

BENIDORM FEST:FINAL

03 FEB 2024

La1

22:04 - 24:07 (123')

SHARE%

16.6%

AcepFr%

147.2%

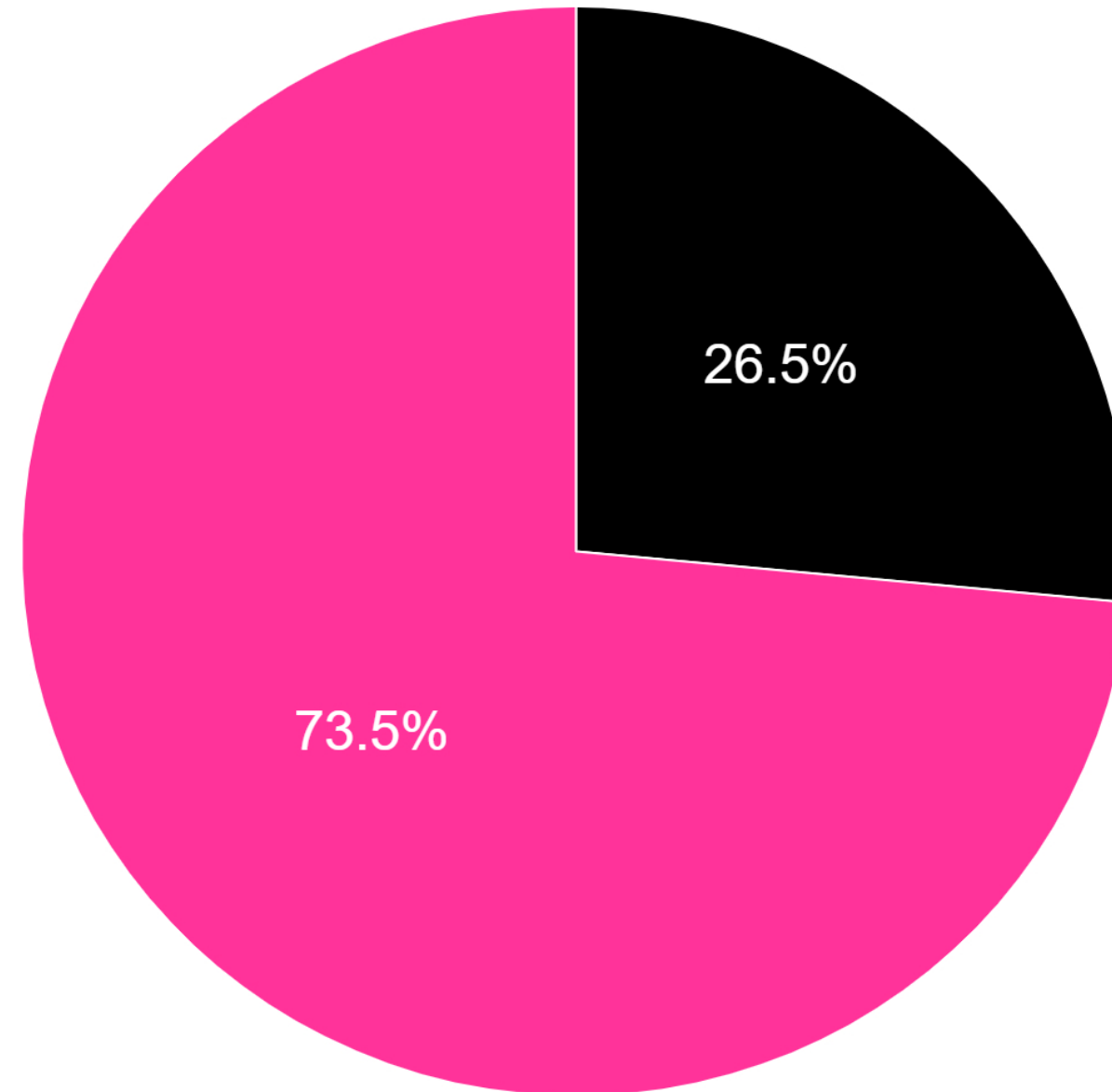
*Elaborado por DOS30' sobre datos de Kantar Media

