

# LA REVUELTA - EL MAGO POP-

29 OCT 2024

La1

21:42 - 22:57 (75')

SHARE%

15%

AcepFr%

145.3%

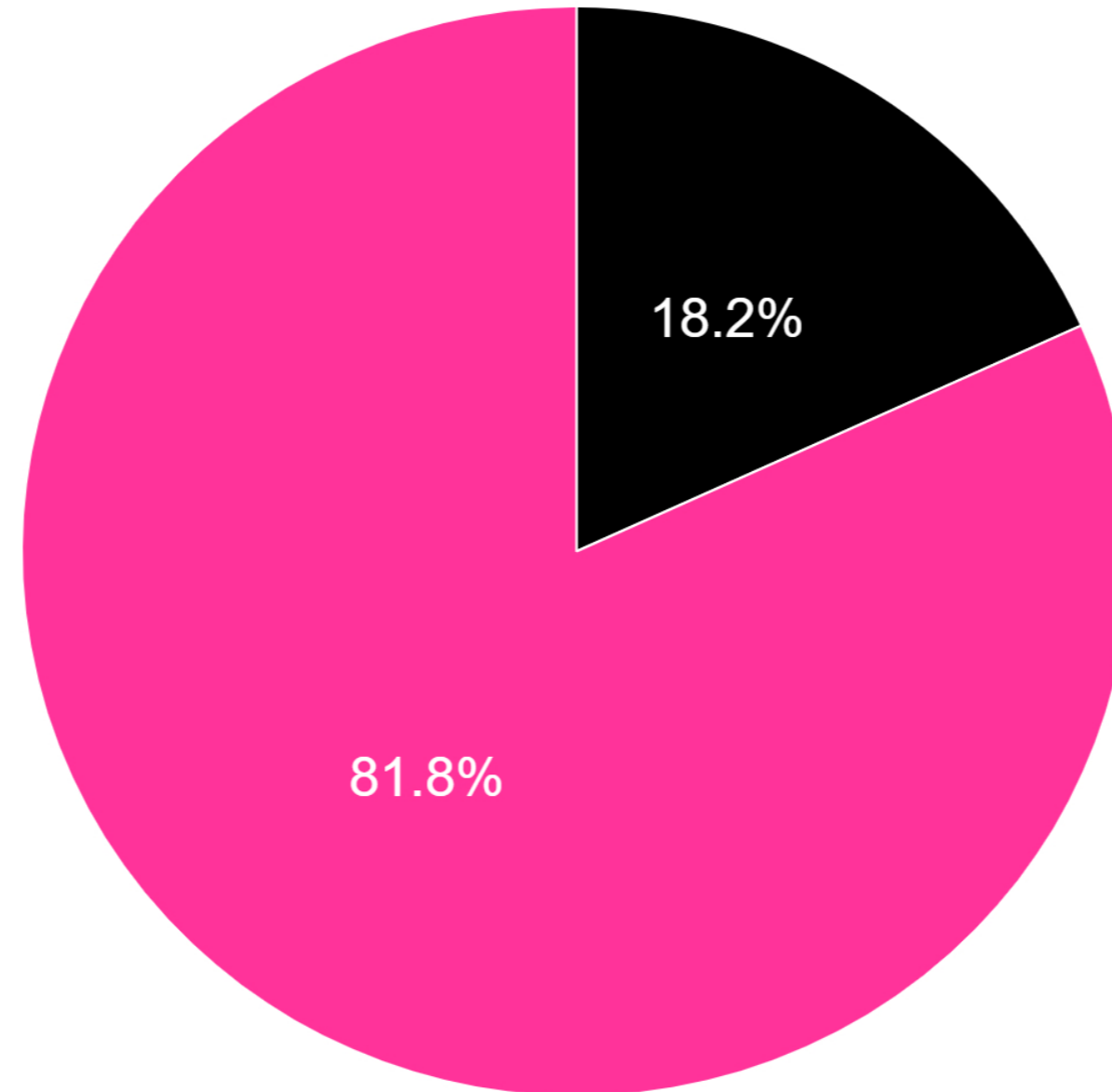
\*Elaborado por DOS30' sobre datos de Kantar Media

