

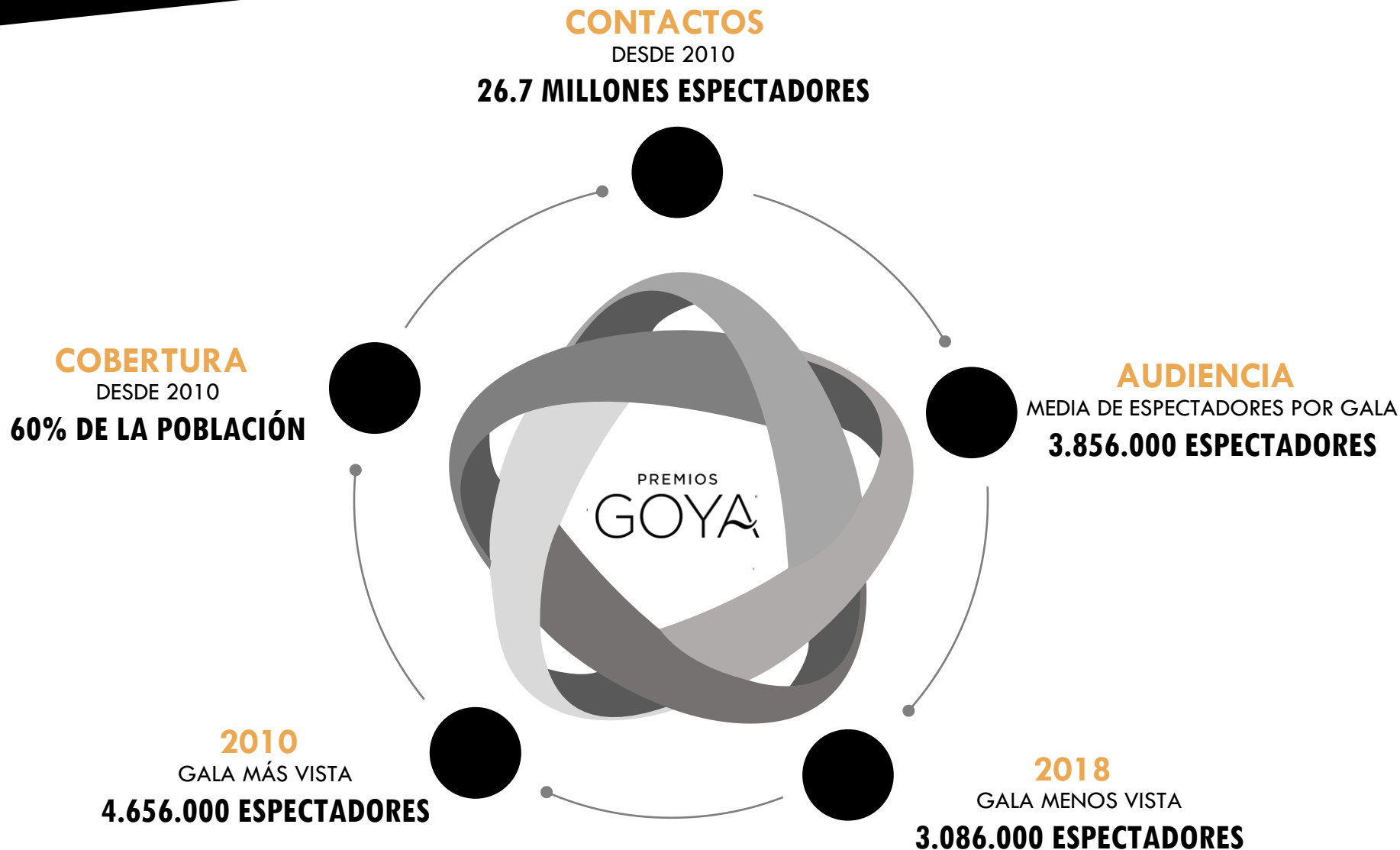
PREMIOS
GOYA®
34
EDICIÓN

AUDIENCIAS 'LOS GOYA'
2020

HITOS DE AUDIENCIAS DESDE 2010

DOS30'

