

A photograph of a red carpet event. In the center, a woman with blonde hair is wearing a black, long-sleeved, button-up top with white trim and a black, sheer, floor-length skirt. She is smiling and has her arms outstretched. To her right, a man with a beard and a tuxedo is walking. In the background, other people are visible, including a man in a tuxedo and a woman with long hair. The background is a red wall with horizontal stripes.

40  
PREMIOS  
GOYA<sup>®</sup>  
BARCELONA

**INFORME AUDIENCIAS**

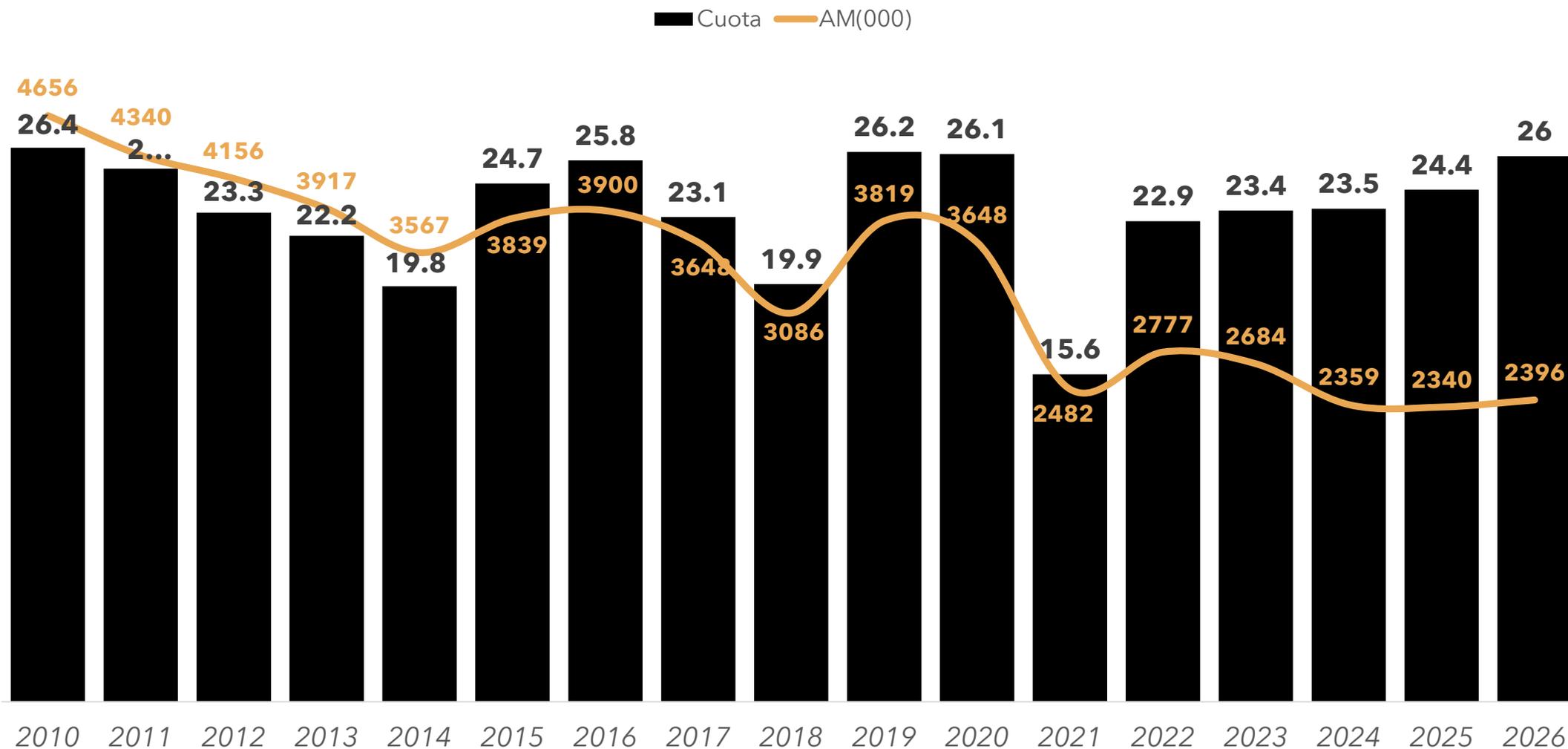
Elaborado por **DOS30** sobre datos de Kantar Media



