

TELEVISIÓN

AGOSTO

ACUMULADO - (ENE-AGOSTO 2009 Vs. ENE-AGOSTO 2010)

RANKING ANUNCIANTES

Mes Agosto 10 vs 09				Acumulado 09 vs. 10			
Anunciante	Agosto 09	Agosto 10	% Incr Año	Anunciante	Acum. 09	Acum. 10	% Incr Año
PROCTER & GAMBLE ESPAÑA,S.A.	9.788.548	19.973.462	104%	PROCTER & GAMBLE ESPAÑA,S.A.	61.947.981	98.178.670	58%
JOHNSON & JOHNSON,S.A.	6.923.915	9.716.687	40%	L OREAL ESPAÑA, S.A.	53.510.543	62.474.545	17%
L OREAL ESPAÑA, S.A.	4.577.009	9.415.940	106%	DANONE,S.A.	41.803.516	44.177.066	6%
RECKITT BENCKISER ESPAÑA,S.L.	2.283.506	5.503.619	141%	TELEFONICA,S.A.U.	37.307.761	36.733.080	-2%
DANONE,S.A.	3.044.818	4.369.549	44%	RECKITT BENCKISER ESPAÑA,S.L.	28.052.940	31.875.719	14%
UNILEVER ESPAÑA,S.A.	4.492.330	4.034.077	-10%	UNILEVER ESPAÑA,S.A.	28.733.936	27.157.223	-5%
HENKEL IBERICA S.A.	1.406.549	3.411.568	143%	JOHNSON & JOHNSON,S.A.	29.052.716	26.046.333	-10%
ARBORA & AUSONIA,S.L.	1.754.060	3.277.691	87%	HEINEKEN ESPAÑA,S.A.	9.396.872	25.482.656	171%
OMEGA PHARMA ESPAÑA, S.A.	1.397.368	3.102.641	122%	LINEA DIRECTA ASEGURADORA,S.A.	13.805.125	24.904.303	80%
CIA.SERV.BEB.REFRESC.SL(COCA COLA)	1.565.129	3.010.434	92%	NESTLE ESPAÑA,S.A.	18.318.425	21.633.998	18%

RANKING CADENAS

Mes Agosto 10 vs 09				Acumulado 09 vs. 10			
Soporte	Agosto 09	Agosto 10	% Incr Año	Soporte	Acum. 09	Acum. 10	% Incr Año
TELE 5	27.836.305	76.794.764	176%	TELE 5	358.714.569	582.114.289	62%
ANTENA 3 TV	32.836.471	64.479.082	96%	ANTENA 3 TV	337.474.666	473.934.142	40%
CUATRO	13.061.760	22.871.298	75%	CUATRO	150.613.410	216.355.403	44%
LA SEXTA	10.362.966	19.234.736	86%	LA SEXTA	117.384.841	181.979.274	55%
TV3	4.823.444	11.056.043	129%	TV3	47.654.982	72.363.642	52%
CANAL SUR TV	2.180.794	5.766.968	164%	CANAL SUR TV	21.331.584	34.385.352	61%
TV.GALICIA	869.640	2.656.704	205%	TELEMADRID	19.952.217	22.819.160	14%
TELEMADRID	2.492.409	2.540.903	2%	ANT.3 CANAR.	14.442.637	19.474.144	35%
CANAL 9	1.510.661	2.376.746	57%	TV.GALICIA	11.084.531	17.772.316	60%
IB 3	145.614	2.109.805	1349%	CANAL 9	12.353.915	16.231.248	31%
ANT.3 CANAR.	1.158.998	1.711.705	48%	TELE 5 CAN.	11.739.861	15.487.941	32%
TELE 5 CAN.	897.719	1.660.134	85%	IB 3	4.837.073	10.361.775	114%
8TV	521.015	1.020.228	96%	8TV	4.192.409	7.557.916	80%
LA SEXTA CAN	219.634	951.407	333%	LA SEXTA CAN	2.323.131	7.036.850	203%
E.T.B. 2	878.617	698.245	-21%	E.T.B. 2	5.509.550	6.511.161	18%
TV AUT.CAN.	282.196	508.239	80%	TV AUT.CAN.	2.740.414	3.776.415	38%
CANAL SUR 2	331.607	453.486	37%	CANAL 33	3.492.159	3.595.006	3%
CST-MANCH.TV	219.012	426.650	95%	CANAL SUR 2	2.953.637	3.570.208	21%
CANAL 33	167.310	237.535	42%	CST-MANCH.TV	1.719.563	2.859.696	66%
T.AUT.MURCIA	128.496	224.873	75%	TV.ARAGON	1.622.848	1.906.567	17%

Fuente: Infoadex - Pond.Trimestral 2007-2010(3T 2010 con valores 2T 2010)(29.10.2010)