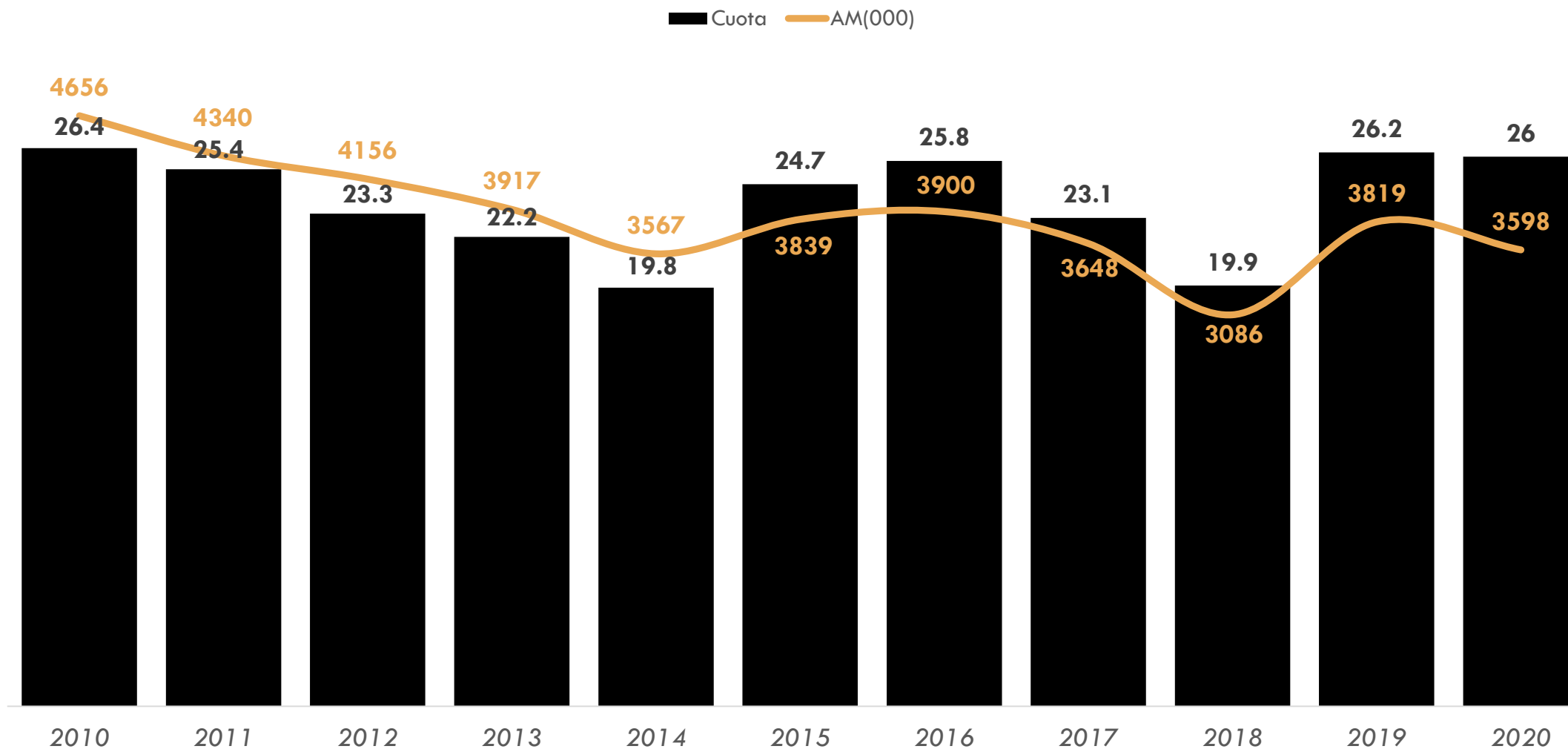
'LOS GOYA'



HISTÓRICO DE AUDIENCIAS

'LOS GOYA'

