

FESTIVAL EUROVISION JUNIOR

16 NOV 2024

La1

18:00 - 20:00 (120')

SHARE%

12.1%

AcepFr%

137.1%

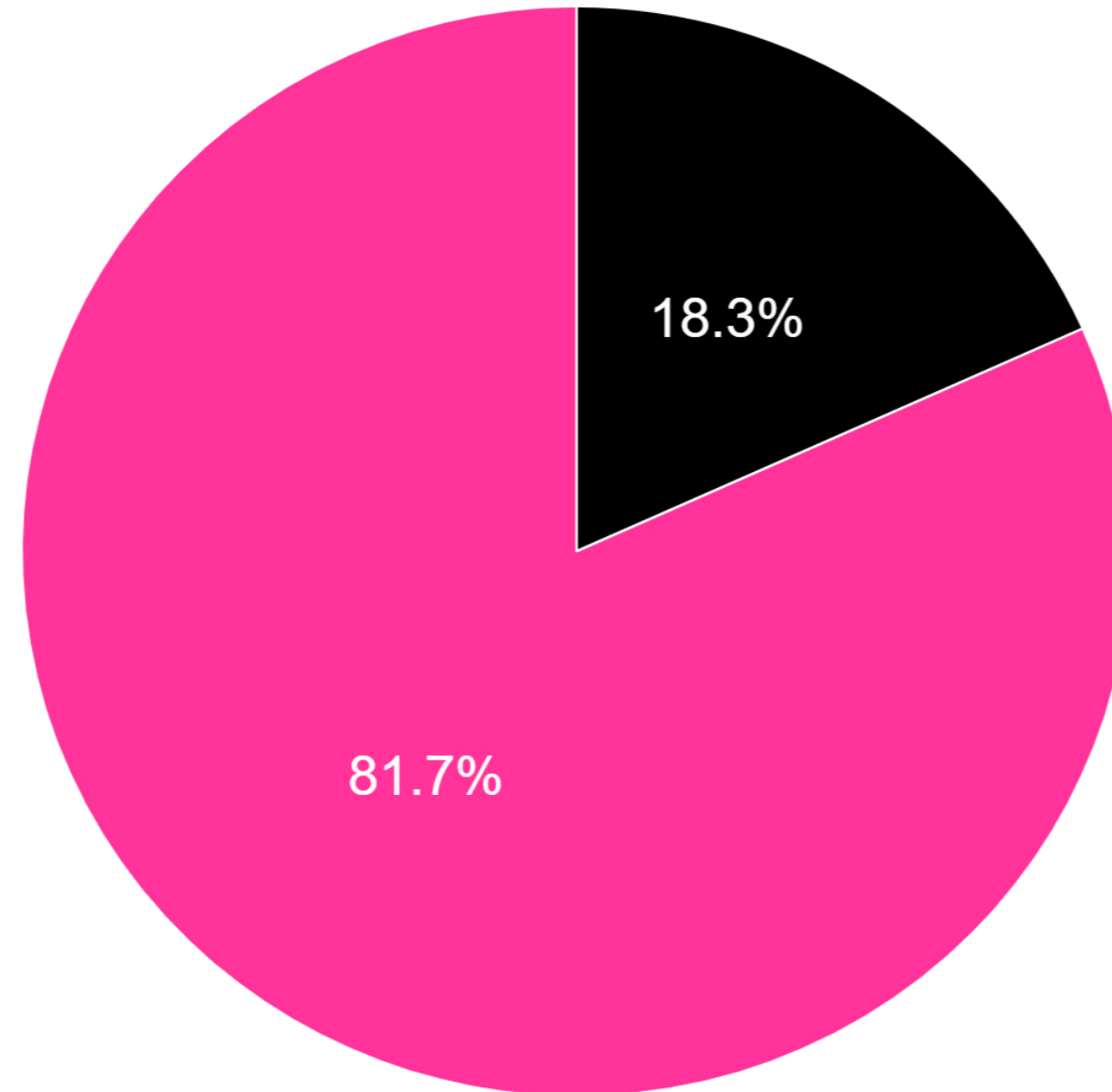
*Elaborado por DOS30' sobre datos de Kantar Media

