

BENIDORM FEST:SEMIFINAL 02

01 FEB 2024

La1

22:50 - 24:39 (109')

SHARE%

10.5%

AcepFr%

111.6%

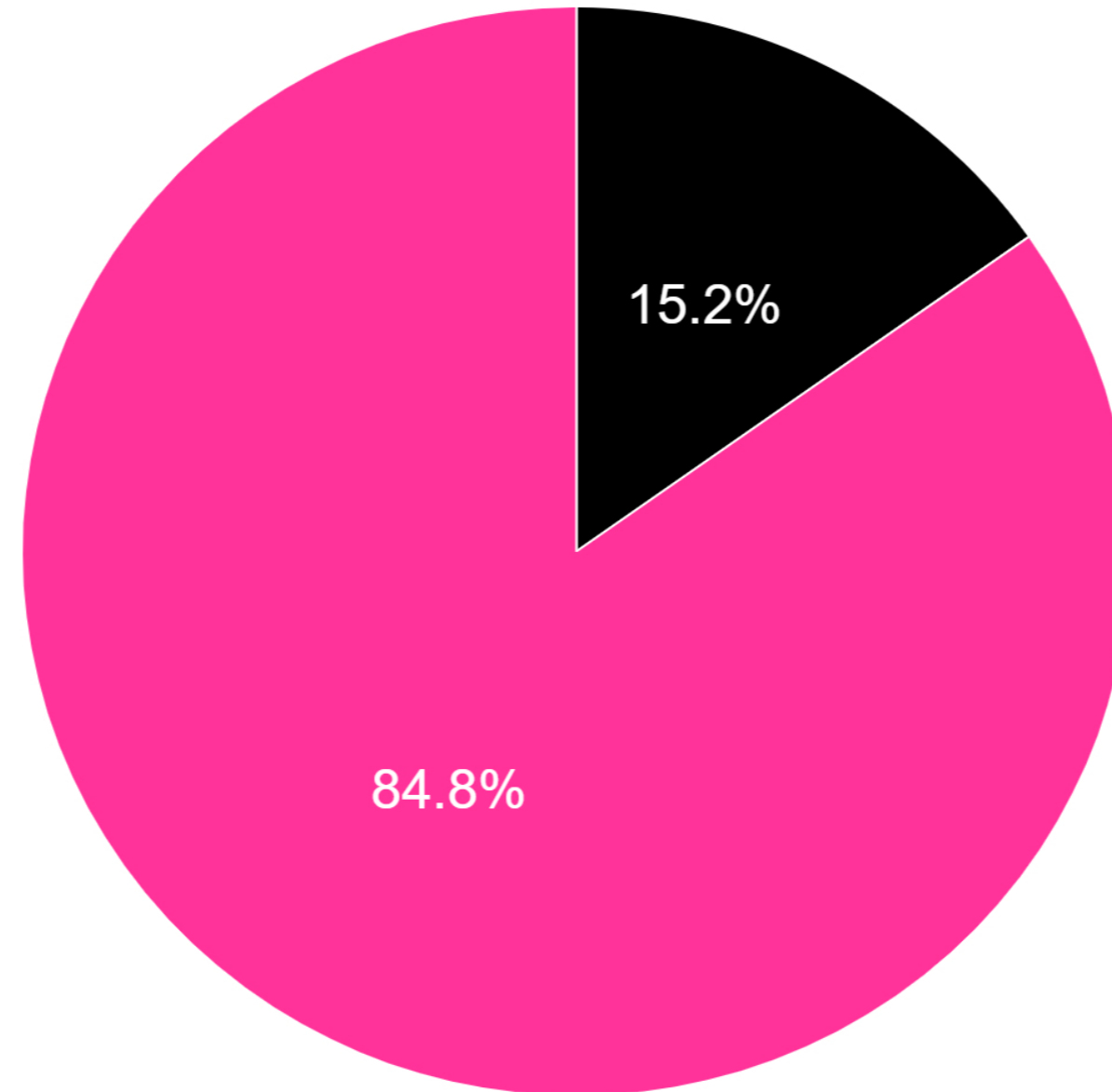
*Elaborado por DOS30' sobre datos de Kantar Media