PERFIL (Y PLUSVALÍAS) DEL PROGRAMA

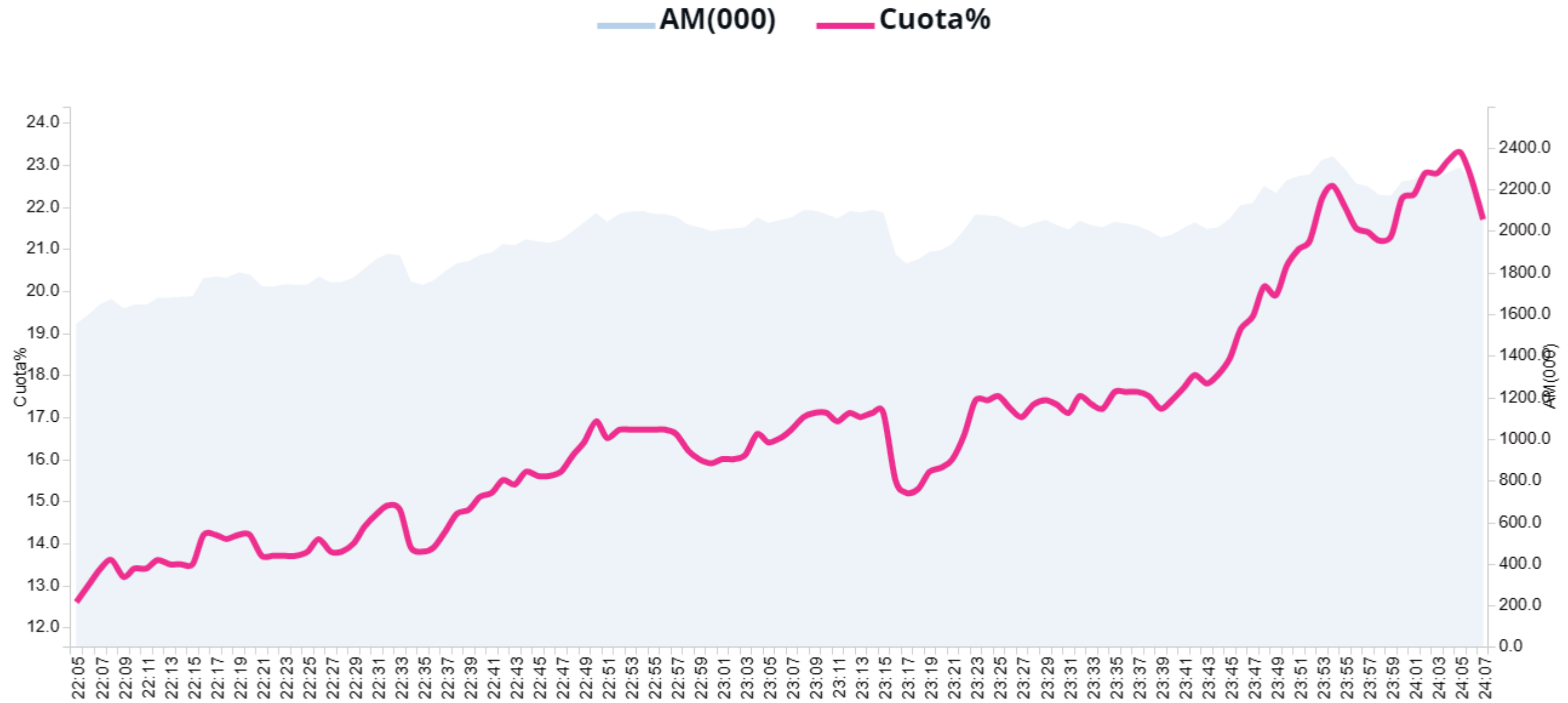
Targets	Cuota%	AM(000)	MAA(000)	FidM%	ACad%	AcepFr%	Perfil%
IND. 4+	16.6	1977	5195	38.1	26.5	147.2	100
HOMBRES	16.9	915	2493	36.7	28.5	158.6	46.3
MUJERES	16.3	1062	2702	39.3	25	138.7	53.7
NIÑOS (4-12)	15.2	65	178	36.2	37	227.3	3.3
JÓVENES (13-24)	31	182	318	57.2	46.8	244.4	9.2
ADULTOS JÓVENES (25-44)	24.9	462	969	47.7	42.3	208.1	23.4
ADULTOS (45-64)	16.6	750	2038	36.8	28.2	158.2	37.9
MAYORES 65	11.4	519	1692	30.7	16.5	94.8	26.2
TARGET COMERCIAL	25.7	910	1949	46.7	41.1	210.2	46
-10Mil	11.4	305	999	30.5	20.4	112.3	15.4
10-50Mil	15.8	542	1397	38.8	26.1	142.1	27.4
50-200Mil	17.6	426	1149	37.1	28.2	164.1	21.6
+200Mil	20.7	704	1650	42.7	29.6	163.4	35.6
USUARIO OTT	25.3	371	775	47.9	38	212.4	18.8