PERFIL (Y PLUSVALÍAS) DEL PROGRAMA

Targets	Cuota%	AM(000)	MAA(000)	FidM%	ACad%	AcepFr%	Perfil%
IND. 4+	12.1	1038	3306	31.4	18.3	137.1	100
HOMBRES	10.9	418	1466	28.5	17.7	137.3	40.3
MUJERES	13.1	620	1840	33.7	18.7	136.4	59.7
NIÑOS (4-12)	17.1	50	141	35.5	34	293.8	4.8
JÓVENES (13-24)	17.7	64	143	44.4	25.4	197	6.1
ADULTOS JÓVENES (25-44)	16.3	166	444	37.3	25.9	212.4	16
ADULTOS (45-64)	11.8	375	1200	31.2	18.8	146.2	36.1
MAYORES 65	10.3	384	1378	27.9	14.5	101	37
TARGET COMERCIAL	15.8	343	908	37.8	22.9	182.5	33.1
-10Mil	10.7	201	737	27.3	18.2	135.6	19.4
10-50Mil	10.9	283	984	28.8	18.7	135.2	27.3
50-200Mil	12.2	219	741	29.5	17.1	132.5	21.1
+200Mil	14.6	335	844	39.7	18.8	144.1	32.3
USUARIO OTT	16.6	174	489	35.7	26.4	205.2	16.8

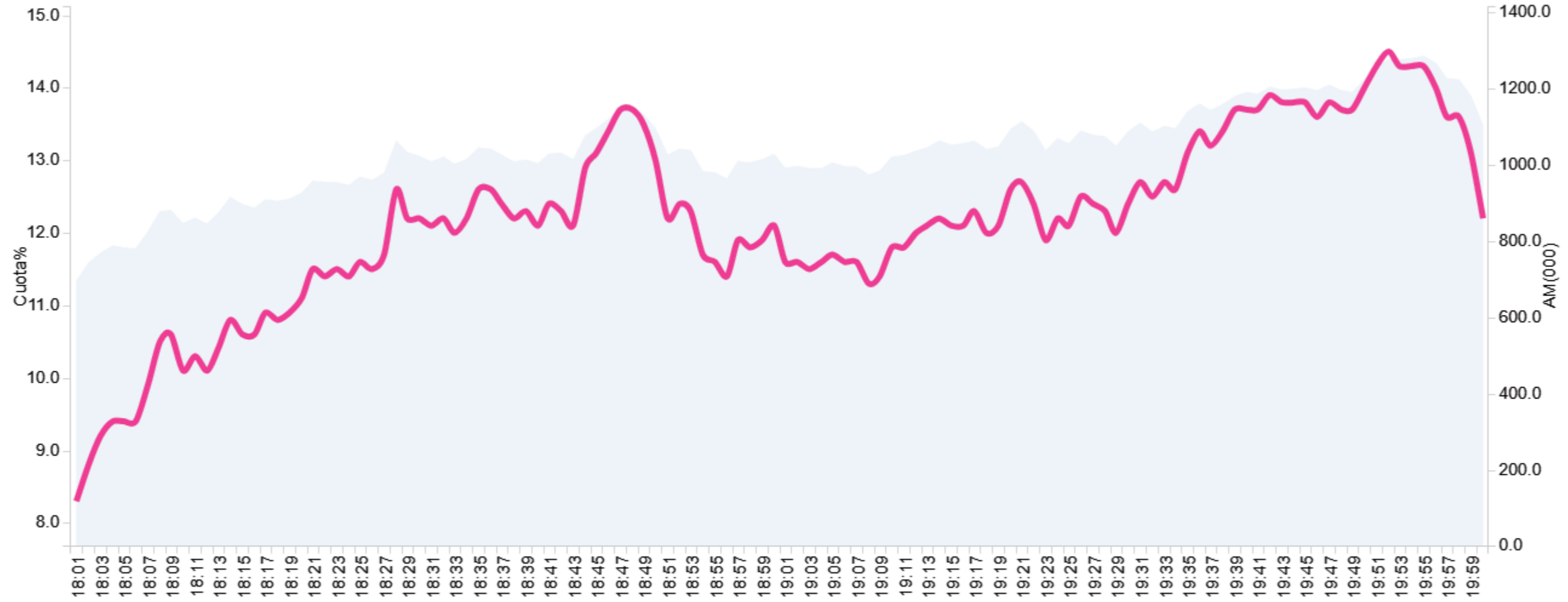
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■ FESTIVAL EUROVISION JUNIOR ■ Resto de programación

