

**No Identificada pero FM**  
Rating 0,22 / Share 1,56%

**Radio de Folclore 98.9**  
Rating 0,17 / Share 1,23%

**Mansa 103.1**  
Rating 0,14 / Share 1,00%

**Orfeo FM 98.5**  
Rating 0,23 / Share 1,66%

**Radio Nacional**  
Rating 0,11 / Share 0,80%

**94.7 Loca Suelta**  
Rating 0,24 / Share 1,73%

**Pulxo 95.1**  
Rating 0,09 / Share 0,69%

**Radio Universidad**  
Rating 0,25 / Share 1,79%

**100.5 FM Córdoba**  
Rating 2,79 / Share 20,20%

**Sucesos AM + FM**  
Rating 0,31 / Share 2,24%

**CADENA 3 AM + FM**  
Rating 2,34 / Share 16,96%

**La 100 FM 102.9**  
Rating 0,35 / Share 2,53%

**Mia FM 104.1**  
Rating 1,24 / Share 8,97%

**FM Shopping Classics 96.1**  
Rating 0,40 / Share 2,88%

**Otras FM**  
Rating 1,01 / Share 7,35%

**Suquia 96.5**  
Rating 0,45 / Share 3,28%

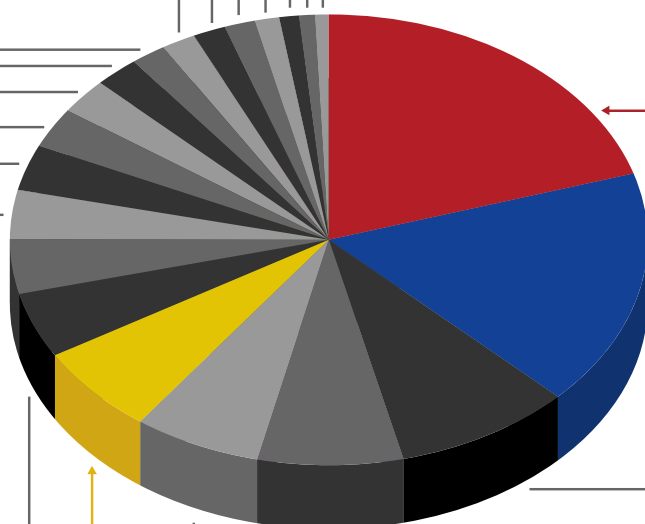
**Gamba 106.3**  
Rating 0,89 / Share 6,44%

**Nuestra Radio 102.3**  
Rating 0,48 / Share 3,50%

**Pobre Johnny 88.9**  
Rating 0,54 / Share 3,91%

**Radio Mitre AM + FM**  
Rating 0,65 / Share 4,69%

**Radio Popular 92.3**  
Rating 0,88 / Share 6,36%



# AM+FM

## NUNCA ES TARDE



Lunes a Viernes de 20:00hs a 23:00hs

|                               | Total General | Total General | Total General | Total General | Total General | Total General | Total General |
|-------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Emisora                       | Rating (%)    | Rating (1000) | Reach (%)     | Reach (1000)  | TME (%)       | TME           | Share (%)     |
| <b>LV3 o Cadena 3 AM + FM</b> | <b>2,34</b>   | <b>25,58</b>  | <b>4,82</b>   | <b>52,69</b>  | <b>95,92</b>  | <b>02:52</b>  | <b>16,96</b>  |