# PERFIL (Y PLUSVALÍAS) DEL PROGRAMA

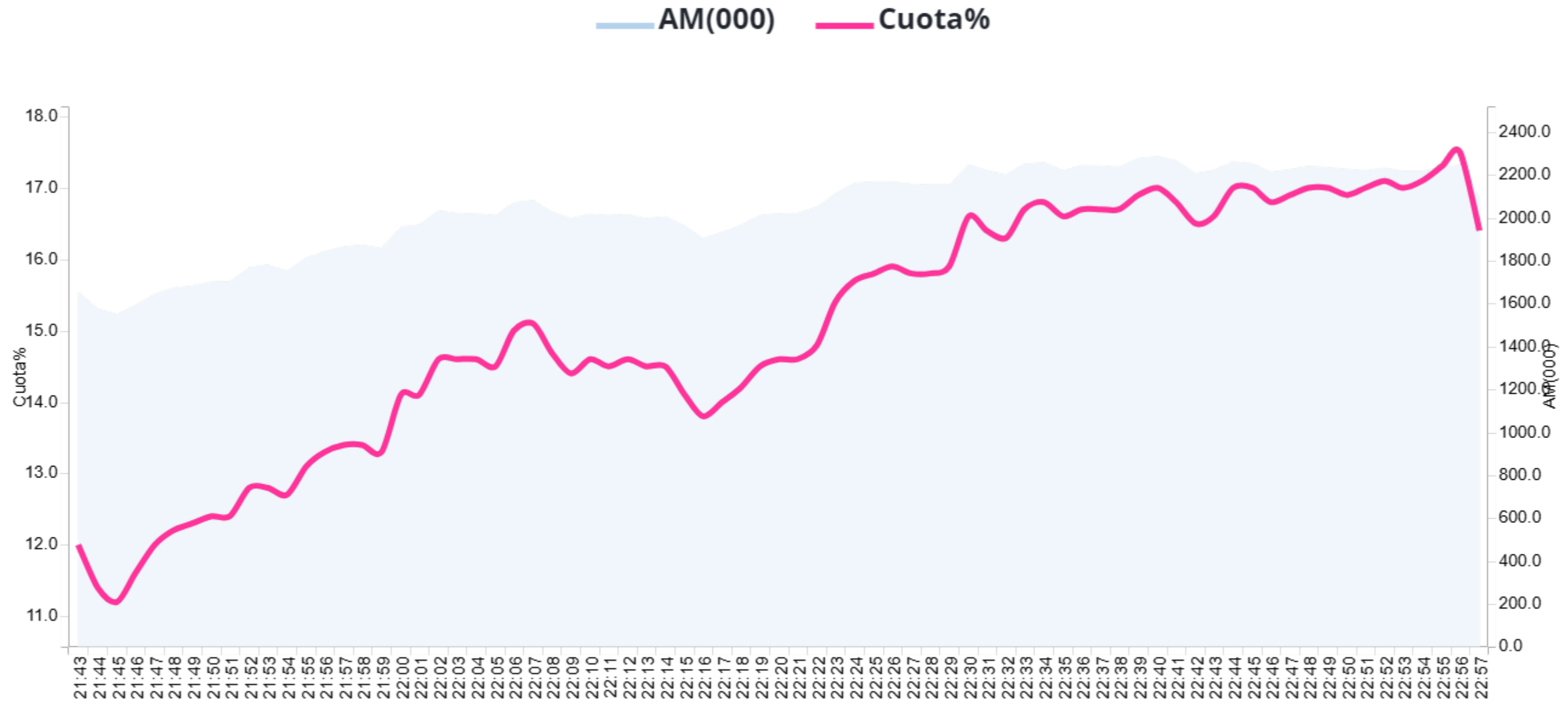
Targets	Cuota%	AM(000)	MAA(000)	FidM%	ACad%	AcepFr%	Perfil%
IND. 4+	15	2038	5120	39.8	18.2	145.3	100
HOMBRES	16.2	1028	2531	40.6	18.5	144.2	50.4
MUJERES	13.9	1010	2589	39	18	145.9	49.6
NIÑOS (4-12)	13	55	174	31.3	22.8	169.7	2.7
JÓVENES (13-24)	18.8	132	264	49.9	24	154.3	6.5
ADULTOS JÓVENES (25-44)	21.7	447	967	46.2	34.3	240.4	21.9
ADULTOS (45-64)	18	957	2149	44.5	22.3	171.5	47
MAYORES 65	8.7	447	1565	28.6	9.3	83	22
TARGET COMERCIAL	22.7	937	1950	48	29	195.2	46
-10Mil	11.8	359	970	37	15.9	127.2	17.6
10-50Mil	12.8	482	1170	41.2	17.5	145.5	23.6
50-200Mil	15.9	478	1289	37.1	19.4	146	23.5
+200Mil	18.8	719	1692	42.5	19.4	154.3	35.3
USUARIO OTT	22.1	398	865	46	27.3	195.5	19.5