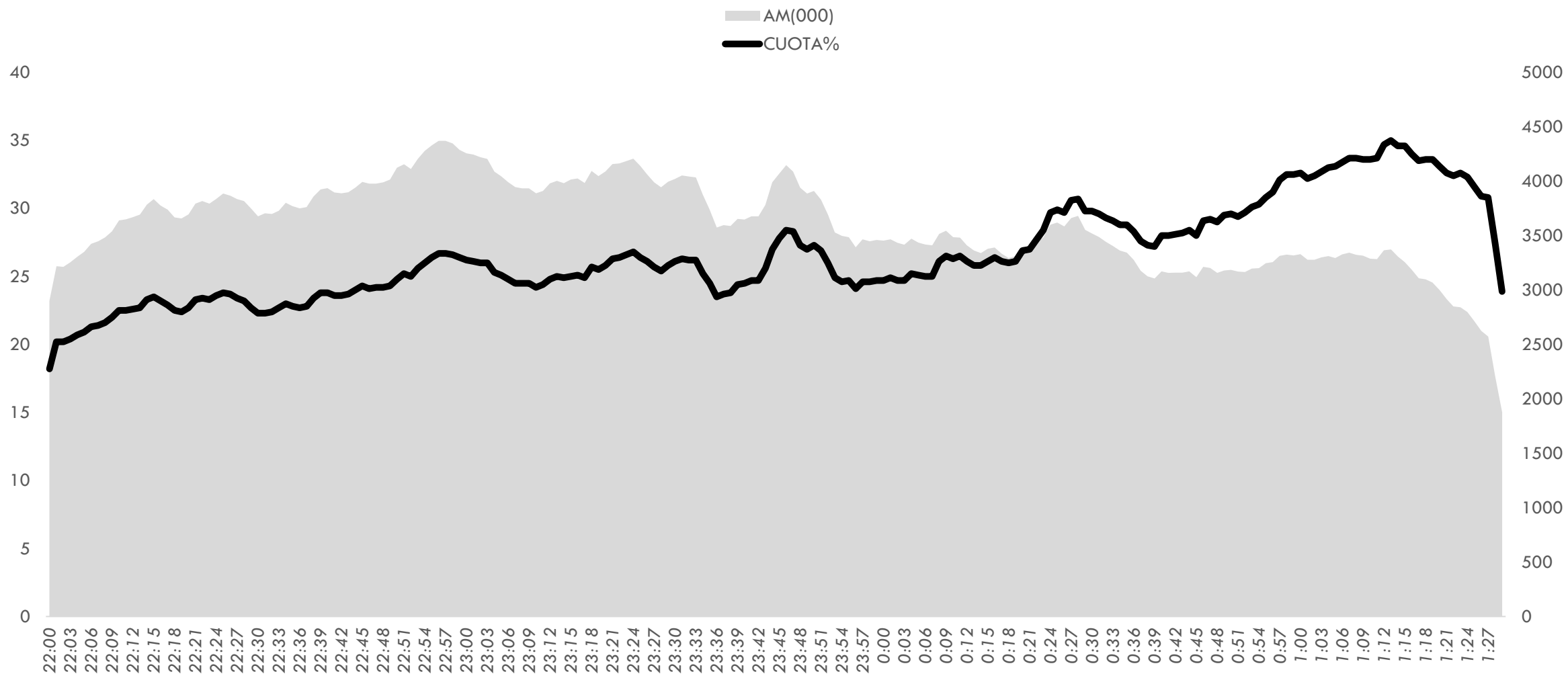
DOS30'



MINUTO A MINUTO

'LOS GOYA' 2020

DOS30'