BENIDORM FEST:FINAL - 03 FEB 2024

■ BENIDORM FEST:FINAL ■ Resto de programación

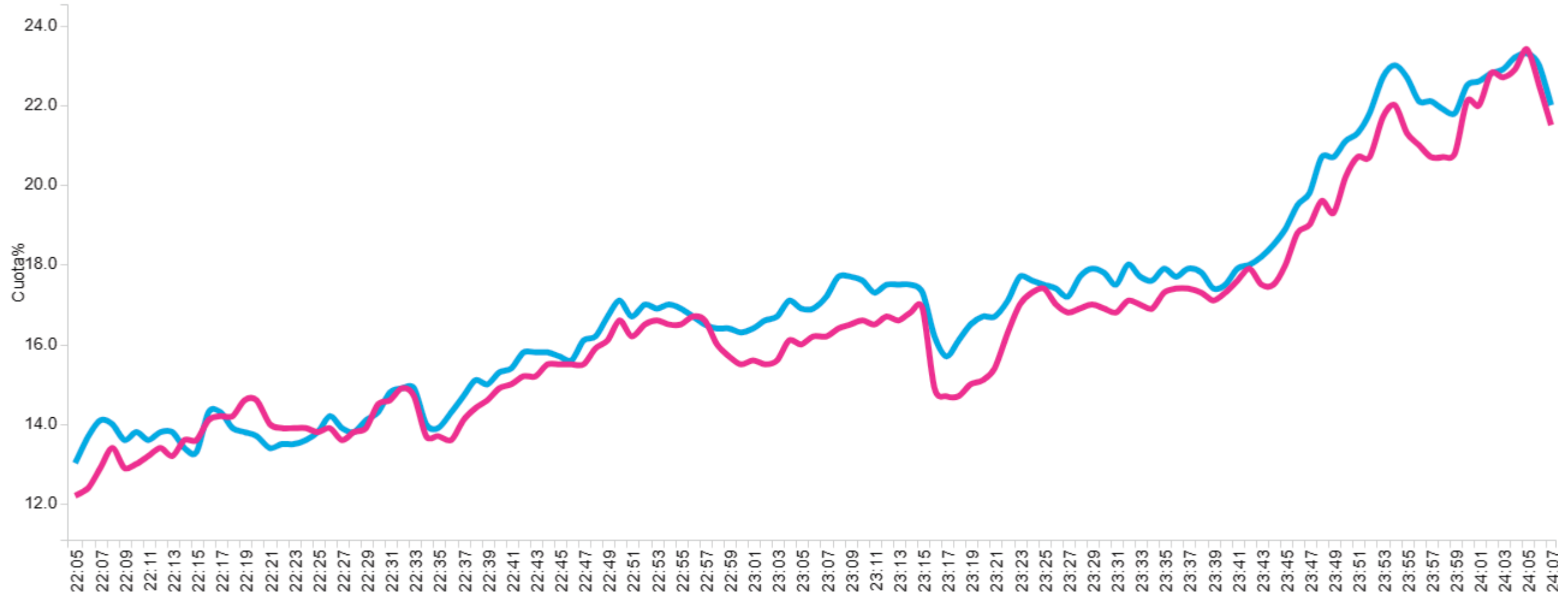


BENIDORM FEST:FINAL - 03 FEB 2024

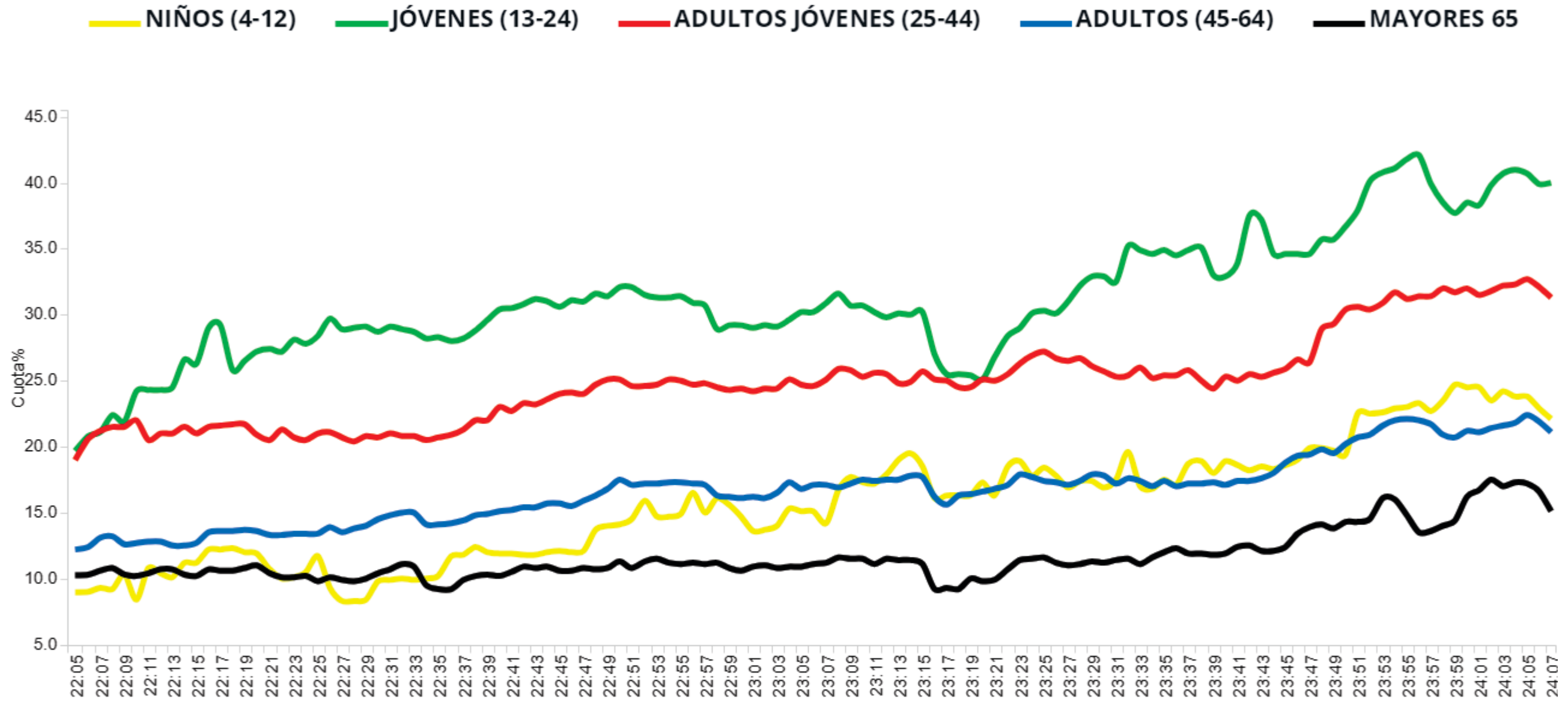


BENIDORM FEST:FINAL - 03 FEB 2024

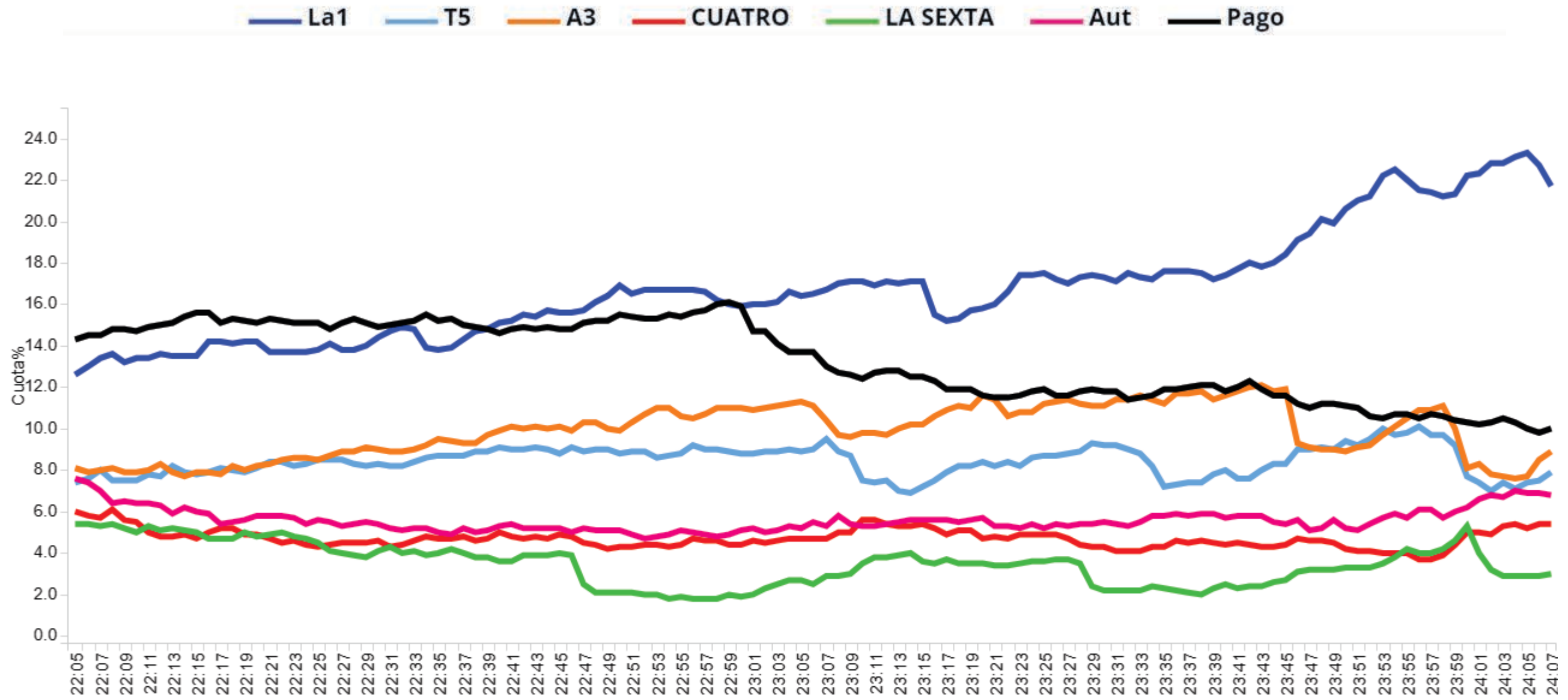
— HOMBRES — MUJERES



BENIDORM FEST:FINAL - 03 FEB 2024



BENIDORM FEST:FINAL - 03 FEB 2024



¿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+	16.6	3.7	8.4	9.9	4.7	3.5	5.6	2.2	0.4	1.8	2.1	1.1	0.7	1	0.7	1.9	1	2.6	3.4	1.5	3	2.3	1.2	0.2	0.4	1.6	13.4