PERFIL (Y PLUSVALÍAS) DEL PROGRAMA

Targets	Cuota%	AM(000)	MAA(000)	FidM%	ACad%	AcepFr%	Perfil%
IND. 4+	10.5	1039	3278	31.7	15.2	111.6	100
HOMBRES	11.6	508	1523	33.3	17.3	125.9	48.9
MUJERES	9.6	531	1755	30.3	13.7	100.8	51.1
NIÑOS (4-12)	10.9	15	39	39.9	18.9	246.5	1.5
JÓVENES (13-24)	18.3	77	159	48.1	24.1	158.9	7.4
ADULTOS JÓVENES (25-44)	19.3	303	630	48.1	36.3	222.3	29.2
ADULTOS (45-64)	10.2	408	1324	30.8	16.5	114.8	39.3
MAYORES 65	6.2	236	1125	21	7.6	61.3	22.7
TARGET COMERCIAL	17.2	528	1259	42	27.9	175.6	50.8
-10Mil	8.1	170	548	31	11.6	88.5	16.4
10-50Mil	10	265	831	31.9	15.4	116.7	25.5
50-200Mil	7.8	166	650	25.6	12.1	88.8	16
+200Mil	14.5	437	1248	35.1	19.3	133.7	42.1
USUARIO OTT	15.7	190	479	39.6	25.5	180.3	18.3

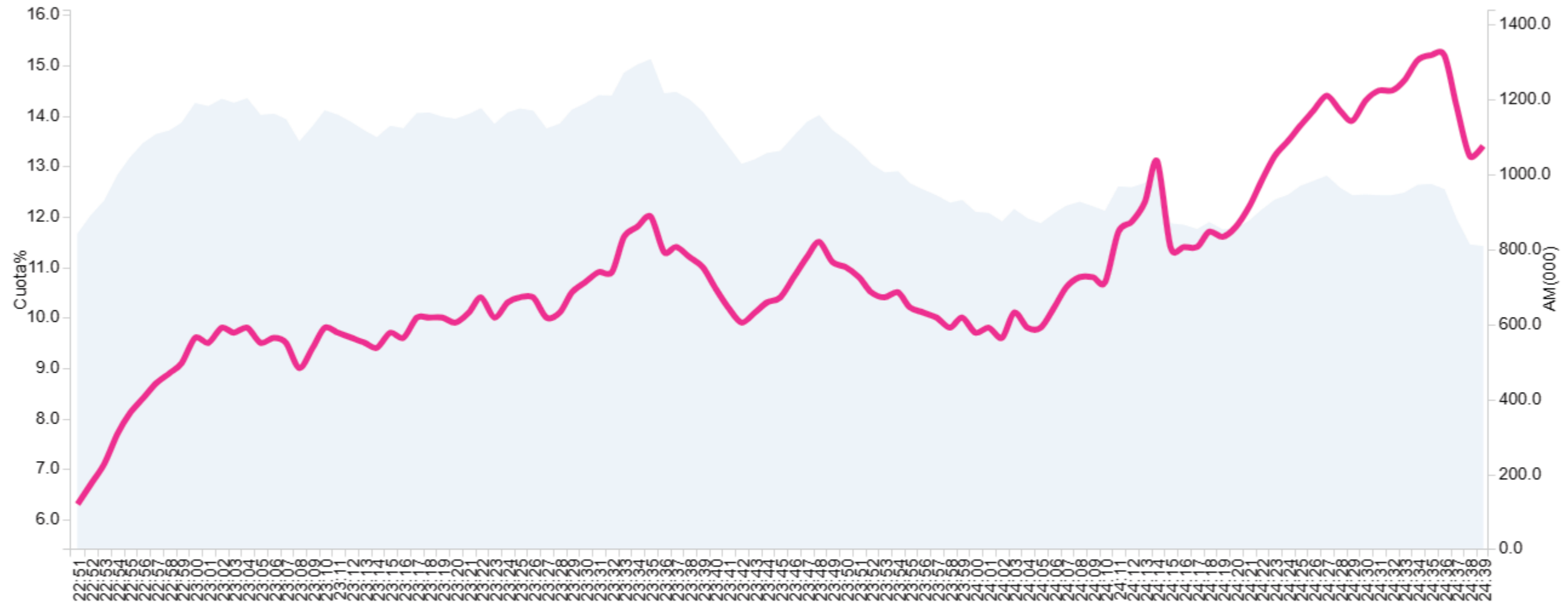
BENIDORM FEST:SEMIFINAL 02 - 01 FEB 2024

