

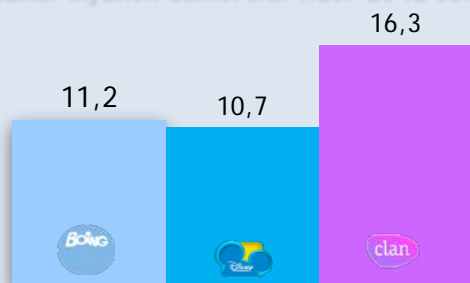


Las claves de los canales infantiles (Marzo'15)



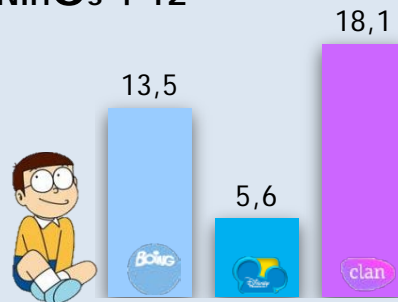
Media mensual (Niños 4-12)

Boing, canal infantil comercial líder de la televisión

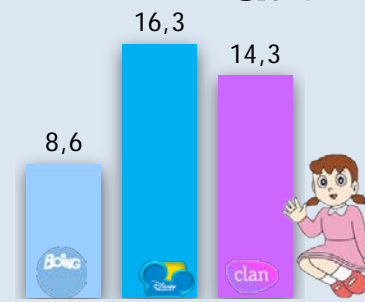


Media mensual (Niños-Niñas)

Niños 4-12



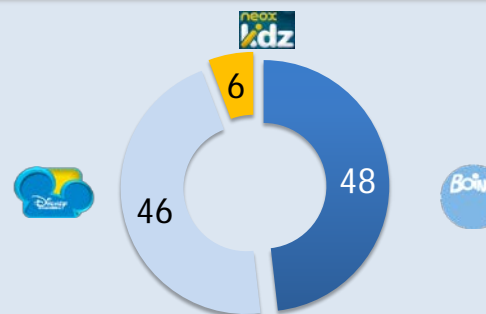
Niñas 4-12



Boing supera en 8 veces a la audiencia de Neox Kidz



El 48% de cuota sobre el total de cadenas comerciales infantiles en abierto



Resultado en targets adultos



Las 15 emisiones más vistas del mes en las cadenas infantiles comerciales

| | Boing | Disney |
|----------------|-------|--------|
| AC/Niños | 2,9 | 2,8 |
| AC. Com/Niños | 3,0 | 2,8 |
| Muj. Com/Niños | 4,4 | 4,1 |

| | Título/Descripción | Cadena | Día | Hora | Miles | Share% |
|----|-----------------------------|----------------|------------|----------|-------|--------|
| 1 | CINE / MATILDA | DISNEY CHANNEL | 21/03/2015 | 21:33:07 | 266 | 20,4 |
| 2 | THE NEXT STEP | DISNEY CHANNEL | 03/03/2015 | 20:34:37 | 258 | 21,5 |
| 3 | THE NEXT STEP | DISNEY CHANNEL | 09/03/2015 | 20:35:12 | 250 | 20,9 |
| 4 | THE NEXT STEP | DISNEY CHANNEL | 25/03/2015 | 20:34:06 | 248 | 21,8 |
| 5 | THE NEXT STEP | DISNEY CHANNEL | 02/03/2015 | 20:35:14 | 228 | 19,2 |
| 6 | RILEY Y EL MUNDO | DISNEY CHANNEL | 20/03/2015 | 21:07:52 | 228 | 17,6 |
| 7 | THE NEXT STEP | DISNEY CHANNEL | 11/03/2015 | 20:35:37 | 227 | 21,2 |
| 8 | THE NEXT STEP | DISNEY CHANNEL | 04/03/2015 | 20:34:07 | 222 | 20,5 |
| 9 | THE NEXT STEP | DISNEY CHANNEL | 05/03/2015 | 20:34:59 | 219 | 17,8 |
| 10 | DORAEMON GATO COSMICO | BOING | 15/03/2015 | 21:07:19 | 210 | 15,8 |
| 11 | THE NEXT STEP | DISNEY CHANNEL | 23/03/2015 | 20:35:01 | 209 | 16,8 |
| 12 | THE NEXT STEP | DISNEY CHANNEL | 17/03/2015 | 20:35:57 | 206 | 17,7 |
| 13 | THE NEXT STEP | DISNEY CHANNEL | 12/03/2015 | 20:36:39 | 198 | 17,7 |
| 14 | THE NEXT STEP | DISNEY CHANNEL | 26/03/2015 | 20:32:15 | 198 | 18,1 |
| 15 | CINE / BARBIE SUPERPRINCESA | BOING | 14/03/2015 | 21:38:07 | 198 | 16,6 |