PERFIL DEL ESPECTADOR

'LOS GOYA' 2020

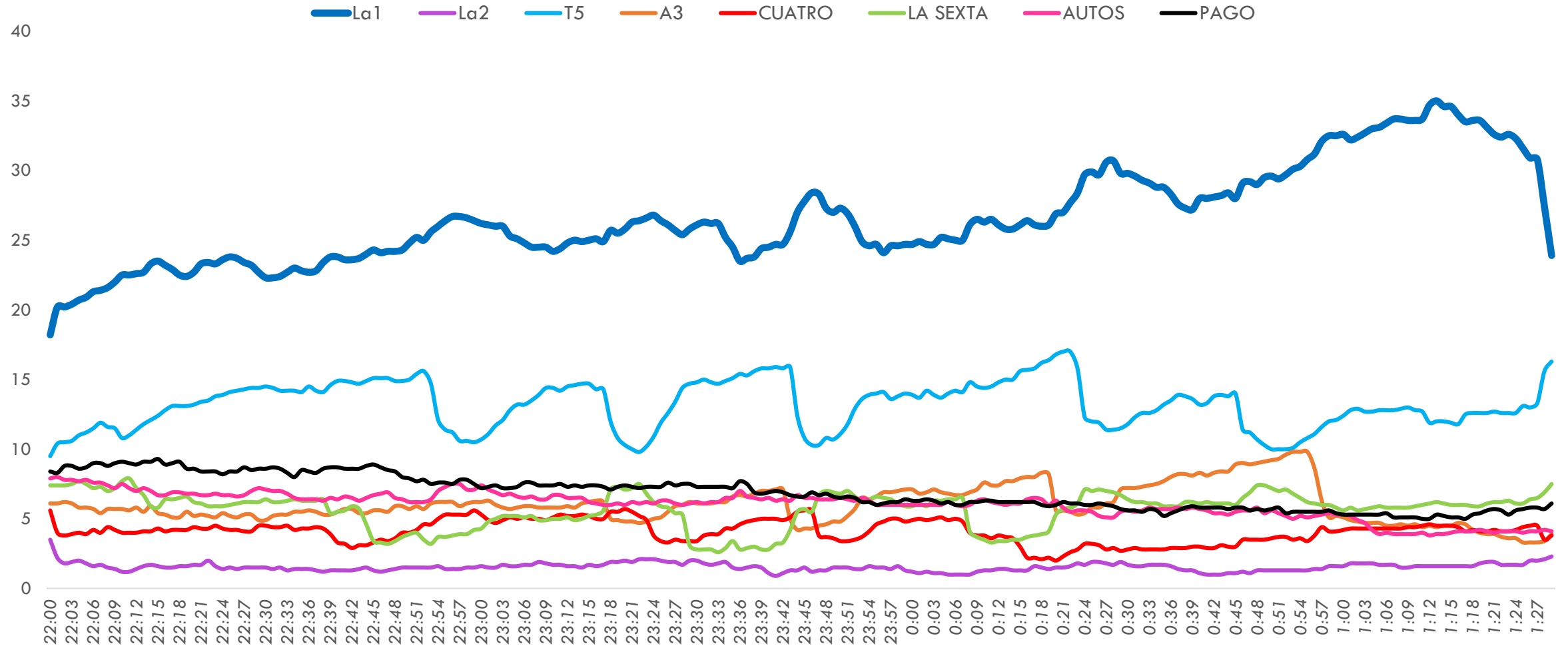
DOS30'

