

BENIDORM FEST:SEMIFINAL 01

30 ENE 2024

La1

22:54 - 24:44 (110')

SHARE%

10.8%

AcepFr%

114.5%

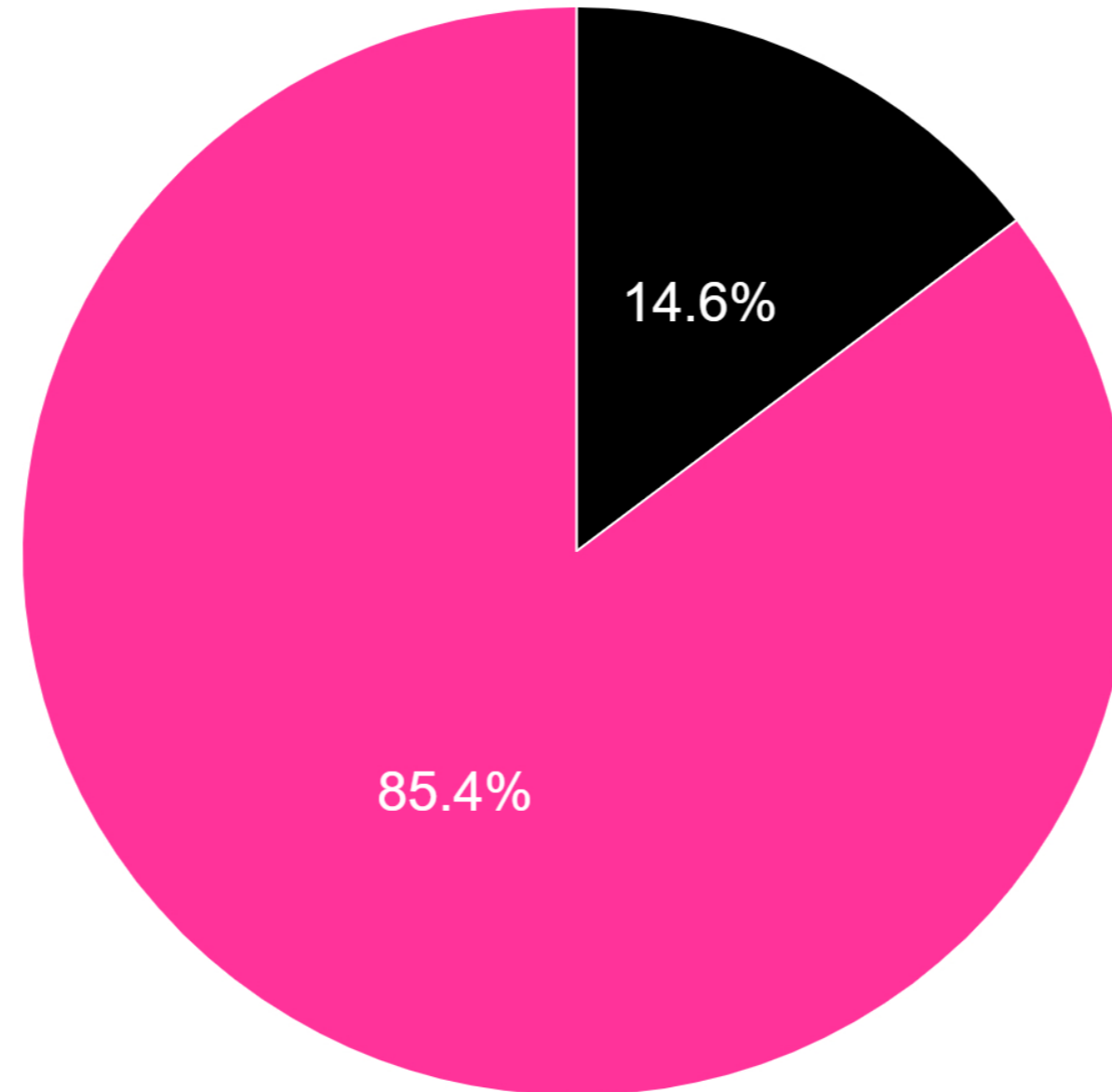
*Elaborado por DOS30' sobre datos de Kantar Media

