

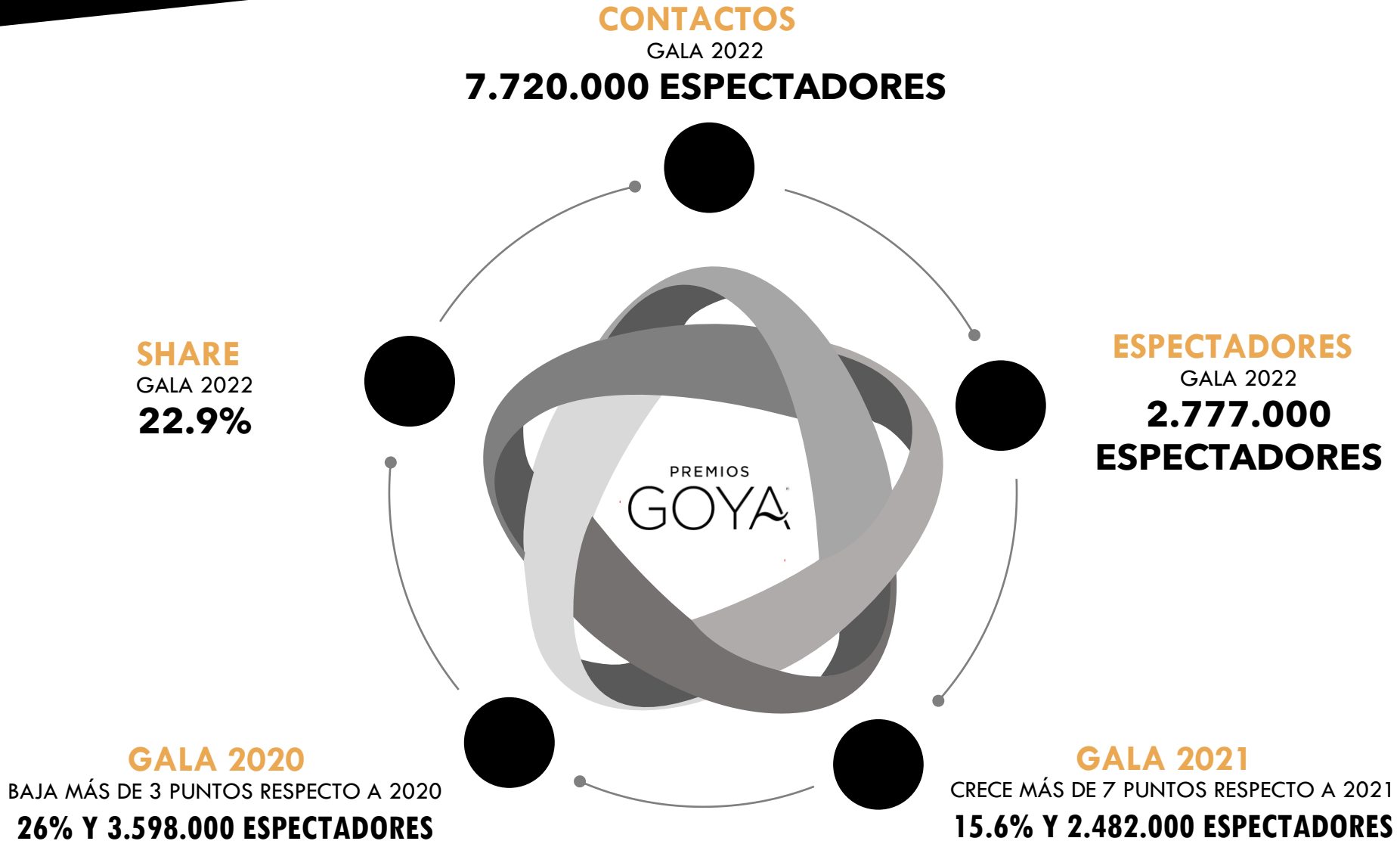
DOS30'