■ BENIDORM FEST:SEMIFINAL 02 ■ Resto de programación



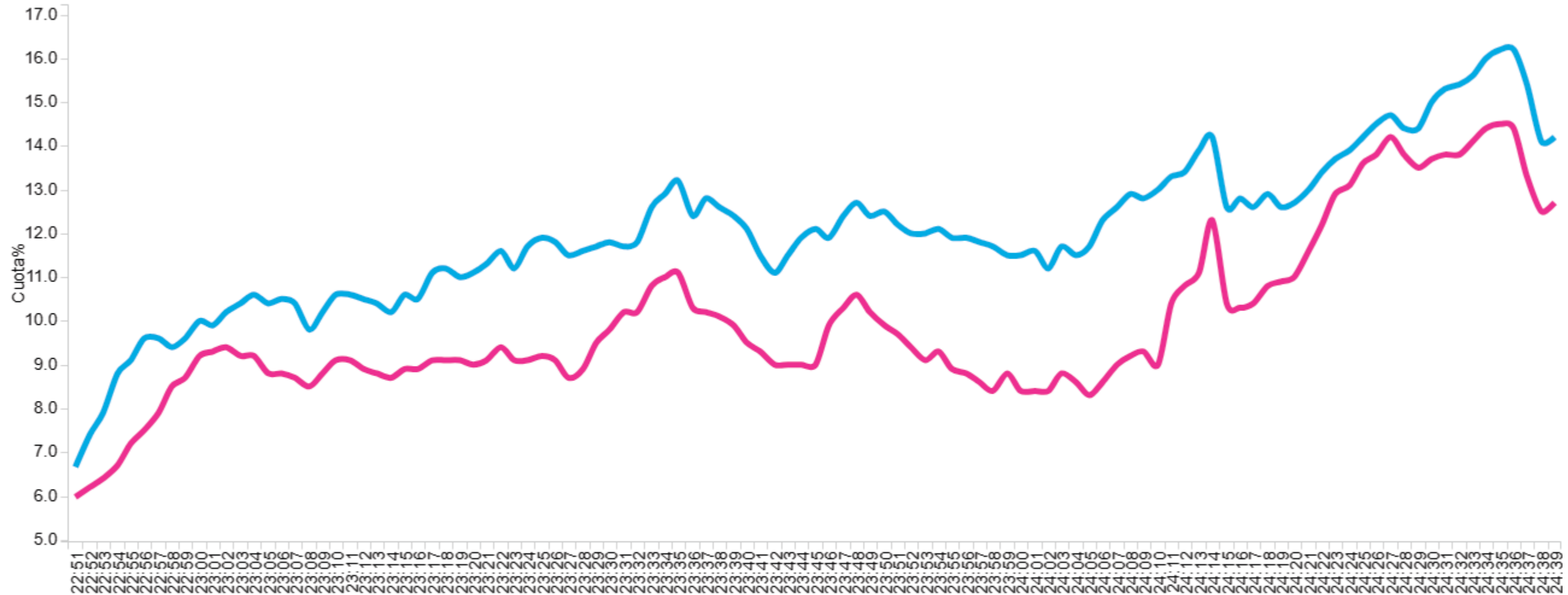
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AM(000) Cuota%



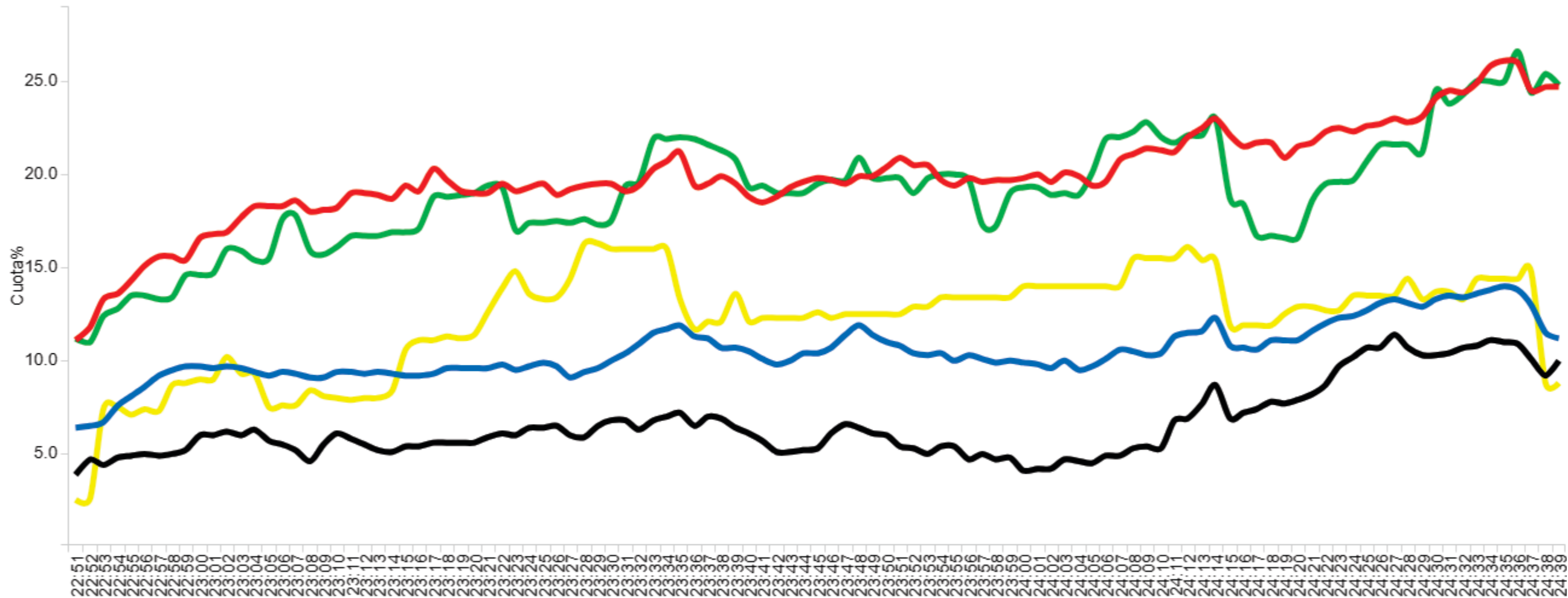
BENIDORM FEST: SEMIFINAL 02 - 01 FEB 2024