PERFIL (Y PLUSVALÍAS) DEL PROGRAMA

Targets	Cuota%	AM(000)	MAA(000)	FidM%	ACad%	AcepFr%	Perfil%
IND. 4+	10.8	1005	3306	30.4	14.6	114.5	100
HOMBRES	11.8	498	1509	33	16.5	125.9	49.5
MUJERES	10	508	1797	28.2	13.2	105.3	50.5
NIÑOS (4-12)	6.7	10	34	28.5	13.1	162.5	1
JÓVENES (13-24)	24.2	88	183	48	26	209.5	8.8
ADULTOS JÓVENES (25-44)	19.2	277	637	43.5	31.7	208.3	27.5
ADULTOS (45-64)	10.5	399	1279	31.2	16	117.5	39.7
MAYORES 65	6.6	231	1172	19.7	7.5	64.8	23
TARGET COMERCIAL	17.4	500	1232	40.6	27.3	185	49.7
-10Mil	7.4	149	558	26.7	9.6	75.2	14.8
10-50Mil	11.5	291	979	29.8	16.4	131.4	29
50-200Mil	9.8	190	714	26.7	14.5	116.3	18.9
+200Mil	13.6	375	1055	35.5	16.9	126.2	37.3
USUARIO OTT	17.5	192	539	35.6	21.5	161.7	19.1

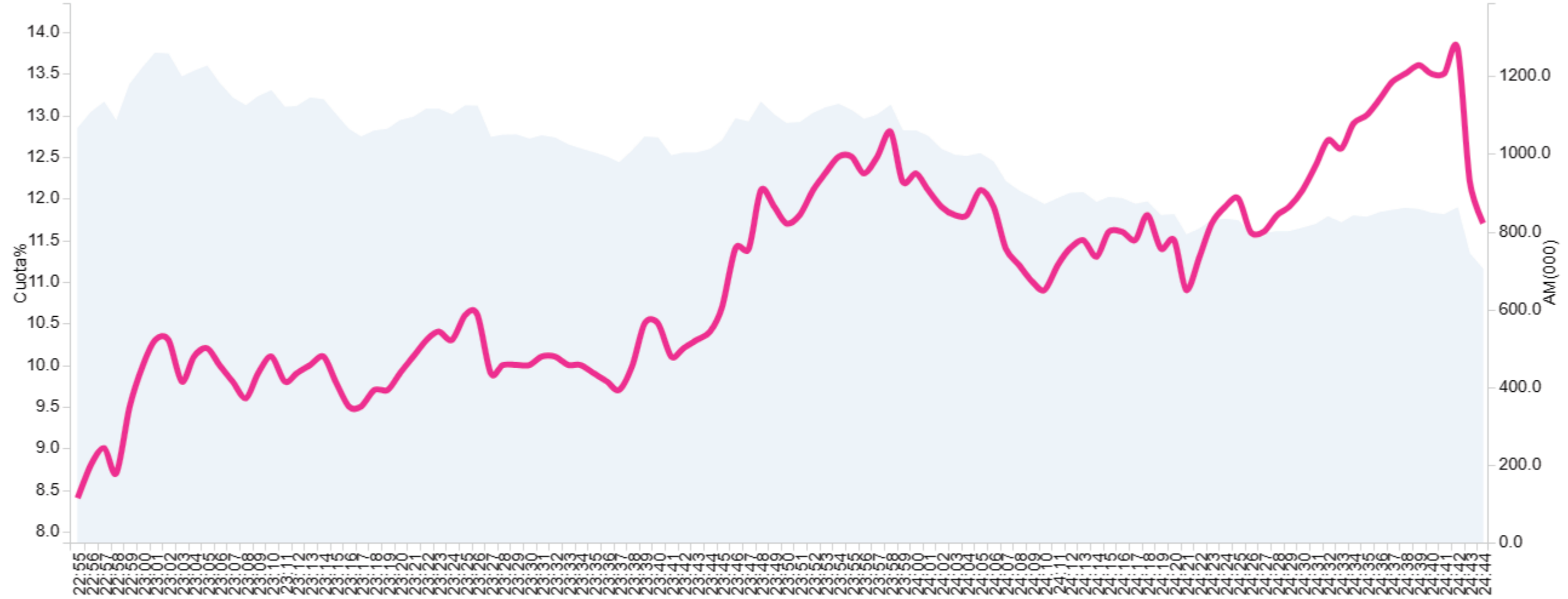
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■ BENIDORM FEST:SEMIFINAL 01 ■ Resto de programación