Targets	La1	La2	T5	A3	CUATRO	LA SEXTA	AUT	MEGA	NEOX	NOVA	ATRESERIES	FDF	ENERGY	DIVINITY	BEMADIV	CLAN	DISNEY	BOING	TRECE	PARAMOUNT	DKISS	DMAX	TEN	GOL	R-MADRID	TDP	24H	PAGO
Ind. 4+	26	1.5	13.2	6	4.2	5.6	6.2	1.3	1.3	1.8	1.4	3.1	2.4	0.9	0.5	1.3	0.6	0.9	2.3	2.7	0.9	1	0.4	1.6	0.2	0.4	0.3	7.1
HOMBRES	22.6	2	8.5	6.5	5.2	6.9	5.9	1.3	1.5	1.1	1.2	3.7	1.9	0.8	0.6	1.1	0.4	0.9	3.1	3.7	0.8	1.5	0.3	2.4	0.3	0.6	0.3	8.6
MUJERES	28.9	1.2	17.2	5.6	3.3	4.5	6.4	1.2	1.1	2.3	1.6	2.6	2.8	1	0.3	1.5	0.8	0.8	1.7	1.8	1	0.5	0.6	0.9	0.2	0.2	0.2	5.8
IND. 4-12	18.4	0.7	7.7	4.7	3.2	2.1	1.4	1.7	1	0.6	0.7	4.5	1.3	1.4	0.2	12.2	4.3	7.6	1.4	1.9	0.7	0.9	0	1.6	0.2	0.1	0	7.3
IND. 13-24	28.9	0.9	9.2	9.5	2.3	2.4	4.2	1.6	1.4	0.7	0.4	11	2.4	1.4	1	1.1	2.1	1.3	1.3	1.7	0.3	0.9	0.1	0.7	0.1	0.2	0.2	6.4
IND. 25-44	24.9	1.7	12	5.7	4.7	4	3.6	2.2	2.1	1.3	0.7	5	2.3	1.4	0.5	1.6	0.6	1.3	0.9	2.9	1.4	1.4	0.1	1.7	0.2	0.2	0.2	8.5
IND. 45-64	25.3	1.7	11.4	7.4	5.4	5.3	5.1	1.2	1.5	2	1.9	2.7	2.9	0.8	0.5	0.6	0.3	0.4	2.5	3.4	0.8	1.2	0.8	1.3	0.1	0.4	0.3	8
IND. 65+	28.4	1.5	17.8	4.1	2.6	8	10.3	0.6	0.5	2.1	1.5	0.9	1.9	0.5	0.3	0.6	0.2	0.2	3.4	1.9	0.8	0.5	0.3	2.1	0.5	0.5	0.3	5.2
IA+IB	34.8	1.5	9.2	5.2	3.5	5.4	6.2	0.7	0.7	1.3	1.1	1.8	3	0.8	0.5	1	0.6	0.6	1.4	2.2	0.8	1.1	0.3	1.1	0.2	0.3	0.3	8.8
IC+ID	23.3	1.6	14.3	6.4	3.4	6	6.3	1.6	1	1.6	1.5	3.9	1.7	1	0.4	1.6	0.6	1.1	2.4	2.6	0.9	0.8	0.6	1.9	0.2	0.4	0.3	7.1
IE	20.6	1.5	16	6.3	5.8	5.2	6	1.3	2.3	2.5	1.6	3.3	2.7	0.8	0.4	1.3	0.7	0.8	3.3	3.3	1	1.1	0.4	1.8	0.4	0.4	0.2	5.2
HABITAT <10M	21.1	2.2	11.2	6.1	5.1	6.3	7	1.5	1.1	2.6	1.3	4.6	2.6	1	0.7	1.3	0.7	1	2.5	3.2	0.7	1.7	0.6	1.3	0.3	0.4	0.2	5.2
HABITAT 10-50M	22.6	1.5	14.8	7.5	4.4	4.9	6.5	1.4	1.9	2.6	1	2.8	1.7	0.7	0.5	2	0.6	0.7	2	2.8	1	1	0.5	1.8	0.2	0.3	0.3	7.4
HABITAT 50-200M	28.4	1.4	13	6.6	3.7	6.6	5.8	1.5	1	0.8	2	2.7	2.5	1.3	0.3	1.1	0.6	1.3	1.7	2.6	0.9	0.8	0.1	1.5	0.2	0.5	0.3	5.4
HABITAT >200M	30.6	1.2	13.3	4.2	3.6	4.9	5.8	0.8	1.2	1.2	1.4	2.6	2.7	0.7	0.4	1	0.5	0.5	3	2.2	1	0.6	0.5	1.7	0.2	0.3	0.3	9.5
T.COMERCIAL	28.9	1.5	11.4	6.3	4.3	4.8	4.1	1.7	1	0.9	1.5	3.4	2.2	1.1	0.4	1.1	0.5	0.8	1.5	3.1	0.9	0.8	0.3	1.6	0.2	0.4	0.3	9.2

MINUTO A MINUTO COMPETENCIA

DOS30'

'LOS GOYA' 2020



TOP 10 EMISIONES 25 ENERO

DOS30'

'LOS GOYA' 2020

	TÍTULO/DESCRIPCIÓN	CADENA	INICIO	FIN	DURACIÓN	CUOTA%	AM(000)
1	LOS GOYA	La1	21:59:54	25:30:17	210:23:00	26	3598
2	TELED. FIN SEMANA 2	La1	21:06:49	21:56:39	0049:50	16	2390
3	TELEDIARIO FIN DE SEMANA 2 4:00	La1	21:00:10	21:06:49	0006:39	16.2	2307
4	DEPORTES	A3	15:34:32	15:42:36	0008:04	16	2152
5	ANTENA 3 NOTICIAS 1 FIN DE SEMANA	A3	15:06:16	15:33:48	0027:32	15.9	2070
6	EL TIEMPO 1	La1	15:54:08	16:00:25	0006:17	15.2	2063
7	TELED. FIN SEMANA 1	La1	15:08:23	16:00:30	0052:07	15	1993
8	INFORMATIVOS T5 21:00	T5	20:59:42	21:43:00	0043:18	12.9	1891
9	INFORMATIVOS T5 15:00	T5	15:03:56	15:42:00	0038:04	14.1	1844
10	DEPORTES 15:00	T5	15:42:00	15:47:33	0005:33	12.7	1717