— HOMBRES — MUJERES



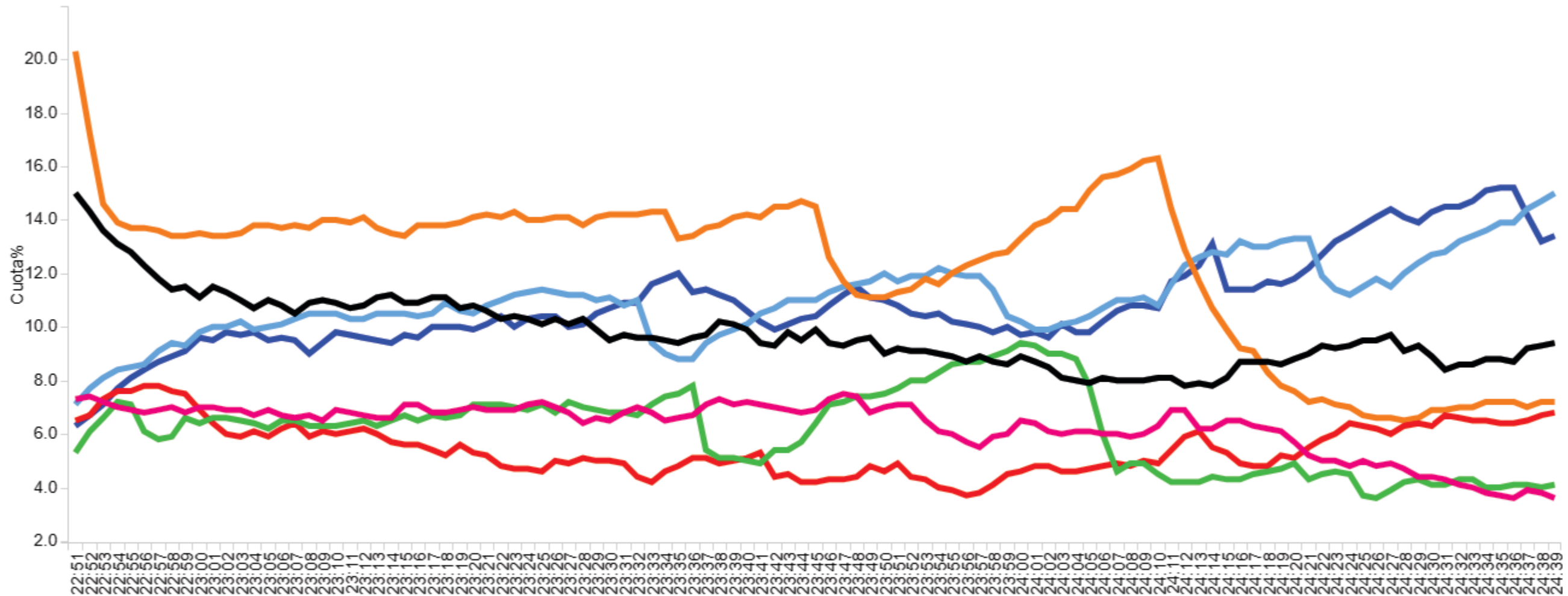
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— NIÑOS (4-12) — JÓVENES (13-24) — ADULTOS JÓVENES (25-44) — ADULTOS (45-64) — MAYORES 65