## LA REVUELTA - EL MAGO POP-CHLOE DELAROSA - 29 OCT 2024

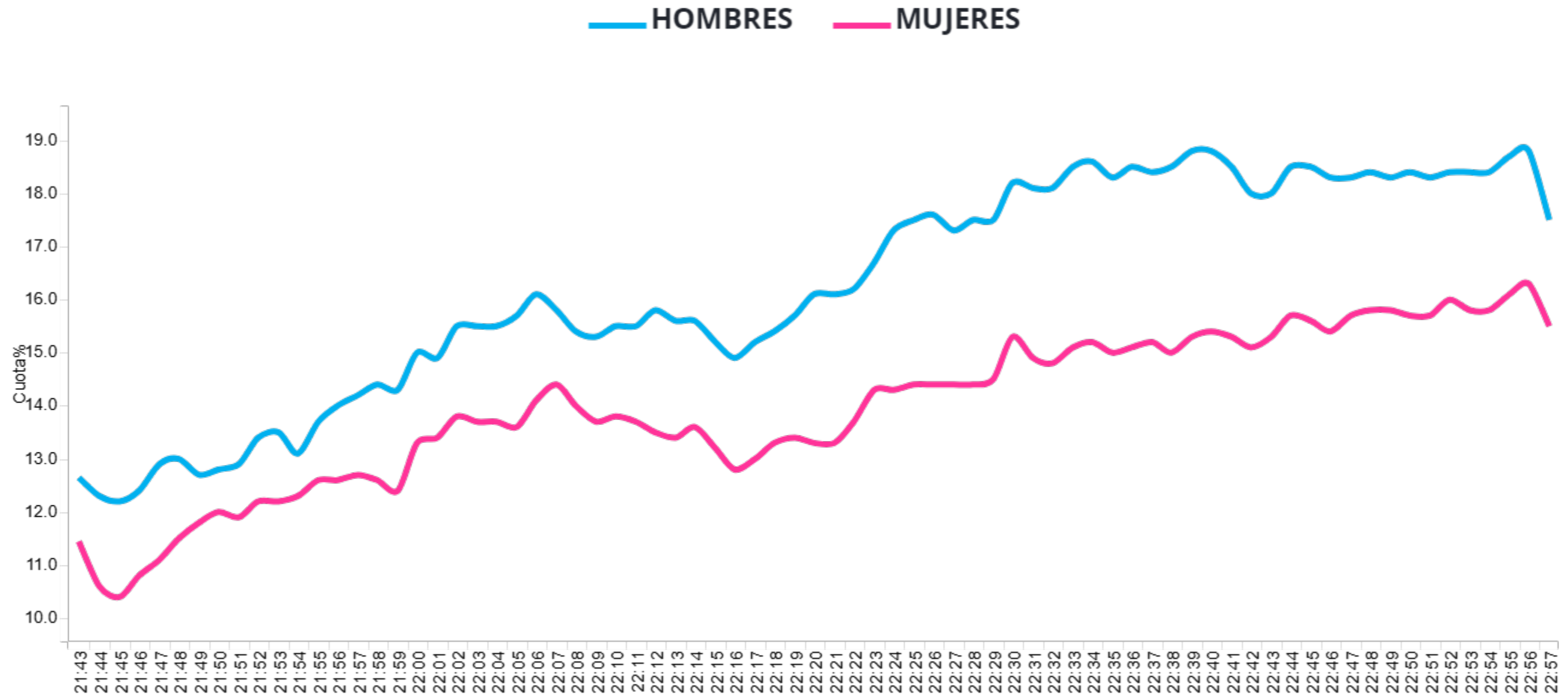
■ LA REVUELTA - EL MAGO POP-CHLOE DELAROSA ■ Resto de programación