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— AM(000) — Cuota%



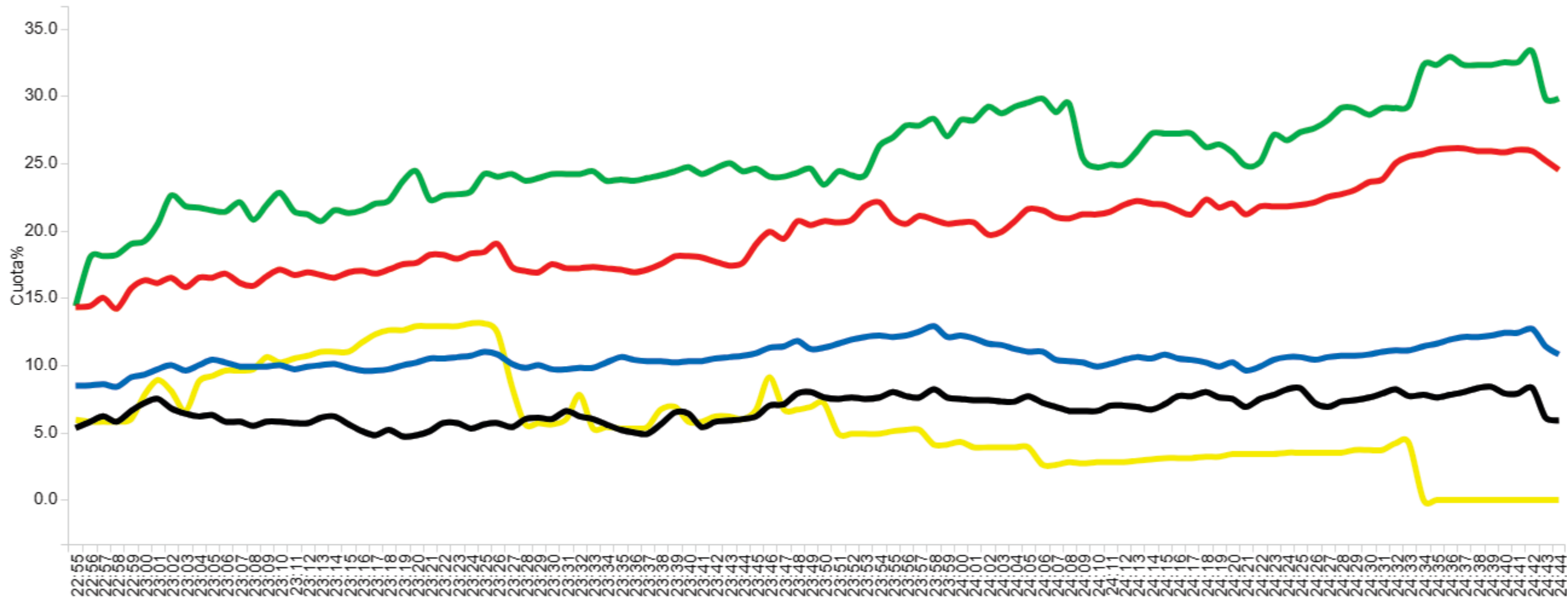
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HOMBRES MUJERES

