



LOS 40 MUSIC AWARDS | 02-11-2018  
DIVINITY  
20:00:09 - 24:00:58 (04:00:49)

SHARE%  
3.9

AcepFr%  
148.7

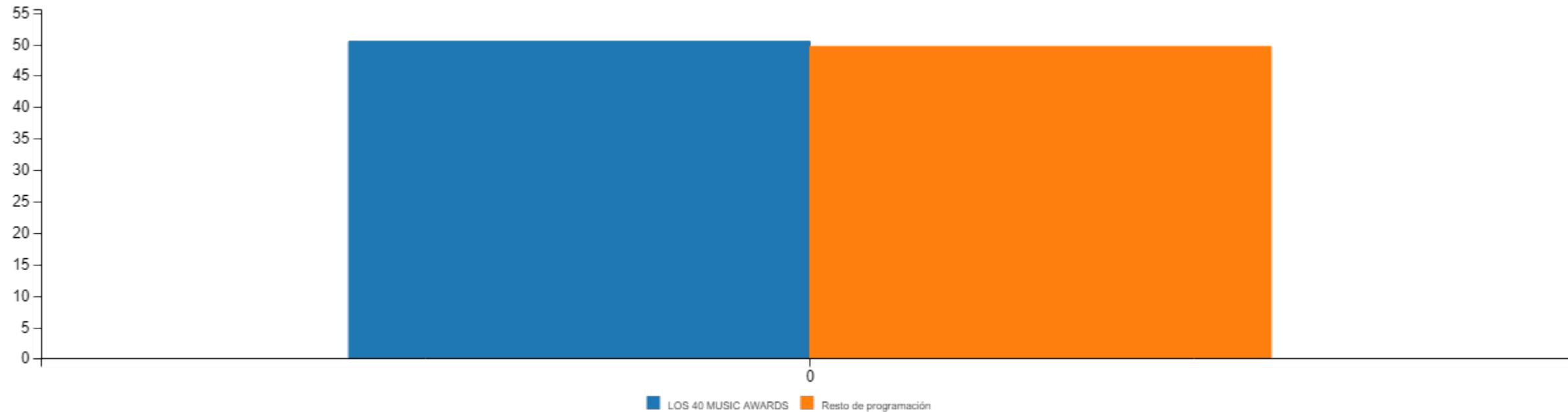


## PERFIL (Y PLUSVALÍAS) DEL PROGRAMA

Targets	Cuota%	AM(000)	MAA(000)	FidM%	ACad%	AcepFr%	Perfil%
IND. 4+	3.9	569	3296	17.3	50.4	148.7	103.1
HOMBRES	2.9	190	1323	14.3	53.7	158.4	34.4
MUJERES	4.8	379	1973	19.2	48.9	144.3	68.8
NIÑOS (4-12)	6	47	176	26.6	72.5	248.5	8.5
JÓVENES (13-24)	10.4	81	325	25	66.9	207.9	14.7
ADULTOS JÓVENES (25-44)	6.4	196	910	21.5	51.7	149.8	35.5
ADULTOS (45-64)	3.3	171	1175	14.6	47.1	136.6	31.1
MAYORES 65	1.6	74	711	10.4	37	108.3	13.4
CLASE ALTA	5.1	180	903	19.9	58.9	171	32.6
CLASE MEDIA	3.9	236	1316	17.9	53	156.1	42.8
CLASE BAJA	3.2	153	1077	14.2	40.5	121.1	27.8
TARGET COMERCIAL	6.3	257	1263	20.3	58.8	171.6	46.6