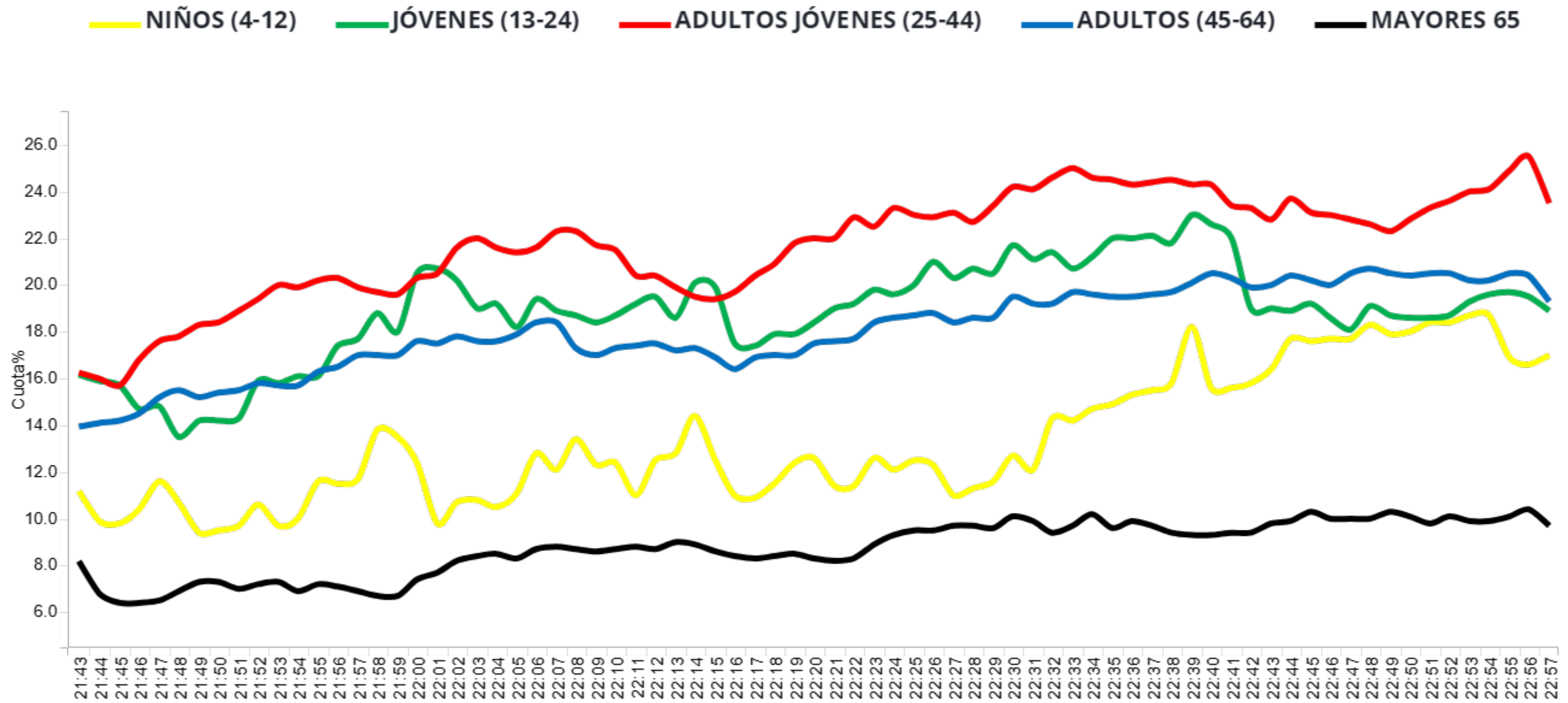
## LA REVUELTA - EL MAGO POP-CHLOE DELAROSA - 29 OCT 2024



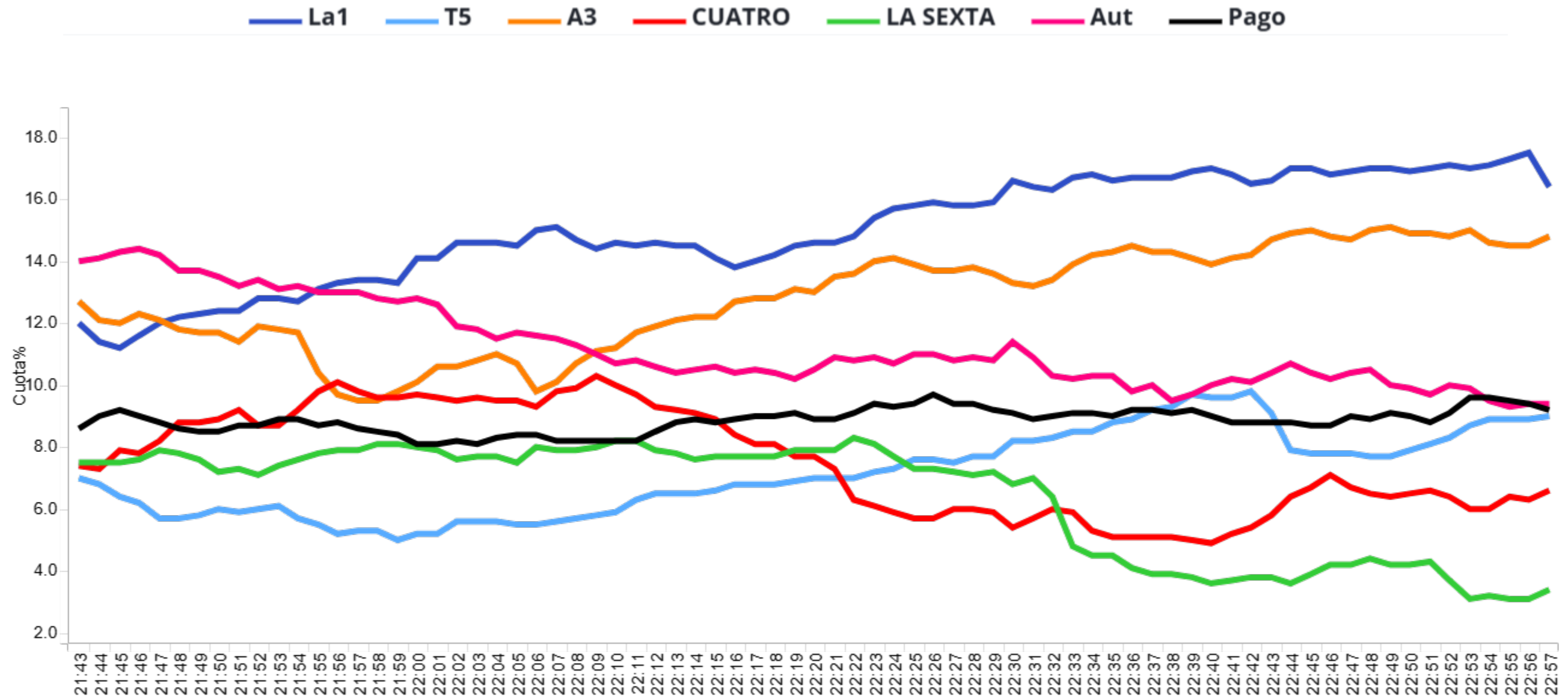
## LA REVUELTA - EL MAGO POP-CHLOE DELAROSA - 29 OCT 2024



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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+	15	3.8	7.1	12.8	7.5	6.5	11.3	1.6	1	1.7	1.4	0.5	0.4	1.1	0.5	1.2	0.8	2	2.3	1.1	1.6	1.8	1.3	0.1	1.1	0.6	8.8
HOMBRES	16.2	3.7	4.8	11.2	7.3	7	12.6	2	1.4	1.2	2	0.5	0.5	1.6	0.4	0.7	0.6	1.6	2.7	1.4	1.3	0.7	1.5	0.3	0.7	1	9
MUJERES	13.9	3.9	9.1	14.1	7.7	6	10.2	1.2	0.7	2.1	0.9	0.4	0.4	0.8	0.6	1.6	0.9	2.4	2	0.8	1.8	2.9	1.1	0	1.4	0.3	8.7
NIÑOS (4-12)	13	2.6	8.4	13.1	3.9	3.3	18.7	0.2	0.9	0.2	0.5	4.4	3.9	1.9	6.4	0	0.1	0.1	2.9	0.2	0	0.5	0.5	0.1	0.2	0.6	7