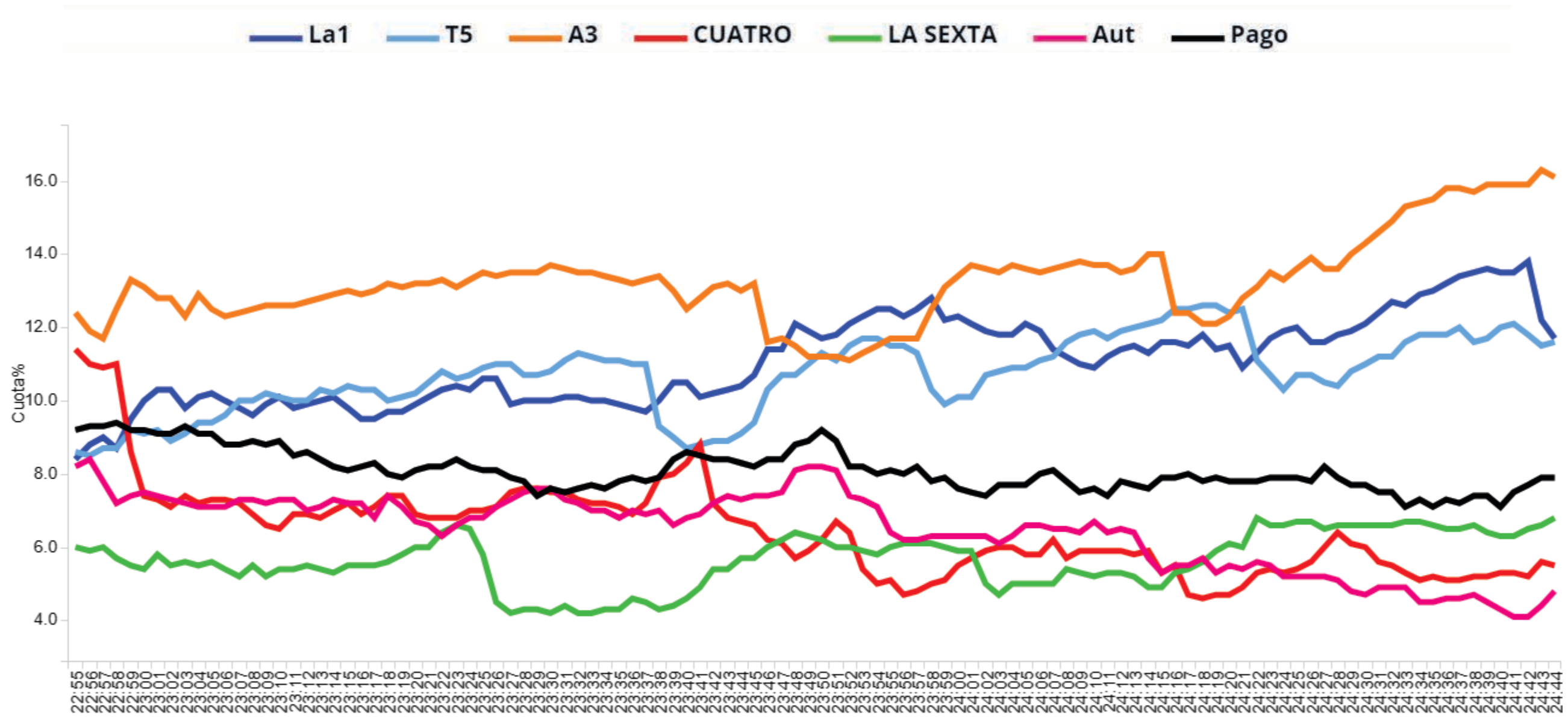


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NIÑOS (4-12) JÓVENES (13-24) ADULTOS JÓVENES (25-44) ADULTOS (45-64) MAYORES 65