INFORME PREMIOS GOYA 2022

Elaborado por **DOS30**
sobre datos de Kantar Media



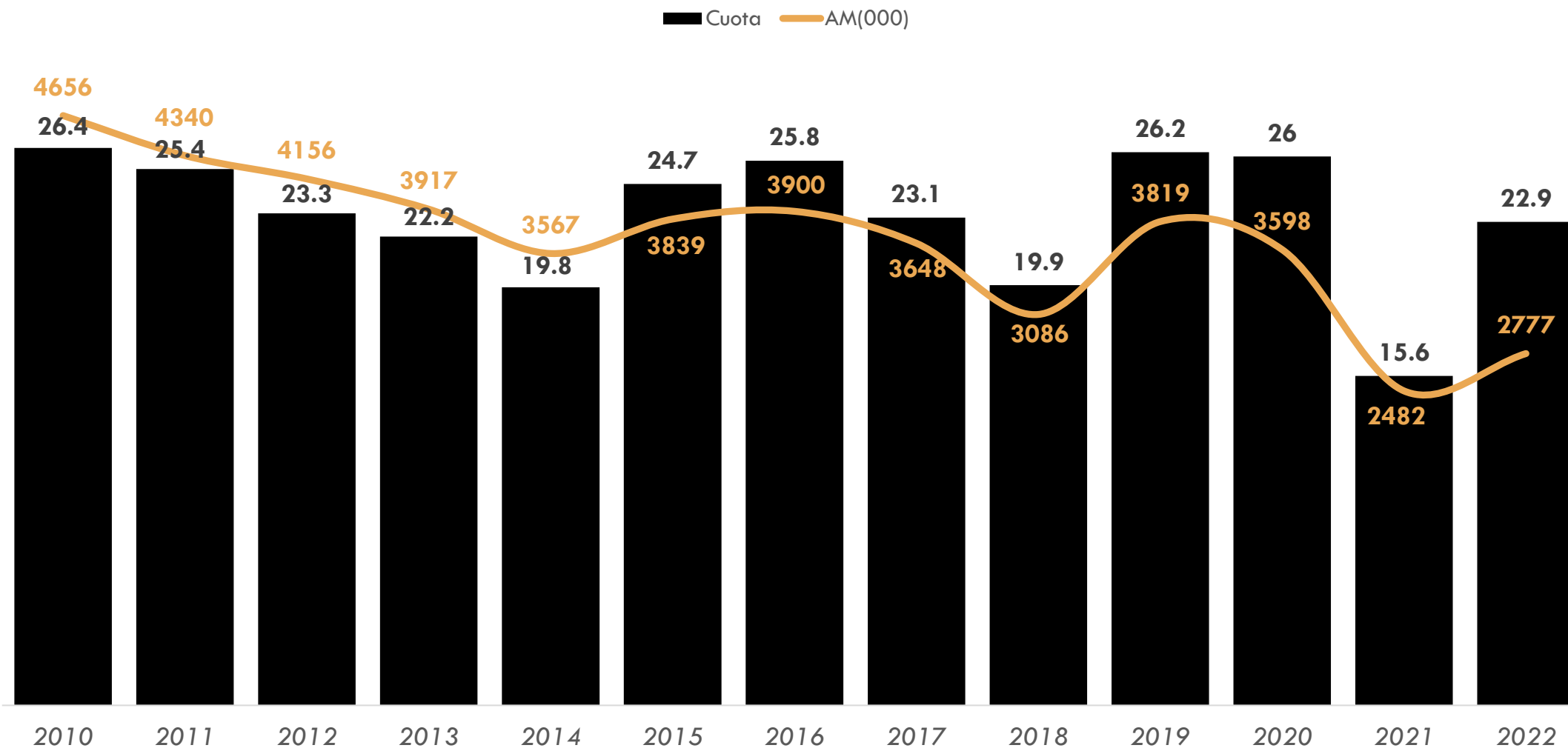
36
PREMIOS
GOYA
VALENCIA



HISTÓRICO DE AUDIENCIAS

'LOS GOYA'