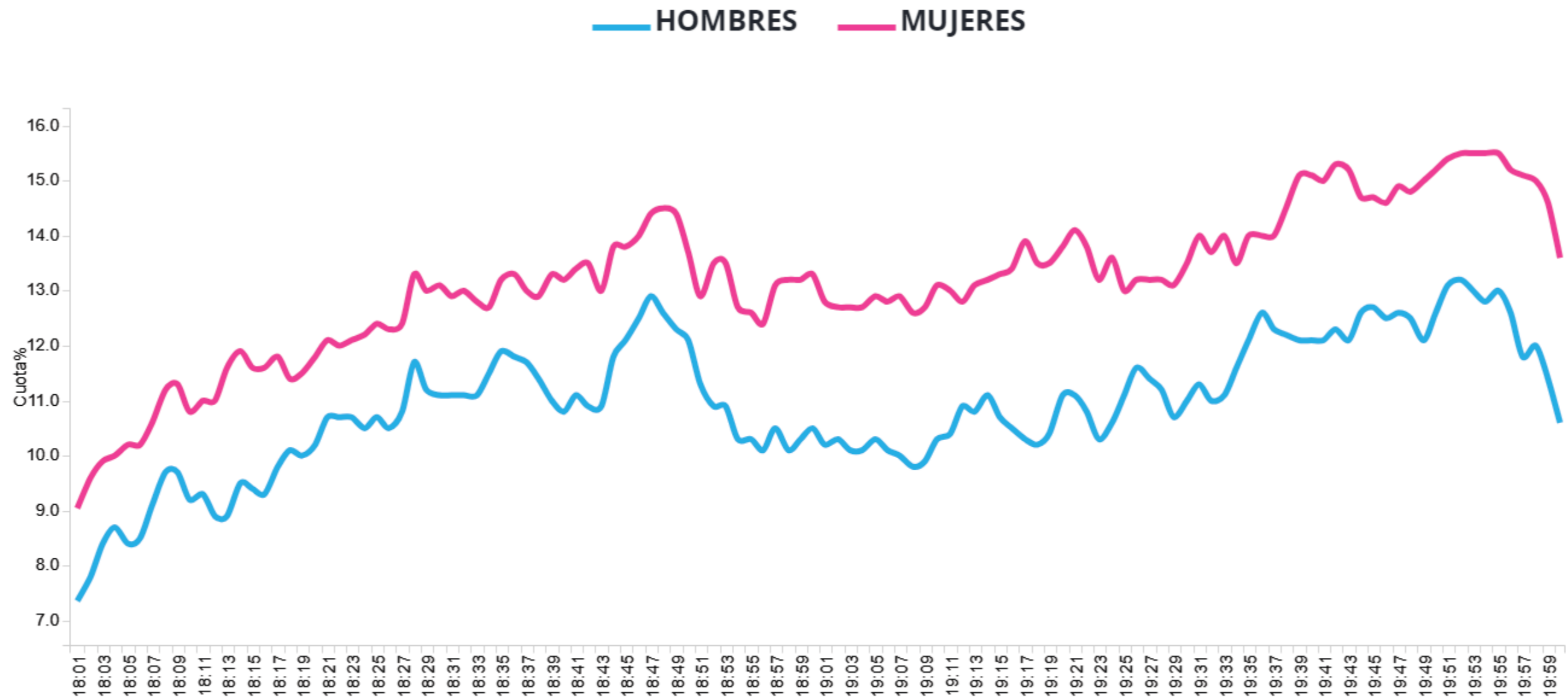


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