# HISTÓRICO DE AUDIENCIAS

'LOS GOYA'

DOS30'



# PERFIL ESPECTADORES

'LOS GOYA' 2026

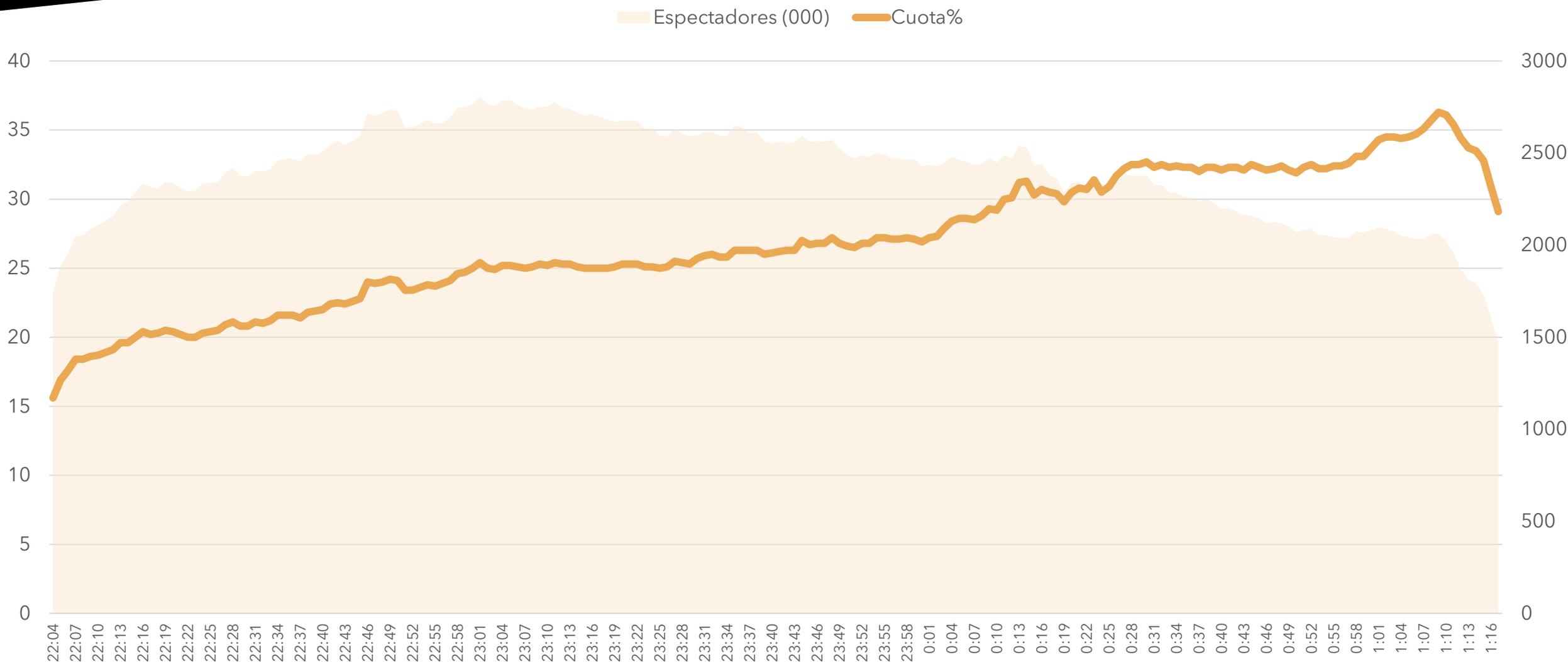
DOS30'