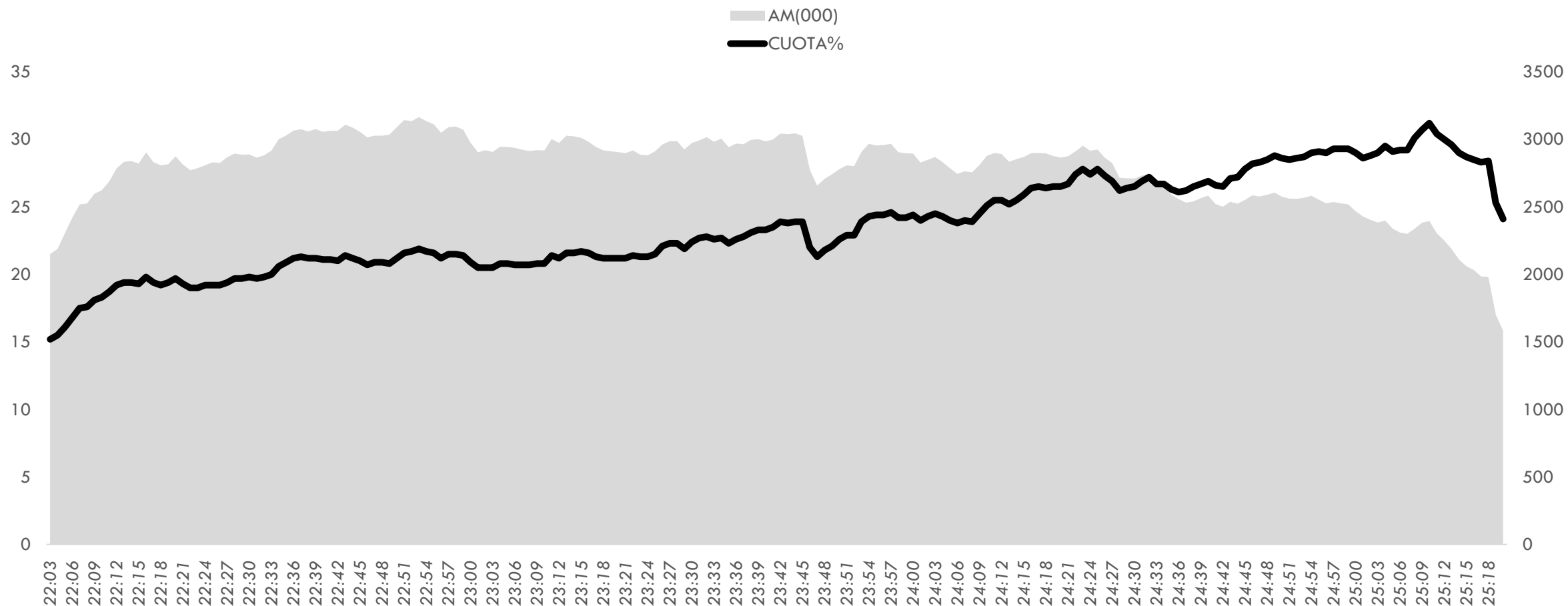
DOS30'



MINUTO A MINUTO

'LOS GOYA' 2022

DOS30'



PERFIL DEL ESPECTADOR

'LOS GOYA' 2022

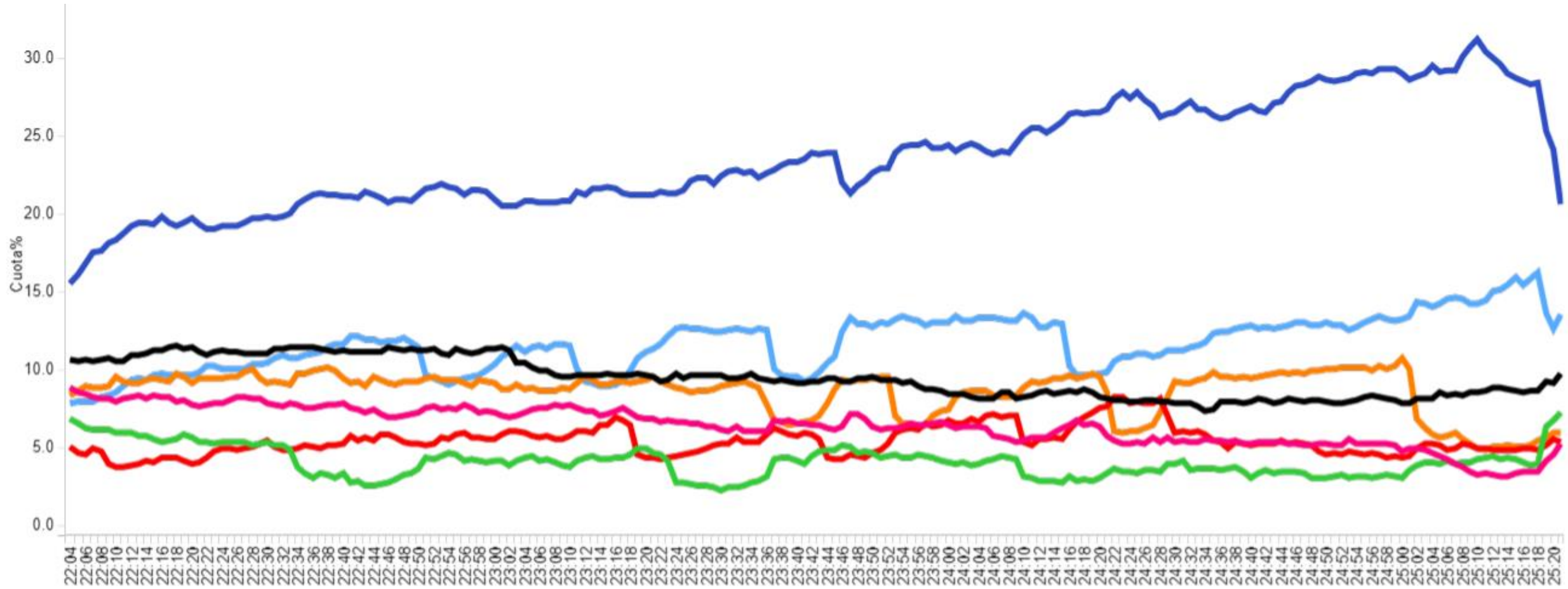
DOS30'