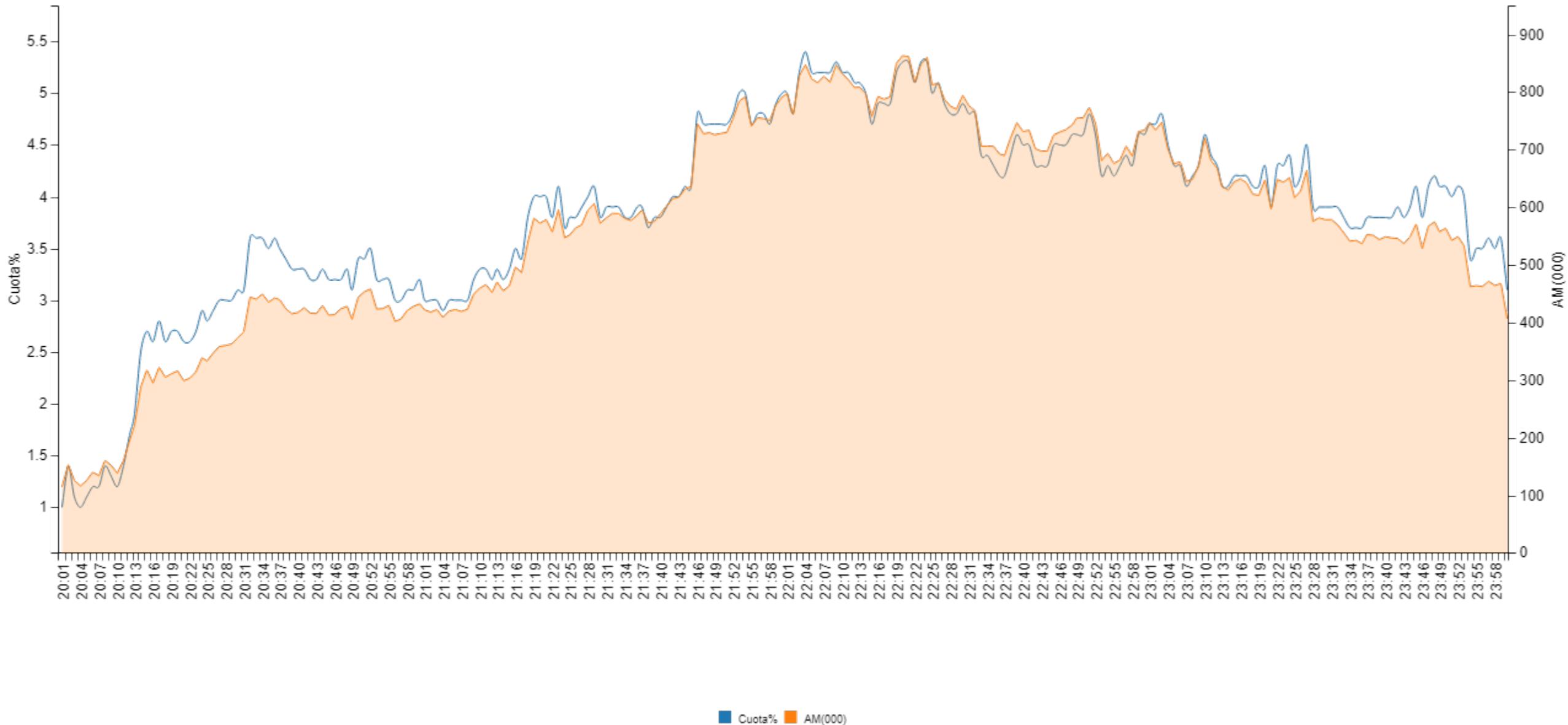


## APORTACIÓN A LA CADENA (ACad%)



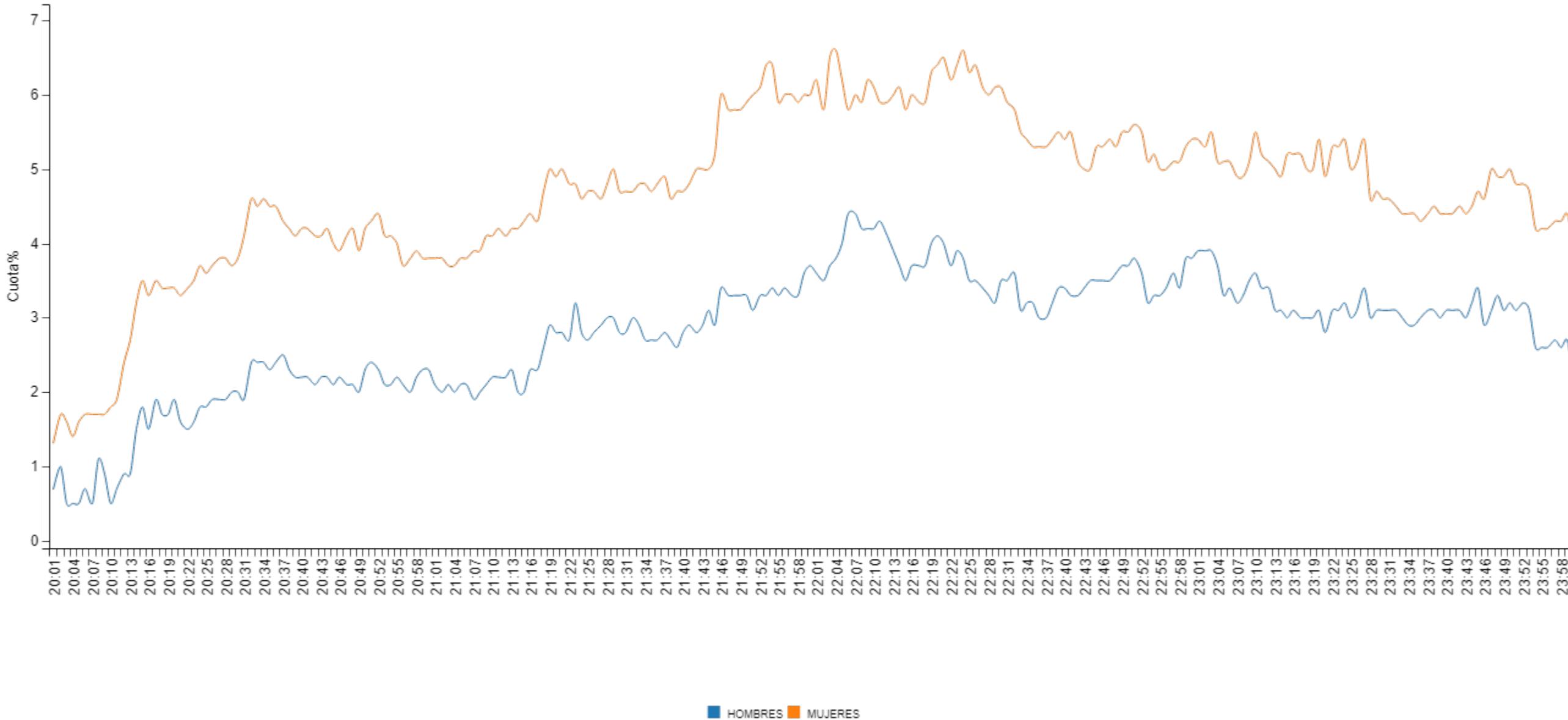
**DOS30'**

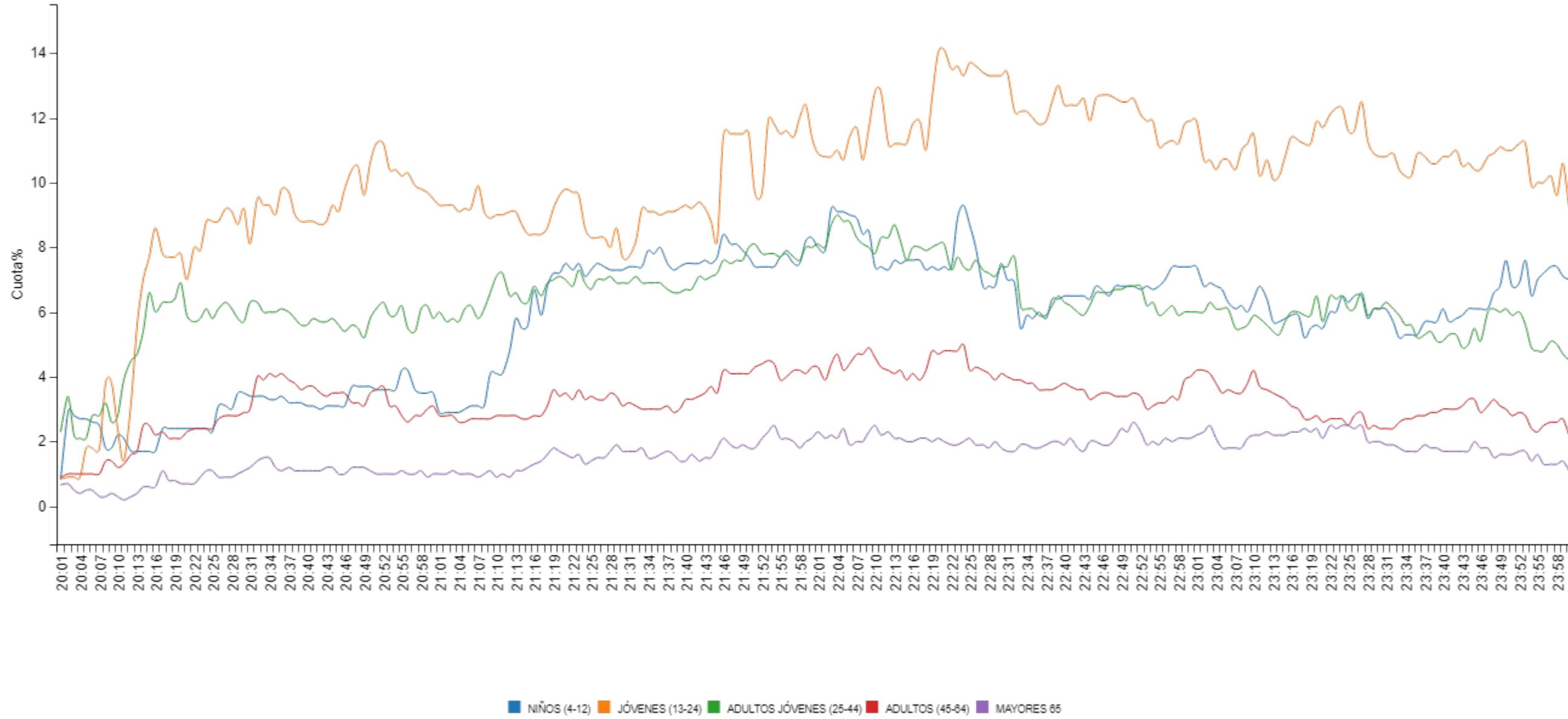
## MINUTO A MINUTO

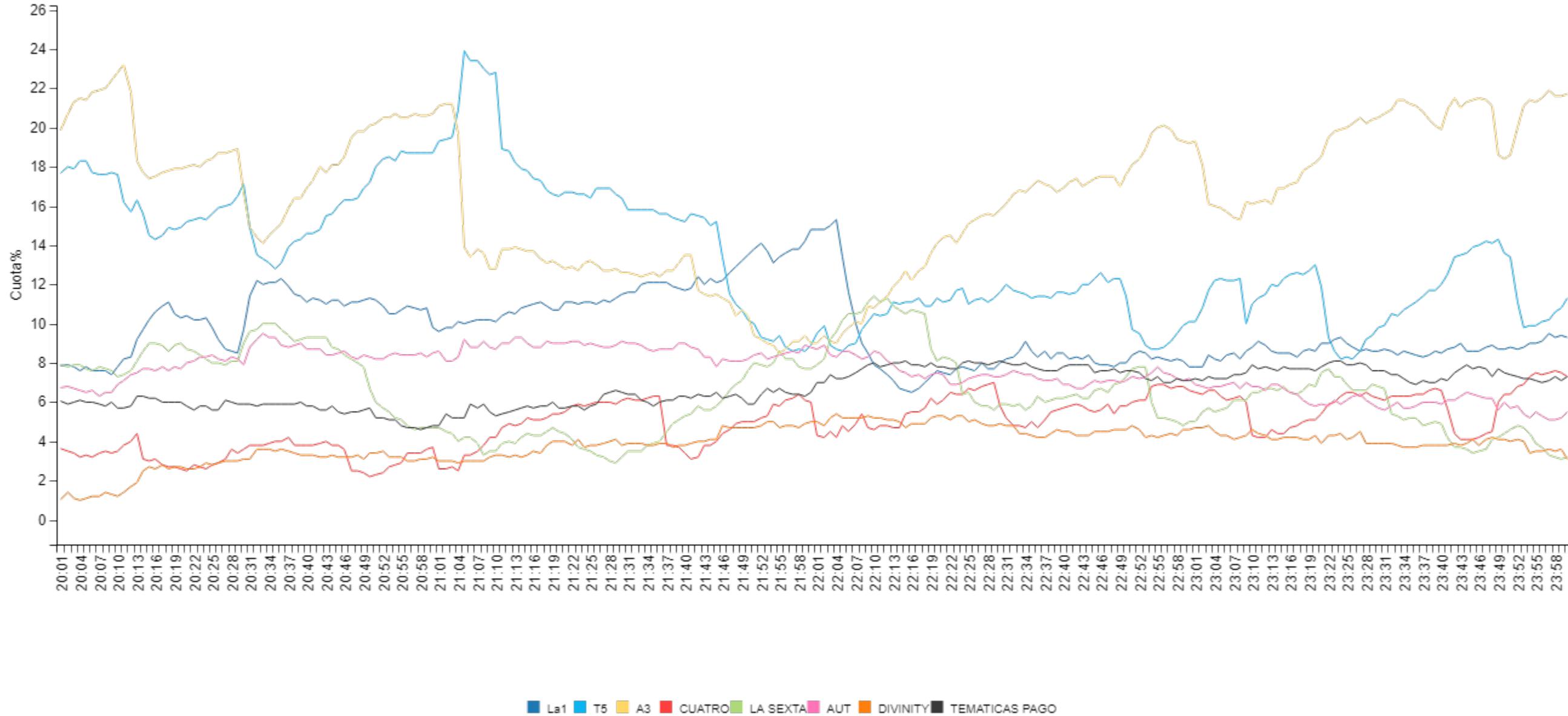


**DOS30'**

## MINUTO A MINUTO: SEXOS



**MINUTO A MINUTO: EDADES**

**MINUTO A MINUTO: COMPETENCIA**



## ¿QUÉ CADENA LIDERÓ EN CADA TARGET?

\* LOS 40 MUSIC AWARDS

Targets	1	2	5	cuatro*	laSexta	forta	TRECE	24h	A3S	EL M&AD	BONG	clan	DMAX	Disney	*	KISS	E.	F.	MEGA	neox	NOVA	Paramount CHANNEL	tdp	ten	GOL	T.P.	