| Targets                 | Cuota%    | AM(000)     | MAA(000)    | FidM%       | ACad%       | AcepFr%      | Perfil%    |
|-------------------------|-----------|-------------|-------------|-------------|-------------|--------------|------------|
| <b>Ind. 4+</b>          | <b>26</b> | <b>2396</b> | <b>5162</b> | <b>46.4</b> | <b>41.5</b> | <b>173.7</b> | <b>100</b> |
| HOMBRES                 | 23.7      | 987         | 2176        | 45.4        | 40.5        | 172.4        | 41.2       |
| MUJERES                 | 27.8      | 1409        | 2986        | 47.2        | 42.3        | 174.2        | 58.8       |
| NIÑOS (4-12)            | 23.1      | 47          | 129         | 36.3        | 50.2        | 259.7        | 2          |
| JÓVENES (13-24)         | 37        | 158         | 329         | 48.1        | 56          | 214.1        | 6.6        |
| ADULTOS JÓVENES (25-44) | 32.2      | 372         | 775         | 48          | 52          | 197.2        | 15.5       |
| ADULTOS (45-64)         | 27.7      | 1026        | 2172        | 47.2        | 42.4        | 169.1        | 42.8       |
| MAYORES 65              | 21.2      | 793         | 1757        | 45.2        | 35.1        | 157.4        | 33.1       |
| ALTA (IA+IB)            | 34.6      | 1160        | 2373        | 48.9        | 47.7        | 177.8        | 48.4       |
| MEDIA (IC+ID)           | 23.3      | 794         | 1714        | 46.3        | 39.2        | 166.2        | 33.1       |
| BAJA (IE)               | 17.9      | 442         | 1074        | 41.1        | 33.7        | 159.2        | 18.4       |
| Habitat <10M            | 22.4      | 420         | 885         | 47.5        | 35.1        | 159.9        | 17.5       |
| Habitat 10-50M          | 22.7      | 580         | 1407        | 41.3        | 40.5        | 169.3        | 24.2       |
| Habitat 50-200M         | 27.4      | 556         | 1166        | 47.7        | 43.8        | 176.7        | 23.2       |
| Habitat >200M           | 30.3      | 840         | 1704        | 49.3        | 44.8        | 181.6        | 35.1       |
| TARGET COMERCIAL        | 33.1      | 904         | 1933        | 46.8        | 50          | 184.6        | 37.7       |
| USUARIO OTT             | 31.1      | 1907        | 3895        | 49          | 44.7        | 180.8        | 79.6       |

# MINUTO A MINUTO

## 'LOS GOYA' 2026

DOS30'



# PERFIL DEL ESPECTADOR

DOS30'