| Targets | * | 2 | 5 | | | | forta | TR3CE | 24h | A3S ATRESERIES | BE MAD | Boing | clan | DMAX | Disney | d | DKISS | E. | F. | MEGA | neox | NOVO | Paramount NETWORK | tdp | ten' GOL | TEMÁTICAS PAGO | |
|----------------------|------|-----|------|-----|-----|-----|-------|-------|-----|----------------|--------|-------|------|------|--------|-----|-------|-----|-----|------|------|------|-------------------|-----|----------|----------------|------|
| IND. 4+ | 22.9 | 2.9 | 11.4 | 8.7 | 5.4 | 4.1 | 6.6 | 1.2 | 0.3 | 1.5 | 0.6 | 0.8 | 1 | 1.1 | 0.4 | 2.3 | 0.8 | 1.9 | 2.4 | 0.9 | 2 | 2.6 | 1.4 | 0.3 | 0.6 | 1.4 | 9.6 |
| HOMBRES | 21.9 | 3.7 | 7.5 | 9 | 6.4 | 4.7 | 6.4 | 1.4 | 0.4 | 0.9 | 0.7 | 0.9 | 1.1 | 1.3 | 0.4 | 0.8 | 0.8 | 1.7 | 3 | 1.1 | 2.1 | 1.5 | 1.5 | 0.5 | 0.5 | 2.2 | 11.7 |
| MUJERES | 23.8 | 2.3 | 14.5 | 8.5 | 4.6 | 3.6 | 6.8 | 0.9 | 0.2 | 2 | 0.5 | 0.7 | 0.9 | 1 | 0.4 | 3.5 | 0.8 | 2 | 2 | 0.7 | 1.9 | 3.4 | 1.4 | 0.2 | 0.7 | 0.7 | 7.9 |
| NIÑOS (4-12) | 19 | 2.3 | 4.5 | 4.1 | 3 | 2.3 | 3.9 | 0.5 | 0 | 0.6 | 0.4 | 12 | 7.4 | 2.5 | 3.7 | 2.1 | 0.3 | 0.5 | 3.4 | 0.6 | 1.1 | 1.3 | 0.2 | 0.2 | 0 | 1.6 | 14.4 |
| JÓVENES (13-24) | 22.1 | 1.7 | 8.5 | 7.5 | 3.6 | 0.7 | 2.8 | 0.3 | 0 | 0.4 | 1 | 0.5 | 1 | 1.2 | 0.6 | 3.2 | 0.3 | 1.6 | 9.2 | 0.5 | 3.3 | 5.1 | 1 | 0.2 | 0.6 | 1.4 | 15.4 |
| ADULTOS JÓV. (25-44) | 25.4 | 1.9 | 10.2 | 7.4 | 5.7 | 3.5 | 2.7 | 0.5 | 0.3 | 1.9 | 0.7 | 1.1 | 1.4 | 1.6 | 0.9 | 1.7 | 0.5 | 2 | 4.1 | 1.1 | 3.7 | 1.4 | 1.1 | 0.2 | 0.2 | 1.1 | 10.8 |
| ADULTOS (45-64) | 22.1 | 3.1 | 11.2 | 9.6 | 7.2 | 4.3 | 5 | 0.7 | 0.3 | 1.7 | 0.7 | 0.4 | 1 | 1.1 | 0.2 | 1.3 | 1.1 | 2.2 | 2.2 | 1 | 2.1 | 1.6 | 1.9 | 0.4 | 0.6 | 1.2 | 10.8 |
| MAYORES 65 | 23.3 | 3.4 | 13.1 | 8.8 | 3.5 | 4.6 | 11.2 | 2.2 | 0.4 | 1.3 | 0.4 | 0.1 | 0.1 | 0.9 | 0.1 | 3.5 | 0.6 | 1.5 | 1 | 0.6 | 0.9 | 4.2 | 1.2 | 0.3 | 0.8 | 1.6 | 6.5 |
| TARGET COMERCIAL | 26.1 | 2.8 | 10.8 | 7.2 | 6.7 | 3.9 | 3.4 | 0.4 | 0.3 | 1.6 | 0.6 | 0.6 | 1.3 | 1.3 | 0.4 | 1 | 0.7 | 1.9 | 3.3 | 1 | 2.3 | 1 | 0.9 | 0.3 | 0.6 | 0.9 | 12.7 |
| -10Mil | 17.2 | 2.5 | 12 | 9.7 | 4.7 | 4.6 | 9.2 | 1.4 | 0.3 | 1.6 | 1.1 | 1.4 | 0.8 | 1.1 | 0.5 | 2.9 | 0.4 | 2 | 3.1 | 1 | 1.9 | 4.3 | 1.9 | 0.6 | 0.5 | 1.8 | 7 |
| 10-50Mil | 20.9 | 2.6 | 11 | 8.1 | 5 | 3.3 | 7.6 | 1 | 0.3 | 1 | 0.4 | 0.8 | 1.5 | 1.8 | 0.5 | 3.2 | 0.3 | 1.7 | 2.3 | 1.1 | 2.2 | 3.5 | 2 | 0.3 | 0.7 | 1.3 | 9.4 |
| 50-200Mil | 22.1 | 3.8 | 12.9 | 9.6 | 6.4 | 4.6 | 5.5 | 1.3 | 0.3 | 1.7 | 0.8 | 0.6 | 0.8 | 0.7 | 0.4 | 1.5 | 1.6 | 1.9 | 2.4 | 0.7 | 2.2 | 1.1 | 0.8 | 0.3 | 0.7 | 1.6 | 8.2 |
| +200Mil | 29.2 | 2.8 | 10.2 | 7.9 | 5.4 | 4 | 4.7 | 1 | 0.3 | 1.7 | 0.2 | 0.5 | 0.7 | 0.9 | 0.4 | 1.5 | 0.8 | 1.8 | 2.1 | 0.7 | 1.7 | 1.6 | 1.1 | 0.2 | 0.6 | 0.9 | 12.6 |
| USUARIO OTT | 34 | 1.7 | 8.8 | 7.9 | 6 | 2.8 | 3.7 | 0.5 | 0.2 | 2.1 | 0.7 | 3.3 | 0.4 | 1.1 | 0.3 | 0.1 | 0.4 | 0.7 | 1 | 1 | 2.6 | 0.2 | 0.8 | 0 | 0.5 | 0.5 | 15.9 |