HOMBRES	16.9	3.5	4.7	8.3	5.6	4	5.2	3	0.5	1.3	2.4	1.2	0.8	1	0.7	1.1	0.8	2.3	3.8	1.7	4.1	1.2	1.6	0.5	0.2	2.3	15.6
MUJERES	16.3	3.9	11.5	11.2	4	3	5.8	1.6	0.4	2.3	1.7	1	0.6	1.1	0.7	2.6	1.3	2.9	3.1	1.3	2.1	3.1	0.8	0.1	0.5	0.9	11.5
NIÑOS (4-12)	15.2	0.5	6.3	6.5	7.8	0.4	1.9	1.4	0.1	0.4	2	8	5.1	0.1	6.2	0.5	0.2	0.2	1	1.7	2.6	1.9	0.3	0.5	0.1	0.2	24.9
JÓVENES (13-24)	31	0.9	4.3	8.3	3.4	0.4	2.2	1.8	1	0.1	0.5	3.4	1.4	0.5	0.3	1.2	0.2	3.1	3.7	1.2	1.3	1.3	2.1	0	1	2	14.7
ADULTOS JÓV. (25-44)	24.9	1.1	6	7.2	6.8	1.8	2.9	1.5	0.5	1.2	1.8	1.7	0.7	1.7	1.7	2.2	0.5	1.2	5.7	2.8	4.5	1	0.6	0	0.3	1.1	12.5