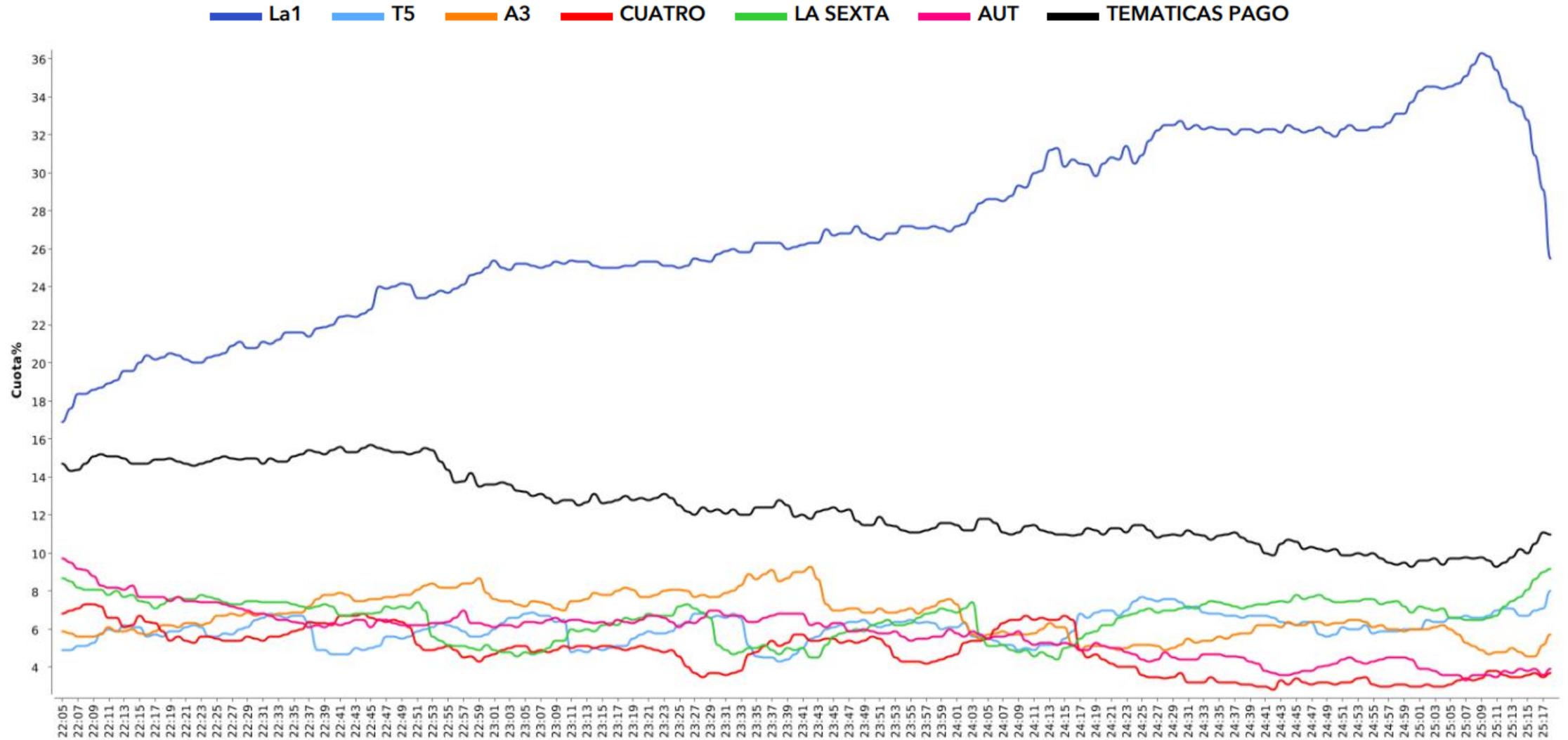
## 'LOS GOYA' 2026

| Targets                 | 1    | 2   | 5   |  |  |  |  | IR3CE | 24h | A3S<br>ATRESERIES | DE<br>MAD | BOING | clan | DMAX | squirrel | d.  | DKISS | E.  | F.  | MEGA | ne<br>ox | NOVO | Paramount | tdp | ten | veo7 | TEMÁTICAS<br>PAID |
|-------------------------|------|-----|-----|---|---|---|---|-------|-----|-------------------|-----------|-------|------|------|----------|-----|-------|-----|-----|------|----------|------|-----------|-----|-----|------|-------------------|
| Ind. 4+                 | 26.0 | 2.6 | 6.0 | 6.8   | 5.0   | 6.5   | 6.1   | 1.6   | 1.2 | 2.1               | 1.5       | 1.0   | 0.3  | 1.5  | 0.9      | 1.3 | 0.8   | 1.8 | 2.1 | 1.3  | 2.0      | 1.5  | 0.0       | 0.7 | 0.5 | 1.1  | 12.8              |
| HOMBRES                 | 23.7 | 2.5 | 4.1 | 5.5   | 5.9   | 8.0   | 6.0   | 2.1   | 1.6 | 1.7               | 1.4       | 0.8   | 0.3  | 1.7  | 1.2      | 0.5 | 0.4   | 1.3 | 2.6 | 1.3  | 2.4      | 0.9  | 0.0       | 1.1 | 0.6 | 1.5  | 14.9              |
| MUJERES                 | 27.8 | 2.8 | 7.5 | 7.9   | 4.3   | 5.4   | 6.2   | 1.2   | 0.8 | 2.4               | 1.5       | 1.1   | 0.4  | 1.4  | 0.7      | 2.0 | 1.2   | 2.1 | 1.7 | 1.4  | 1.6      | 1.9  | 0.0       | 0.3 | 0.4 | 0.7  | 11.0              |
| NIÑOS (4-12)            | 23.1 | 2.8 | 6.8 | 4.4   | 5.2   | 4.9   | 1.6   | 0.0   | 0.3 | 0.3               | 1.1       | 11.5  | 0.1  | 3.8  | 0.1      | 0.0 | 0.1   | 0.2 | 3.0 | 0.3  | 0.2      | 0.0  | 0.0       | 0.5 | 0.0 | 0.3  | 22.8              |
| JÓVENES (13-24)         | 37.0 | 1.3 | 3.8 | 5.2   | 4.7   | 3.2   | 4.0   | 1.0   | 1.0 | 1.6               | 0.2       | 1.7   | 0.2  | 0.8  | 0.1      | 0.9 | 2.1   | 0.1 | 4.0 | 0.5  | 2.0      | 0.6  | 0.0       | 0.2 | 0.4 | 0.0  | 16.1              |