|                              | Total General | Total General | Total General | Total General | Total General | Total General | Total General |
|------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Emisora                      | Rating (%)    | Rating (1000) | Reach (%)     | Reach (1000)  | TME (%)       | TME           | Share (%)     |
| <b>100.5 FM Córdoba</b>      | <b>2,79</b>   | <b>30,48</b>  | <b>6,22</b>   | <b>67,99</b>  | <b>44,83</b>  | <b>01:21</b>  | <b>20,20</b>  |
| <b>LV3 o Cadena 3 por FM</b> | <b>1,48</b>   | <b>16,19</b>  | <b>2,92</b>   | <b>31,90</b>  | <b>50,76</b>  | <b>01:31</b>  | <b>10,73</b>  |
| Mia FM 104.1                 | 1,24          | 13,53         | 2,83          | 30,86         | 43,82         | 01:19         | 8,97          |
| Gamba 106.3                  | 0,89          | 9,71          | 1,87          | 20,39         | 47,61         | 01:26         | 6,44          |
| <b>Radio Popular 92.3</b>    | <b>0,88</b>   | <b>9,59</b>   | <b>1,63</b>   | <b>17,78</b>  | <b>53,98</b>  | <b>01:37</b>  | <b>6,36</b>   |
| <b>LV3 o CADENA 3 por AM</b> | <b>0,86</b>   | <b>9,39</b>   | <b>1,90</b>   | <b>20,79</b>  | <b>45,16</b>  | <b>01:21</b>  | <b>6,23</b>   |
| Pobre Johnny 88.9            | 0,54          | 5,91          | 1,40          | 15,34         | 38,49         | 01:09         | 3,91          |
| Nuestra Radio 102.3          | 0,48          | 5,29          | 0,93          | 10,17         | 52,00         | 01:34         | 3,50          |
| Suquia 96.5                  | 0,45          | 4,96          | 0,90          | 9,84          | 50,39         | 01:31         | 3,28          |
| Radio Mitre 810 por AM       | 0,42          | 4,60          | 0,95          | 10,39         | 44,27         | 01:20         | 3,05          |
| FM Shopping Classics 96.1    | 0,40          | 4,34          | 0,81          | 8,88          | 48,87         | 01:28         | 2,88          |
| La 100 FM 102.9              | 0,35          | 3,81          | 0,89          | 9,72          | 39,25         | 01:11         | 2,53          |
| Radio Universidad            | 0,25          | 2,69          | 0,40          | 4,39          | 61,38         | 01:50         | 1,79          |
| 94.7 Loca Suelta             | 0,24          | 2,62          | 0,77          | 8,42          | 31,08         | 00:56         | 1,73          |
| Orfeo FM 98.5                | 0,23          | 2,50          | 0,59          | 6,39          | 39,13         | 01:10         | 1,66          |
| Radio Mitre 810 por FM 97.9  | 0,23          | 2,47          | 0,56          | 6,11          | 40,46         | 01:13         | 1,64          |
| Sucesos FM 104.7             | 0,19          | 2,09          | 0,31          | 3,37          | 62,13         | 01:52         | 1,39          |
| Radio de Folclore 98.9       | 0,17          | 1,85          | 0,45          | 4,94          | 37,39         | 01:07         | 1,23          |
| Mansa 103.1                  | 0,14          | 1,50          | 0,31          | 3,34          | 45,03         | 01:21         | 1,00          |
| Sucesos AM 1350              | 0,12          | 1,29          | 0,20          | 2,19          | 58,88         | 01:46         | 0,86          |
| Radio Nacional               | 0,11          | 1,20          | 0,30          | 3,30          | 36,48         | 01:06         | 0,80          |
| Pulxo 95.1                   | 0,09          | 1,03          | 0,20          | 2,20          | 47,00         | 01:25         | 0,69          |
| Otras FM                     | 1,01          | 11,09         | 2,14          | 23,36         | 47,45         | 01:25         | 7,35          |
| No Identificada pero FM      | 0,22          | 2,36          | 0,27          | 2,92          | 80,74         | 02:25         | 1,56          |
| <b>Encendido AM+FM</b>       | <b>13,81</b>  | <b>150,87</b> | <b>26,44</b>  | <b>288,84</b> | <b>52,23</b>  | <b>01:34</b>  | <b>100,00</b> |

|                            | Total General | Total General | Total General | Total General | Total General | Total General | Total General |
|----------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Emisora                    | Rating (%)    | Rating (1000) | Reach (%)     | Reach (1000)  | TME (%)       | TME           | Share (%)     |
| <b>Radio Mitre AM + FM</b> | <b>0,65</b>   | <b>7,07</b>   | <b>1,51</b>   | <b>16,49</b>  | <b>84,73</b>  | <b>02:33</b>  | <b>4,69</b>   |
| <b>Sucesos AM + FM</b>     | <b>0,31</b>   | <b>3,38</b>   | <b>0,51</b>   | <b>5,56</b>   | <b>121,01</b> | <b>03:38</b>  | <b>2,24</b>   |

Targets: Total personas. Población (lunes a viernes): **1092256**  
Casos (lunes a viernes): **1801**

Ciudad de Córdoba  
Abril/Mayo 2017



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