



Lunes a Viernes de 19:30hs a 20:30hs

|                               | 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>3,29</b>   | <b>35,95</b>  | <b>5,05</b>   | <b>55,20</b>  | <b>131,73</b> | <b>01:19</b>  | <b>14,34</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>5,50</b>   | <b>60,08</b>  | <b>7,52</b>   | <b>82,17</b>  | <b>73,11</b>  | <b>00:44</b>  | <b>23,97</b>  |
| <b>LV3 o Cadena 3 por FM</b> | <b>1,98</b>   | <b>21,66</b>  | <b>3,15</b>   | <b>34,46</b>  | <b>62,85</b>  | <b>00:38</b>  | <b>8,64</b>   |
| Mia FM 104.1                 | 1,88          | 20,56         | 2,63          | 28,72         | 71,61         | 00:43         | 8,20          |
| <b>Radio Popular 92.3</b>    | <b>1,38</b>   | <b>15,03</b>  | <b>2,12</b>   | <b>23,11</b>  | <b>65,02</b>  | <b>00:39</b>  | <b>6,00</b>   |
| <b>LV3 o CADENA 3 por AM</b> | <b>1,31</b>   | <b>14,29</b>  | <b>1,90</b>   | <b>20,75</b>  | <b>68,89</b>  | <b>00:41</b>  | <b>5,70</b>   |
| Gamba 106.3                  | 1,05          | 11,45         | 1,65          | 18,04         | 63,48         | 00:38         | 4,57          |
| Suquia 96.5                  | 0,94          | 10,30         | 1,26          | 13,75         | 74,90         | 00:45         | 4,11          |
| Pobre Johnny 88.9            | 0,86          | 9,36          | 1,56          | 17,00         | 55,06         | 00:33         | 3,73          |
| FM Shopping Classics 96.1    | 0,68          | 7,47          | 1,11          | 12,15         | 61,52         | 00:37         | 2,98          |
| 94.7 Loca Suelta             | 0,65          | 7,14          | 0,87          | 9,55          | 74,72         | 00:45         | 2,85          |
| Radio Mitre 810 por AM       | 0,65          | 7,08          | 1,05          | 11,51         | 61,47         | 00:37         | 2,82          |
| Sucesos FM 104.7             | 0,64          | 6,97          | 1,13          | 12,36         | 56,44         | 00:34         | 2,78          |
| Nuestra Radio 102.3          | 0,62          | 6,79          | 1,00          | 10,93         | 62,11         | 00:37         | 2,71          |
| Radio Mitre 810 por FM 97.9  | 0,60          | 6,59          | 1,10          | 12,00         | 54,93         | 00:33         | 2,63          |
| La 100 FM 102.9              | 0,54          | 5,94          | 0,74          | 8,04          | 73,93         | 00:44         | 2,37          |
| Orfeo FM 98.5                | 0,40          | 4,39          | 0,64          | 6,96          | 63,08         | 00:38         | 1,75          |
| Radio de Folclore 98.9       | 0,37          | 4,05          | 0,65          | 7,12          | 56,91         | 00:34         | 1,62          |
| Mansa 103.1                  | 0,29          | 3,16          | 0,39          | 4,24          | 74,49         | 00:45         | 1,26          |
| Radio Universidad            | 0,26          | 2,88          | 0,44          | 4,79          | 60,07         | 00:36         | 1,15          |
| Pulxo 95.1                   | 0,23          | 2,51          | 0,34          | 3,68          | 68,25         | 00:41         | 1,00          |
| Sucesos AM 1350              | 0,20          | 2,14          | 0,23          | 2,56          | 83,83         | 00:50         | 0,85          |
| Radio Nacional               | 0,14          | 1,53          | 0,22          | 2,36          | 64,75         | 00:39         | 0,61          |
| Otras FM                     | 1,56          | 17,02         | 2,37          | 25,91         | 65,69         | 00:39         | 6,79          |
| No Identificada pero FM      | 0,16          | 1,70          | 0,25          | 2,69          | 63,09         | 00:38         | 0,68          |
| <b>Encendido AM+FM</b>       | <b>22,95</b>  | <b>250,66</b> | <b>30,44</b>  | <b>332,44</b> | <b>75,40</b>  | <b>00:45</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>Mitre AM + FM</b>   | <b>1,25</b>   | <b>13,67</b>  | <b>2,15</b>   | <b>23,51</b>  | <b>116,41</b> | <b>01:10</b>  | <b>5,45</b>   |
| <b>Sucesos AM + FM</b> | <b>0,83</b>   | <b>9,12</b>   | <b>1,37</b>   | <b>14,91</b>  | <b>140,27</b> | <b>01:24</b>  | <b>3,64</b>   |

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

**Ciudad de Córdoba**  
**Abril/Mayo 2017**