| ADULTOS JÓVENES (25-44) | 32.2 | 1.9 | 4.6 | 6.3   | 3.4   | 4.9   | 3.9   | 0.3   | 0.9 | 0.9               | 0.8       | 1.9   | 0.4  | 2.7  | 1.5      | 0.8 | 0.3   | 1.1 | 3.3 | 2.3  | 1.3      | 1.7  | 0.0       | 0.5 | 0.5 | 1.1  | 15.3              |
| ADULTOS (45-64)         | 27.7 | 2.5 | 4.7 | 5.3   | 6.5   | 6.1   | 4.6   | 0.9   | 1.0 | 2.4               | 1.5       | 0.6   | 0.3  | 1.4  | 0.6      | 1.4 | 0.8   | 2.5 | 2.3 | 1.6  | 3.3      | 1.0  | 0.0       | 0.5 | 0.5 | 1.4  | 14.8              |
| MAYORES 65              | 21.2 | 3.2 | 7.9 | 8.8   | 4.1   | 7.9   | 8.8   | 2.8   | 1.5 | 2.3               | 1.8       | 0.4   | 0.3  | 1.3  | 1.2      | 1.5 | 0.9   | 1.5 | 1.3 | 1.0  | 1.0      | 2.1  | 0.0       | 1.0 | 0.5 | 0.9  | 9.1               |
| ALTA (IA+IB)            | 34.6 | 2.5 | 3.4 | 5.8   | 4.6   | 7.4   | 5.7   | 1.0   | 0.8 | 1.7               | 0.7       | 1.1   | 0.2  | 1.9  | 0.6      | 0.9 | 1.1   | 1.3 | 1.7 | 1.4  | 1.7      | 0.6  | 0.0       | 0.6 | 0.3 | 0.4  | 13.9              |
| MEDIA (IC+ID)           | 23.3 | 2.6 | 7.3 | 7.3   | 4.7   | 6.2   | 5.2   | 1.8   | 1.3 | 2.5               | 1.8       | 0.7   | 0.3  | 1.1  | 0.9      | 1.5 | 0.7   | 2.0 | 2.1 | 1.3  | 2.3      | 1.6  | 0.0       | 0.8 | 0.5 | 1.1  | 13.3              |
| BAJA (IE)               | 17.9 | 3.0 | 7.6 | 7.6   | 6.0   | 5.9   | 7.9   | 2.2   | 1.5 | 2.0               | 2.0       | 1.1   | 0.5  | 1.6  | 1.3      | 1.5 | 0.6   | 2.2 | 2.8 | 1.4  | 1.8      | 2.5  | 0.0       | 0.7 | 0.7 | 1.9  | 10.5              |
| Habitat <10M            | 22.4 | 2.6 | 7.9 | 9.3   | 4.9   | 5.7   | 7.5   | 2.6   | 1.5 | 1.6               | 0.9       | 0.4   | 0.6  | 1.8  | 0.7      | 0.8 | 0.5   | 1.6 | 2.1 | 1.9  | 1.6      | 1.8  | 0.0       | 0.3 | 0.5 | 1.1  | 11.5              |
| Habitat 10-50M          | 22.7 | 2.1 | 4.6 | 7.5   | 6.1   | 5.8   | 7.0   | 1.9   | 1.2 | 2.9               | 1.9       | 0.6   | 0.4  | 1.3  | 1.0      | 1.6 | 0.8   | 2.6 | 2.1 | 1.5  | 2.7      | 1.7  | 0.0       | 0.9 | 0.3 | 1.0  | 12.3              |