BENIDORM FEST:SEMIFINAL 02 - 01 FEB 2024

La1 T5 A3 CUATRO LA SEXTA Aut Pago



¿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+	10.5	2.1	10.8	12.9	5.5	6.3	6.5	2	1.5	2.5	3.1	0.4	0.7	1.5	0.6	2	1.6	2.3	3	1.9	2.5	2.3	0.9	0.4	0.7	1.6	10.1
HOMBRES	11.6	2.7	6.4	9.8	6	6.9	7	2.6	1.9	1.4	3.4	0.4	0.5	2.3	0.6	0.7	0.7	2.5	4.2	2.8	2.3	1.2	1	0.7	0.4	2.6	12.3
MUJERES	9.6	1.7	14.2	15.3	5.1	5.8	6	1.6	1.1	3.4	2.9	0.3	0.8	1	0.6	3.1	2.3	2.2	2.1	1.1	2.6	3.1	0.8	0.2	0.8	0.8	8.3
NIÑOS (4-12)	10.9	0.5	13.7	9.8	2.9	5.8	3.4	1.2	0.2	1.1	2	7.5	4.6	4.7	12.2	0	0.1	0	0.7	0.9	0.4	2.1	1.8	0.2	0.6	0.2	11.4
JÓVENES (13-24)	18.3	2.9	7.2	12.8	3.7	3.4	4.8	0.2	0.7	0.6	2	1.7	0	0.4	2.1	1.7	1.3	1.5	4.3	3.7	2.5	1.9	2.2	0	1.2	0.5	13.9
ADULTOS JÓV. (25-44)	19.3	2.2	12.2	7.1	7.4	6.3	5.2	1	0.1	0.8	1.4	0.5	0.4	1.9	1.5	1.8	1.9	1.9	3.9	2.5	1.3	1.3	0.6	0.2	0.5	2.7	8.8
ADULTOS (45-64)	10.2	1.9	8.9	13	6.5	7.8	6	1	1.4	3.1	4	0.2	0.6	2	0.2	1.2	1.5	2.7	3.4	1.9	3.3	1.8	1.1	0.3	0.8	1	10.7
MAYORES 65	6.2	2.3	12.4	15.3	4	5	7.8	3.8	2.3	3	3	0	0.8	0.9	0.1	3.1	1.6	2.3	2.2	1.4	2.1	3.2	0.5	0.6	0.5	2	9.5
TARGET COMERCIAL	17.2	2.2	9.9	8.9	6.4	7.2	4.8	0.9	1	2.6	2.5	0.2	0.5	1.8	0.5	0.7	1.7	2.5	3	2.3	2.8	1	1.1	0.2	0.4	1.8	11.5
-10Mil	8.1	2.2	11.3	14.7	5.8	6.3	7.8	3.4	1.3	1.4	3.4	0.1	0.7	1.5	0.3	1.8	0.8	3	4	2.2	1.8	2.3	1.2	0.6	1	1.7	8.3
10-50Mil	10	1.8	11	11.6	5.8	5.7	8.5	1.2	1.7	2.9	2.9	0.8	0.6	1.8	1.1	1.8	1.7	3.2	3	1.8	2.9	1.8	1.2	0.4	0.6	1.8	9.4
50-200Mil	7.8	1.7	11.8	13.7	5.5	7	5.6	1.8	1.7	3	2.8	0	0.7	1.4	0.1	2.3	1.7	1.7	2.8	2.4	1.8	3.3	0.3	0.4	0.6	1.7	11
+200Mil	14.5	2.6	9.5	12.2	5	6.3	4.4	1.9	1.3	2.7	3.3	0.5	0.6	1.4	0.7	2.1	1.9	1.7	2.5	1.3	3.1	1.9	0.8	0.3	0.6	1.3	11.2
USUARIO OTT	15.7	1.1	11.4	8.8	5.2	7.8	5.2	0.6	1	1.2	1.2	0.2	0.9	1.7	0.2	3.2	1.4	1.4	1	1.7	2.2	1.6	0.9	0.1	0.4	1.6	18.5

SHARE% POR COMUNIDADES AUTÓNOMAS

Ámbito	Cuota%
MURCIA	17.1
MADRID	16.7
C. VALENCIANA	15.8
CASTILLA Y LEÓN	15.2
ARAGÓN	11.7
ESPAÑA	10.5
ASTURIAS	10
CASTILLA LA MANCHA	9.6
ANDALUCÍA	8
RESTO	7.8
BALEARES	7.1
GALICIA	6.9
CATALUÑA	6.7
EUSKADI	6.1
CANARIAS	6