MINUTO A MINUTO COMPETENCIA

DOS30'

'LOS GOYA' 2022



TOP 10 EMISIONES 25 ENERO

DOS30'

'LOS GOYA' 2022

| | TÍTULO/DESCRIPCIÓN | CADENA | INICIO | FIN | DURACIÓN | CUOTA% | AM(000) |
|----|-----------------------------------|------------|-----------------|-----------------|------------------|-------------|-------------|
| 1 | 36 PREMIOS GOYA VALENCIA | La1 | 22:03:29 | 25:21:00 | 197:31:00 | 22.9 | 2777 |
| 2 | ANTENA 3 NOTICIAS 1 FIN DE SEMANA | A3 | 14:59:07 | 15:36:16 | 0037:09 | 22.6 | 2384 |
| 3 | DEPORTES | A3 | 15:36:26 | 15:42:23 | 0005:57 | 21 | 2265 |
| 4 | EL TIEMPO 1 | A3 | 15:42:43 | 15:45:58 | 0003:15 | 18.8 | 2005 |
| 5 | TELED. FIN SEMANA 2 | La1 | 20:59:10 | 21:58:23 | 0059:13 | 14.4 | 1912 |
| 6 | INFORMATIVOS T5 21:00 | T5 | 20:59:50 | 21:38:03 | 0038:13 | 13.4 | 1736 |
| 7 | ANTENA 3 NOTICIAS 2 FIN DE SEMANA | A3 | 20:59:21 | 21:42:35 | 0043:14 | 13.2 | 1723 |
| 8 | INFORMATIVOS T5 15:00 | T5 | 15:03:59 | 15:36:50 | 0032:51 | 15.9 | 1689 |
| 9 | DEPORTES 2 | A3 | 21:42:45 | 21:49:52 | 0007:07 | 11.9 | 1654 |
| 10 | MULTICINE | A3 | 15:59:41 | 17:46:55 | 107:14:00 | 14.9 | 1571 |

DOS30'

36
PREMIOS
GOYA
VALENCIA



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