ADULTOS (45-64)	16.6	3.3	6.4	8.8	5.7	3.9	3.5	2.4	0.2	2	2.9	0.9	0.6	1	0.5	2.5	1.7	2.2	3.9	1.4	3.8	2.2	1.2	0.4	0.6	1.6	15.1
MAYORES 65	11.4	5.9	12.2	12.6	2.7	4.5	9.5	2.6	0.6	2.3	1.5	0.1	0.3	1	0.1	1.4	0.8	3.7	2.2	1.1	1.8	3	1.4	0.2	0.2	1.8	10.8
TARGET COMERCIAL	25.7	1.8	5.7	8.4	5.5	2.8	3.2	1.7	0.4	1.3	2.2	0.7	0.6	0.8	1	1.8	1.1	2.3	4.8	1.3	4.1	0.8	1.1	0.1	0.4	1.1	14.4
-10Mil	11.4	5.3	8.9	11.8	4.1	4.6	6.5	2.2	0.3	2.3	2.6	0.5	1.4	1.5	0.2	1.9	0.9	2.5	3.9	1.6	3.2	2	0.8	0.3	0.7	1.5	11.4
10-50Mil	15.8	3.1	7.6	8.3	6	2.8	5.7	2.5	0.4	1.4	2.2	2.2	0.6	0.8	1.2	2.1	1.4	2.9	2.9	1.7	3	3	1.5	0.4	0.3	1.8	13.5