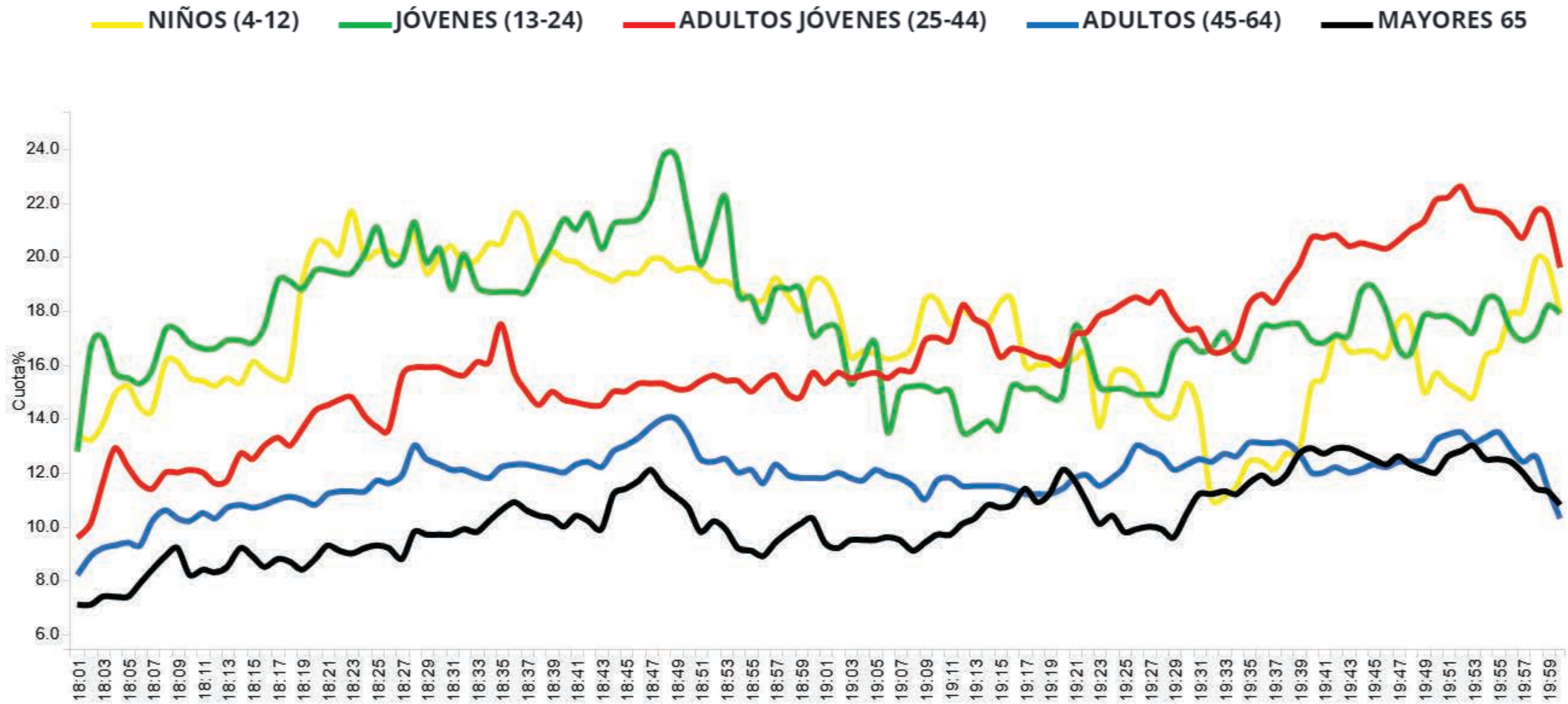
— AM(000) — Cuota%