JÓVENES (13-24)	18.8	3.4	5.5	12.4	7.2	2.2	8.5	0.4	0.2	0	1.3	2.3	0.5	1.1	1.5	0	1.3	2.5	4.3	1.7	0.9	1.4	1.5	0.1	0.8	0.9	12.2
ADULTOS JÓV. (25-44)	21.7	2.4	9.5	10.4	5.9	6	9.2	0.4	0.5	0.7	0.9	0.6	0.8	1.1	1.1	0.8	1	0.9	3.8	1.8	1.5	1.1	0.6	0.1	0.5	0.8	10.1
ADULTOS (45-64)	18	3.5	6.8	13.6	7	5.1	10.1	1.1	0.8	1.8	1.9	0.3	0.2	1.7	0.2	0.8	0.7	2.3	2.7	1.4	1.5	1.1	1.3	0.1	0.8	0.4	10
MAYORES 65	8.7	4.9	6.5	12.9	9.2	8.9	13.2	2.9	1.6	2.3	1.2	0.1	0.2	0.6	0	1.9	0.8	2.3	1	0.4	1.9	3.2	1.5	0.2	1.7	0.8	6.8
TARGET COMERCIAL	22.7	3.3	7.4	12.4	6.8	5	9.6	0.7	0.6	0.8	1.1	0.3	0.4	1.2	0.4	0.7	0.9	2.1	2.9	1.5	1.1	0.5	0.6	0.1	0.7	0.4	10.4
-10Mil	11.8	4.7	7.9	14	9.3	5.8	12.3	2	1.1	1.8	1.6	0.5	0.3	0.9	0.8	0.7	0.6	1.1	2.4	1.4	1.7	2.3	1.5	0.2	0.9	1	6.9