50-200Mil	17.6	2.7	11.3	10.7	4.8	4.5	5.2	1.8	0.8	1.6	1.7	0.4	0.3	1.5	0.9	1.7	0.8	1.6	3.1	0.8	4	2.1	0.8	0	0.1	1.8	13.4
+200Mil	20.7	3.8	6.8	9.4	3.8	2.6	4.9	2.3	0.4	2.1	1.7	0.8	0.5	0.7	0.4	1.8	0.9	3.1	3.8	1.6	2	1.9	1.4	0.2	0.4	1.2	14.9
USUARIO OTT	25.3	1.7	7.2	9.6	4.1	3.8	2.6	0.8	0.9	0.6	0.9	1.9	1.9	0.8	1	1.7	0.1	2.2	2.3	0.8	2.1	0.9	1.4	0	0.3	0.7	20.6

SHARE% POR COMUNIDADES AUTÓNOMAS

Ámbito	Cuota%
C. VALENCIANA	26.9
CASTILLA Y LEÓN	23.6
MADRID	23.2
CASTILLA LA MANCHA	20.1
MURCIA	20
GALICIA	17.3
ARAGÓN	17
ESPAÑA	16.6
ASTURIAS	16.4
BALEARES	16.1
RESTO	13.7
CANARIAS	13.5
ANDALUCÍA	11.3
CATALUÑA	9.2
EUSKADI	7.5