| Habitat 50-200M         | 27.4 | 2.4 | 5.8 | 5.8   | 4.6   | 6.4   | 5.3   | 1.4   | 1.0 | 1.4               | 1.3       | 1.0   | 0.1  | 2.0  | 0.9      | 1.6 | 1.2   | 1.3 | 2.7 | 1.3  | 2.8      | 1.2  | 0.0       | 1.2 | 0.6 | 1.0  | 13.5              |
| Habitat >200M           | 30.3 | 3.4 | 6.1 | 5.4   | 4.3   | 7.9   | 4.9   | 0.8   | 1.2 | 2.1               | 1.5       | 1.6   | 0.2  | 1.1  | 0.9      | 1.1 | 0.8   | 1.4 | 1.7 | 0.9  | 1.0      | 1.3  | 0.0       | 0.4 | 0.5 | 1.1  | 13.5              |
| TARGET COMERCIAL        | 33.1 | 2.2 | 3.9 | 4.5   | 5.3   | 5.7   | 3.9   | 0.8   | 1.0 | 1.8               | 0.9       | 0.8   | 0.2  | 1.4  | 0.8      | 1.0 | 1.1   | 1.8 | 2.2 | 1.4  | 3.1      | 0.9  | 0.0       | 0.4 | 0.3 | 0.7  | 15.9              |
| USUARIO OTT             | 31.1 | 2.3 | 4.5 | 6.2   | 5.1   | 6.6   | 4.4   | 1.0   | 0.9 | 1.7               | 0.9       | 1.0   | 0.3  | 1.6  | 0.7      | 1.1 | 0.8   | 1.7 | 1.9 | 1.3  | 2.1      | 0.7  | 0.0       | 0.4 | 0.4 | 0.7  | 16.1              |

# MINUTO A MINUTO COMPETENCIA

DOS30'

'LOS GOYA' 2026



# RESULTADO POR COMUNIDADES

DOS30'

'LOS GOYA' 2026

| Ámbito             | Cuota% |
|--------------------|--------|
| C. VALENCIANA      | 35.7   |
| MURCIA             | 34.1   |
| MADRID             | 32.5   |
| CATALUÑA           | 31.4   |
| BALEARES           | 30.7   |
| ARAGÓN             | 27.8   |
| ESPAÑA             | 26     |
| CASTILLA LA MANCHA | 24.6   |
| RESTO              | 24.5   |
| EUSKADI            | 24.1   |
| GALICIA            | 23.7   |
| CASTILLA Y LEÓN    | 22.3   |
| ANDALUCÍA          | 17.7   |
| ASTURIAS           | 17.6   |
| NAVARRA            | 14.5   |
| CANARIAS           | 14.2   |

 \*En verde por encima de la media del programa.

 \*En rojo por debajo de la media del programa.