10-50Mil	12.8	3.2	7.6	11.2	5.9	5.8	13.8	1.4	1.1	1.6	1.2	0.7	0.6	1.7	0.9	1.6	0.8	2.2	2	1.2	2.1	1.5	1.7	0.2	1.1	0.8	10.2
50-200Mil	15.9	3.9	6.6	12.8	7.8	8.2	9.9	1.7	1.1	1.1	1.3	0.4	0.6	0.9	0.2	1.4	0.8	2.5	2.3	1	1.5	2.5	0.7	0.2	1	0.4	8
+200Mil	18.8	3.7	6.3	13.2	7.5	6.4	9.2	1.3	0.9	2	1.6	0.3	0.2	1	0.2	0.9	0.8	2.1	2.6	0.7	1	1.3	1	0	1.1	0.4	9.8
USUARIO OTT	22.1	3	6	11.1	5.6	3.8	11.5	0.3	0.8	1.5	0.6	0.5	0.5	1.1	1.2	0.5	1.1	1.6	2.8	0.9	1.2	1.9	0.8	0	0.6	0.2	15.3



# SHARE% POR COMUNIDADES AUTÓNOMAS

Ámbito	Cuota%
MADRID	21.6
EUSKADI	19.8
MURCIA	18.7
ASTURIAS	18
GALICIA	17.2
C. VALENCIANA	16.9
ARAGÓN	16.4
CASTILLA Y LEÓN	15.5
RESTO	15
<b>ESPAÑA</b>	<b>15</b>
CASTILLA LA MANCHA	14.8
BALEARES	13.7
CATALUÑA	12.8
ANDALUCÍA	9
CANARIAS	8.7