4+	10.1	1.4	13.9	15.3	4.7	6.8	8.1	1.7	0.5	1.4	0.5	1.6	1.4	1.3	2.3	3.9	0.5	2.2	2	1.6	2.2	2.8	0	0.4	0.4	0.6	6.5
H	10.6	1.6	10.3	14.6	4.7	7.9	8.2	2.2	0.6	1.2	0.5	2.2	1.7	1.7	2.2	2.9	0.3	2	2.4	2.2	2.6	1.4	0	0.6	0.3	0.9	7.6
M	9.7	1.3	16.9	15.9	4.8	5.9	7.9	1.3	0.3	1.6	0.5	1.1	1.1	0.9	2.4	4.8	0.7	2.4	1.8	1.2	1.9	3.9	0	0.2	0.4	0.3	5.7
NIÑ	6	0.2	6.1	11.1	3.5	2.2	3.2	0.1	0	0.7	0.6	12.6	10.5	1.2	12.7	6	0.3	1.3	1.8	1.9	1.9	1.5	0	0.7	0.2	0.4	8.1
JÓV	4.7	0.6	9.7	15.3	6.3	3.6	5.1	0.6	0.1	1.1	1	3.1	0.7	1.1	1.8	10.4	0.3	1.6	7	1.5	2.3	5.4	0	0.1	0.7	0.6	6.3
25-44	5.6	1.1	11.1	12.7	6	7.2	6.5	0.8	0.3	1.1	0.8	1.4	2.5	2	3.8	6.4	0.8	1.9	3.4	2.4	4.4	1.9	0	0.4	0.6	0.4	8