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¿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	GO! PLAY	TEMÁTICAS PAGO
IND. 4+	10.8	3.3	10.5	13.2	6.7	5.6	6.7	2.4	2.5	2.6	2.8	0.2	0.5	1.5	0.2	2.2	1	3.4	2.8	2.2	2	0.9	1.9	0.5	0.7	0.8	8.2
HOMBRES	11.8	4.9	6.8	9.6	6.1	5.5	6.7	2.9	3.4	1.9	3.7	0.2	0.3	2.1	0.1	1.2	0.8	2.9	4	3.3	2.1	0.6	2.6	0.7	0.6	1.3	9.5
MUJERES	10	2	13.7	16.2	7.3	5.7	6.6	2	1.7	3.1	2	0.2	0.7	1	0.3	3	1.2	3.8	1.8	1.3	1.9	1.2	1.4	0.3	0.9	0.4	7.1
NIÑOS (4-12)	6.7	0.7	18.8	8.7	4.5	0.8	13.5	0	0.1	1.3	1.1	4	5.4	2	5.3	1.5	0.4	2.1	8.8	1.6	0.1	0	0	0	1.4	0.6	9
JÓVENES (13-24)	24.2	3.4	12.3	5.9	7.6	4.5	5.6	0.2	0.3	1.9	3.7	0.8	0.2	0.6	0.2	1.3	0	0.4	4.8	1.6	0.6	0	0.7	0.4	1.1	1	13
ADULTOS JÓV. (25-44)	19.2	2	13.6	7.8	10	6	4.8	1.1	0.9	1.5	2.2	0.2	0.2	1.2	0.6	1.4	1.1	1.2	3.4	5	1.2	0.3	1.2	0.3	0.6	1.5	6.7
ADULTOS (45-64)	10.5	3.4	8.4	12.1	7.4	5.6	5.6	1.6	2.4	3.4	3.8	0.3	0.5	2.6	0	1.6	1.4	4.4	3.1	2.2	2	0.6	2.3	0.6	0.9	0.7	9.7
MAYORES 65	6.6	3.8	11	17.4	4.6	5.7	8.3	4.1	3.6	2.2	1.9	0	0.6	0.5	0	3.3	0.7	3.5	1.8	1.1	2.4	1.6	2.1	0.4	0.5	0.7	6.7
TARGET COMERCIAL	17.4	3.1	10.1	8.4	7.4	6	4.9	1.2	1.5	3.7	2.9	0.2	0.2	2.2	0.3	0.9	1.1	3.1	2.7	3	1.6	0.2	1.7	0.5	0.6	1	10.6
-10Mil	7.4	3.8	10	15.6	7	4.9	9.1	2.9	3.3	1.8	2.7	0.2	0.7	0.8	0.3	3.5	1.1	3.7	4.2	1.4	2.3	1	2.1	0.6	0.8	0.5	5
10-50Mil	11.5	3	10.3	12.8	7.5	4.6	5.6	2.2	2.4	2.1	3	0.2	0.4	2.6	0.2	2	1.3	4	3.3	1.6	1.7	0.8	2	0.3	0.8	1.1	8.3
50-200Mil	9.8	2.4	13.3	13.1	6.7	4.8	6.9	2.5	2.4	3.5	3.1	0.3	0.5	0.8	0.1	1.9	0.4	3	1.2	3.9	1.4	0.5	1.3	0.5	1	1	9
+200Mil	13.6	3.8	9.3	11.7	5.8	7.6	5.7	2.1	2.1	2.9	2.4	0.2	0.6	1.5	0.2	1.6	1.1	2.9	2.5	2.1	2.4	1.2	2.2	0.5	0.4	0.7	9.9
USUARIO OTT	17.5	2.7	11.3	6	7.2	4.5	6	0.9	2.2	3	1.3	0.8	0.3	1.8	0.2	1.1	0.5	1.6	1.6	2.7	1.8	2	0.8	0.1	0.4	0.7	18.2

SHARE% POR COMUNIDADES AUTÓNOMAS

Ámbito	Cuota%
C. VALENCIANA	17.8
MADRID	17.4
CASTILLA LA MANCHA	11.8
CASTILLA Y LEÓN	11.8
ESPAÑA	10.8
ARAGÓN	10.5
MURCIA	10.4
RESTO	9.3
CANARIAS	8.6
CATALUÑA	8.4
ASTURIAS	8.3
EUSKADI	8.2
BALEARES	7.9
ANDALUCÍA	7.5
GALICIA	5.8