

Ranking - Resultados

Región: Quito, Guayaquil

Targets: Hogares Total(U:1086207.0/C:486),Hom 18-99 Total,Hom-Muj 3-11 Total,Hom-Mu

Target base:

Periodo: 01/08/2011-31/08/2011

Universo:				1,368,010		1,503,627		2,871,637		1,776,408									
Grupo	Canal	Días	Inicio	Hom 18-99 Total		Muj 18 a 99		Hom y Muj 18 a 99		Muj 12 a 99		Total # Spot	Costo Spot (Tarifa)	Costo Total	C x Seg Spot	Duracion Spot Seg	CxM	CxPRTG	TGRPs
				Rating	Miles	Rating	Miles	Rating	Miles	Rating	Miles								
1	NOCHES DEL OSCAR (S)	RTS	S	19:55	3.5	47,880	4.5	67,663	4.0	115,544	4.4	77,756							
2	EL NOTICIERO III	TC	LMWJV	18:57	4.7	64,296	5.7	85,707	5.2	150,003	5.4	95,527							
3	TNV. DONDE ESTA UMAÑA	TC	LMWJV	19:59	4.6	62,928	5.6	84,203	5.1	147,132	5.4	96,751							
4	EL NOTICIERO (D)	TC	D	19:27	4.5	61,560	5.5	82,699	5.0	144,260	5.2	92,247							
5	TNV. CUCHICHEOS	EC	LMWJV	20:44	4.5	61,560	5.5	82,699	5.0	144,260	5.2	91,974							
6	LA PAREJA FELIZ III	TA	LMWJV	18:57	4.4	60,192	5.4	81,196	4.9	141,388	5.4	96,744							
7	COMBATE	RTS	LMWJV	19:59	4.3	58,824	5.3	79,692	4.8	138,517	5.8	103,424							
8	DEPORTE TOTAL (S-D)	TA	D	22:28	4.2	57,456	5.2	78,189	4.7	135,645	4.8	85,008							
9	TNV. ROSARIO TIJERAS	TA	LMWJV	22:03	4.2	57,456	5.2	78,189	4.7	135,645	5.0	88,282							
10	24 HORAS (S-D)	TA	D	21:59	4.0	54,720	5.0	75,181	4.5	129,902	4.5	79,819							
11	SHOWMATCH	C 1	LMWJV	21:59	4.0	54,720	5.0	75,181	4.5	129,902	4.7	83,092							
12	TELEVISTAZO III	EC	LMWJV	19:59	4.0	54,720	5.0	75,181	4.5	129,902	4.7	83,365							
13	TNV. LA TRAICIONERA	TC	LMWJV	20:44	4.0	54,720	5.0	75,181	4.5	129,902	4.9	86,911							
14	LARGOMETRAJE (T) 4	TA	V	16:29	3.9	53,352	4.9	73,678	4.4	127,030	4.7	83,498							
15	MI RECINTO (D)	TC	D	20:29	3.9	53,352	4.9	73,678	4.4	127,030	4.8	85,953							
13	TELECINEMA DOMINGOS (S- RTS	D		19:55	3.9	53,352	4.9	73,678	4.4	127,030	4.9	86,226							
14	TNV. LA REINA DEL SUR	Ecuavisa	LMWJV	21:50	3.9	53,352	4.9	73,678	4.4	127,030	4.9	86,226							
15	MINUTO PARA GANAR (S-D) Gama	D		20:27	3.8	51,984	4.8	72,174	4.3	124,158	4.8	84,722							
16	FUTBOL(\$20): ECUADOR-C.R Gama	S		17:00	3.7	50,616	4.7	70,670	4.2	121,287	4.3	76,672							
17	QUIEN QUIERE SER MILLON. Ecuavisa	D		21:11	3.6	49,248	4.6	69,167	4.1	118,415	4.9	86,625							
18	AMERICA VIVE II (S-D)	Ecuavisa	D	14:00	3.3	45,144	4.3	64,656	3.8	109,800	3.9	68,475							
19	LA NOTICIA II	RTS	LMWJV	21:59	3.3	45,144	4.3	64,656	3.8	109,800	4.1	72,294							
20	PURO TEATRO (S-D)	Gama	D	21:29	3.2	43,776	4.2	63,152	3.7	106,929	4.0	71,336							
21	ECUADOR INSOLITO	Tc Televi	LMWJV	21:45	3.1	42,408	4.1	61,649	3.6	104,057	3.9	69,832							
22	EN CARNE PROPIA	Canal un	LMWJV	19:54	3.1	42,408	4.1	61,649	3.6	104,057	3.7	66,013							
23	LA GUERRA DE LOS SEXOS E	Tc Televi	D	21:37	3.1	42,408	4.1	61,649	3.6	104,057	4.4	78,016							
24	TNV. LA BRUJA	Tc Televi	LMWJV	21:01	3.1	42,408	4.1	61,649	3.6	104,057	3.8	67,104							
25	24 HORAS III PRIMERA EMIS Teleama	LMWJV		19:59	3.0	41,040	4.0	60,145	3.5	101,185	3.7	66,146							
26	CINE DEL DOMINGO I	RTS	D	17:46	3.0	41,040	4.0	60,145	3.5	101,185	3.8	67,237							
27	CINE DISNEY (S-D)	Teleama	D	20:03	3.0	41,040	4.0	60,145	3.5	101,185	3.8	66,692							
28	ESCUELA DE FAMOSOS:GAU Ecuavisa	S		19:59	3.0	41,040	4.0	60,145	3.5	101,185	3.9	69,692							
29	HEROES VERDADEROS (S-D) Gama	S		19:54	3.0	41,040	4.0	60,145	3.5	101,185	3.9	68,874							
30	LOS SIMPSONS (S-D)	Teleama	SD	13:54	3.0	41,040	4.0	60,145	3.5	101,185	4.0	71,875							
31	UEFA SUPER COPA	RTS	V	13:29	3.0	41,040	4.0	60,145	3.5	101,185	3.7	66,146							
34	COPA I	RTS	LMWJV	07:24	2.9	39,672	3.9	58,641	3.4	98,314	3.4	60,824							
35	FUTBOL(\$20): BRASIL-PORTI Gama	S		20:00	2.9	39,672	3.9	58,641	3.4	98,314	3.6	64,370							
36	LARGOMETRAJE (S-D)	Ecuavisa	S	17:07	2.9	39,672	3.9	58,641	3.4	98,314	4.0	71,735							
38	LARGOMETRAJE III (S-D)	Gama	D	16:44	2.9	39,672	3.9	58,641	3.4	98,314	3.4	60,824							
39	LA NOTICIA (D)	RTS	D	21:59	2.8	38,304	3.8	57,138	3.3	95,442	3.6	63,139							
40	LARGOMETRAJE (T) 3	Teleama	V	14:53	2.8	38,304	3.8	57,138	3.3	95,442	4.0	71,322							
41	MI RECINTO III (S-D)	Tc Televi	S	19:52	2.8	38,304	3.8	57,138	3.3	95,442	3.6	64,503							
42	LA NOTICIA I	RTS	LMWV	06:32	2.7	36,936	3.7	55,634	3.2	92,570	3.2	57,271							