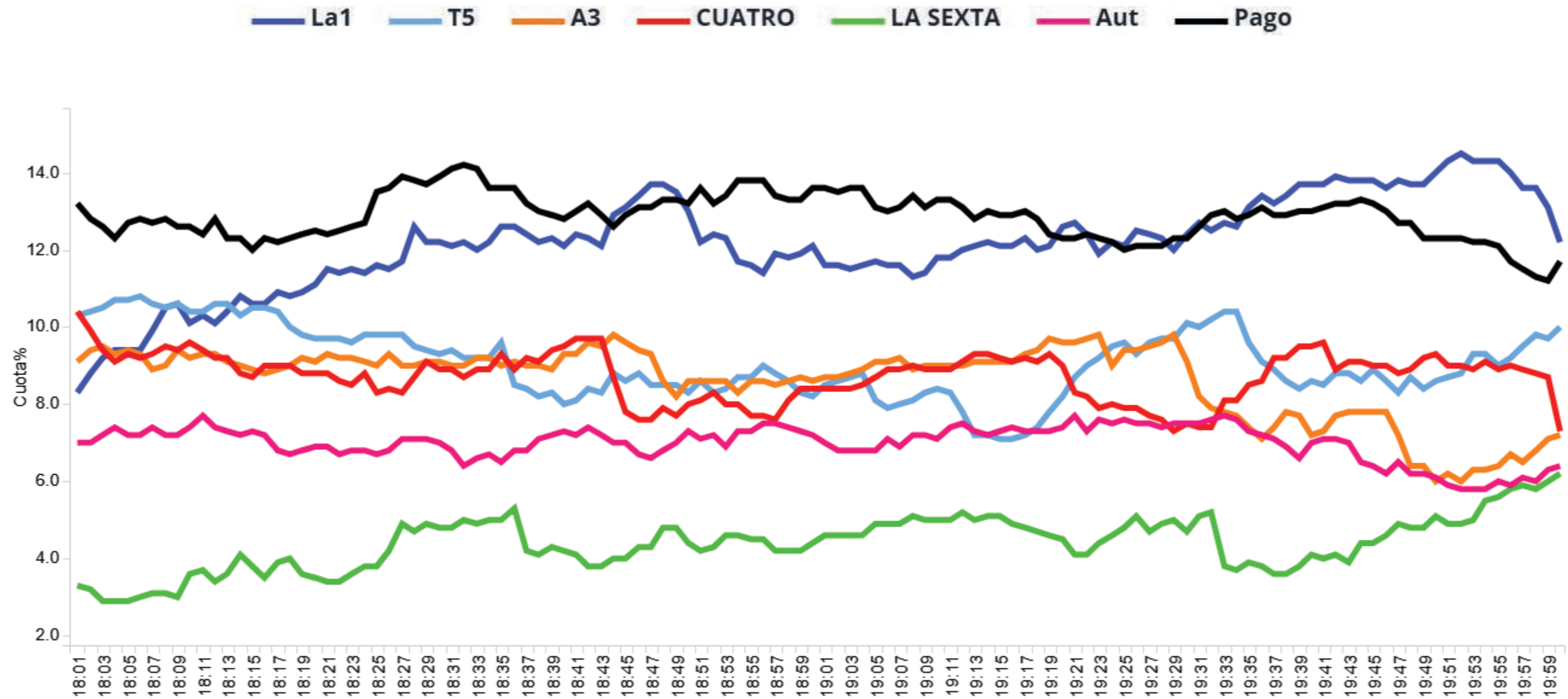
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¿QUÉ CADENA LIDERÓ EN CADA TARGET?