45-64	10.1	1.5	12.6	16.3	5.5	7.5	7.8	1	0.3	2.2	0.4	0.7	0.4	1.4	1.3	3.3	0.7	3.1	1.8	2.1	1.9	2.5	0	0.5	0.4	0.6	7.4
+65	14.4	1.8	19	16.6	3.1	7.1	10.5	3.4	0.8	1	0.2	0.6	0.4	0.7	0.8	1.6	0.2	1.6	0.8	0.7	1.2	3.5	0	0.2	0.2	0.8	4.5
ALTA	10	1.4	12.9	16.8	5.1	7.7	7.6	1.7	0.3	1.1	0.4	1.4	1.5	1.3	2.9	5.1	0.4	1.8	1.5	1	2.4	1.2	0	0.4	0.2	0.3	8.2
MEDIA	8.6	1.6	12.2	14.7	4.9	7.1	9.4	1.9	0.6	1.3	0.6	1.9	1.5	1.2	2.7	3.9	0.8	2.2	2.7	1.9	1.9	2.7	0	0.4	0.4	0.6	6.2
BAJA	12	1.2	16.8	15.1	4.3	5.9	6.8	1.5	0.4	1.9	0.4	1.4	1.2	1.3	1.4	3.2	0.3	2.5	1.6	1.8	2.4	4.1	0	0.3	0.4	0.8	5.7
TC	8.4	1.3	10.6	14.5	6.1	7	6.8	0.7	0.4	1.4	0.8	1.1	1.3	1.4	2.6	6.3	0.9	1.8	3.5	2.2	3.2	1.6	0	0.3	0.5	0.5	7.9

T.P. => Temáticas de Pago

4+ => Ind. 4+

H => Hombres

M => Mujeres

NIÑ => Niños

JÓV => Jóvenes

25-44 => Adultos jóvenes

45-64 => Adultos

+65 => Mayores

ALTA => Clase Alta

MEDIA => Clase Media

BAJA => Clase Baja

TC => TARGET COMERCIAL



## RESULTADOS POR COMUNIDADES AUTÓNOMAS

Ámbitos	Cuota%
CANARIAS	5.7
C. VALENCIANA	5.5
CASTILLA LA MANCHA	5.3
CATALUÑA	5
GALICIA	4.4
IND. 4+	3.9
ANDALUCÍA	3.6
MURCIA	3.5
MADRID	3.4
ARAGÓN	3.4
EUSKADI	2.9
CASTILLA Y LEÓN	2.6
ASTURIAS	2
BALEARES	1.8
RESTO	1.5