (25-44)	10.9	2	7.4	5.9	8.7	3	2.7	1.7	0.3	2.1	1.5	3.5	0.9	1.2	4.6	0.6	1.1	2.1	3.8	2.2	3.1	1.8	2.4	0.1	0.6	1.5	17.4
ADULTOS (45-64)	7.2	2.3	7.6	11.5	11.3	3.7	5.4	3	0.5	2.3	2.8	0.8	0.7	1.6	1.9	2.4	1.2	2.1	2.6	1.6	2.4	1.3	2.2	0.5	1.4	0.6	14.9
MAYORES 65	7.1	4.8	10.1	14	6.1	5.8	10.1	5.3	0.7	2.1	1.3	0.2	0.1	0.9	0.8	1.7	1.3	2.6	1.2	0.8	0.8	2.3	1.8	0.5	1.5	0.7	11.2
TARGET COMERCIAL	9.8	2.3	7	7.9	10.1	3.9	4.8	2	0.6	1.9	2.2	1.4	0.6	1.5	2.8	1.4	1.5	1.8	2.9	0.8	2.7	1.4	2.2	0.3	0.9	0.8	19.2
-10Mil	6.7	3.9	8.6	11.2	9.1	3.1	8.6	4.3	0.5	2.2	2.4	1.1	0.4	0.9	3.1	1.1	0.4	2	2.9	2	1.8	1.4	1.4	0.6	2.5	1.4	11.6
10-50Mil	8.3	2.6	7.6	11.4	8.7	3.3	5.2	4.8	0.5	2.3	1.4	2.5	0.9	1.4	2.7	3	1.6	2.8	2.5	1	2	2.4	1.4	0.6	1.4	0.5	14
50-200Mil	8.5	3	8.4	12	8.3	5.9	5.3	3.3	0.7	1.4	2.4	1.3	0.9	1.5	1.8	1.4	1.1	2.7	2.1	1.4	1.8	1.7	0.8	0.3	0.6	0.5	14.5
+200Mil	8.6	3	8.4	9.9	8.2	4.8	7.7	2.6	0.4	2.1	2	1.2	0.5	1.1	2	1.4	1.4	1.7	2.2	1.3	1.4	1.6	4.1	0.3	0.9	0.9	15.3
USUARIO OTT	11.9	2.1	7.1	6.3	7.8	4.2	5.7	1.4	0.3	1.4	4.1	1.9	0.7	1.2	2.3	1.5	0.7	0.9	1.6	2	1.3	0.8	1.3	0	1.1	0.8	23.3

SHARE% POR COMUNIDADES AUTÓNOMAS

Ámbito	Cuota%
MURCIA	13.8
BALEARES	10.4
C. VALENCIANA	10.2
MADRID	10.2
ANDALUCÍA	8.8
ESPAÑA	8.1
CATALUÑA	7.5
CASTILLA LA MANCHA	7.4
CASTILLA Y LEÓN	7.3
GALICIA	7.2
ARAGÓN	6.9
CANARIAS	6.1
EUSKADI	5.4
ASTURIAS	4.6
RESTO	2.8