Targets	*	2	5			6	forta	TRECE	24h	A3S ATRESERIES	BE MAD	BOING	clan	DMAX	Disney CHANNEL	d	DKISS	E.	F.	MEGA	neox	NOVO	Paramount NETWORK	tdp	ten	GOL PLAY	TEMÁTICAS PAGO
IND. 4+	12.1	3.2	9.1	8.6	8.8	4.4	7	2.7	1	2.1	1.2	0.8	0.4	1.4	0.9	1.5	1.3	1.6	2.4	1.4	2.9	2.2	2.8	0.3	1.7	0.7	12.9
HOMBRES	10.9	3.6	5.7	5.9	11.9	4.5	6.5	4.1	1.5	1.7	1.6	0.8	0.4	1.8	0.9	0.9	1.2	1.3	3.1	1.5	3.5	1.5	3.2	0.5	1.3	0.9	13.9
MUJERES	13.1	2.9	11.8	10.8	6.2	4.3	7.4	1.6	0.7	2.5	0.9	0.8	0.5	1.2	1	1.9	1.4	1.7	1.9	1.3	2.4	2.8	2.5	0.2	2.1	0.4	12.1
NIÑOS (4-12)	17.1	1.6	4.4	2.1	6	2.6	1.8	0	0.5	2.6	0	5.3	2.5	0.3	11.4	0.3	2.2	0.3	2.6	0	6.2	3.6	0.4	0.5	0.3	0.6	17.9
JÓVENES (13-24)	17.7	3.2	5.3	3.9	8.6	5.6	1.2	0.6	1.5	1.4	0.7	1.6	2.7	1.7	0.2	0.1	1.1	2.1	2.6	2.5	4.8	1.7	1.3	0.6	0.8	0.3	23
ADULTOS JÓV. (25-44)	16.3	1.4	6.3	5.1	7.4	3.5	2.9	1.5	0.7	1.7	1	1.3	0.5	1.1	1.5	1.1	2.5	0.6	4.9	2.1	7.2	4.1	1.5	0.2	1	1.5	14.7
ADULTOS (45-64)	11.8	2.9	8.7	9.1	10.6	4.3	4.7	1.7	1	1.7	1.7	0.7	0.3	1.6	0.6	2	1	1.7	2.6	1.9	3.2	1.2	4.1	0.3	1.7	0.4	14.1
MAYORES 65	10.3	4.1	10.9	10.1	7.8	4.7	11	4.4	1.1	2.7	1	0.3	0.2	1.4	0.3	1.4	1.1	1.7	1.5	0.8	0.9	2.4	2.4	0.3	2.2	0.7	9.9
TARGET COMERCIAL	15.8	2.4	7.5	6.7	8.4	4.3	3.4	0.8	0.9	1.8	1	0.6	0.3	1.3	0.5	1.5	1.7	1.5	2.8	2.4	5	1.9	2.9	0.3	1	0.6	17.8
-10Mil	10.7	4.7	10.8	9.2	6.8	3.7	9.5	4.3	1.1	1.7	1.2	0.6	0.7	1.5	0.9	1.1	0.5	1.5	3.8	1.1	3.2	1.3	3.6	0.2	1.9	0.7	10.5
10-50Mil	10.9	2.8	8.6	8.8	9.1	3.2	6.5	2.9	0.9	3.1	1.3	1.2	0.2	1.7	1	2	1.6	1.5	1.5	1.4	3.7	2.6	3.8	0.3	2.1	0.7	13.2
50-200Mil	12.2	2.9	9.6	7.6	9.5	3.7	5.4	1.5	1.2	0.9	1.2	1.4	0.9	1.7	1.4	1.4	1.4	2.2	2.4	1.8	2	2.7	1.8	0.4	1.9	0.5	14.8
+200Mil	14.6	2.7	7.7	8.7	9.4	6.8	6.8	2.2	1	2.5	1.1	0.1	0.2	0.8	0.5	1.3	1.5	1.2	2.4	1.3	2.3	2	2	0.3	1.1	0.7	13
USUARIO OTT	16.6	3.6	5.1	7.5	5.2	3.6	2.5	0.9	0.6	2.5	0.7	0.4	1.6	1.5	1.8	0.9	2.3	1.2	3.7	1.9	3.1	1.1	2.6	0.3	0.9	0.6	23.9

SHARE% POR COMUNIDADES AUTÓNOMAS

Ámbito	Cuota%
MURCIA	24
MADRID	21.9
C. VALENCIANA	15.4
ESPAÑA	12.1
ANDALUCÍA	11.3
CANARIAS	11.1
BALEARES	10.8
ARAGÓN	9.8
CASTILLA Y LEÓN	9.2
ASTURIAS	8.7
GALICIA	8.7
CATALUÑA	8
RESTO	7.9
CASTILLA LA MANCHA	7.7
EUSKADI	4.6