



Key Measures

Fuente de datos : Multi-Platform
 Zona geográfica : Argentina
 Período : Julio de 2022
 Universo Type : Desktop 6+ and Total Mobile 18+
 Objetivo : Audiencia total
 Medios : Top 100 Properties [Sin dup.]
 Fecha : 30/08/2022

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Row	Entity Type	Tagging Status	Medios	Total Unique Visitors/Viewers (000)		% Reach		Total Views (MM)		Desktop-Only UV (000)	Mobile-Only UV (000)	Total Minutes (MM)	
				Total Digital Population	Mobile	Total Digital Population	Mobile	Total Digital Population	Mobile	Total Digital Population	Total Digital Population	Total Digital Population	Mobile
Total Internet : Total Audience				35,508	30,016	100.0	100.0	33,780	9,606	5,492	9,986	245,163	210,212
Top 100 Properties													
1	[P]	1	Google Sites	33,386	28,036	94.0	93.4	6,857	2,203	5,349	9,838	44,006	30,956
2	[P]	0	Facebook	30,622	27,537	86.2	91.7	1,587	524	3,085	15,421	68,094	66,965
3	[P]	4	Grupo Clarin	25,796	24,091	72.6	80.3	568	363	1,705	21,460	955	448
4	[P]	0	MercadoLibre	25,026	21,179	70.5	70.6	751	201	3,847	17,003	1,908	1,437
5	[P]	0	Microsoft Sites	21,678	13,269	61.1	44.2	1,251	66	8,409	7,689	1,737	779
6	[P]	3	INFOBAE.COM	20,353	18,314	57.3	61.0	528	249	2,039	17,092	1,077	337
7	[P]	4	Artear Digital	19,127	17,390	53.9	57.9	326	275	1,737	16,424	712	364
8	[P]	4	LANACION.COM.AR	18,479	16,465	52.0	54.9	246	141	2,015	15,372	462	202
9	[P]	0	ARGENTINA.GOB.AR Sites	17,713	13,692	49.9	45.6	200	141	4,022	11,179	385	227
10	[P]	0	Samsung Group	15,702	15,381	44.2	51.2	8	6	321	15,381	559	558
11	[P]	1	CMI Digital	15,512	14,350	43.7	47.8	156	122	1,162	13,944	200	140
12	[P]	0	Netflix Inc.	15,130	10,483	42.6	34.9	232	10	4,647	7,735	7,107	2,556
13	[P]	0	Bytedance Inc.	14,100	12,930	39.7	43.1	201	14	1,171	12,364	10,033	9,932
14	[P]	2	Grupo Cronica	13,342	12,657	37.6	42.2	78	71	685	12,534	121	92
15	[P]	2	Grupo Indalo	12,796	11,417	36.0	38.0	229	76	1,379	10,918	435	93
16	[P]	2	El Destape	12,614	11,886	35.5	39.6	59	46	728	11,732	82	65
17	[P]	3	Spotify	11,344	9,523	31.9	31.7	44	9	1,821	9,098	8,229	8,138
18	[P]	1	CRONISTA.COM	11,081	9,899	31.2	33.0	115	54	1,181	9,581	135	63
19	[P]	3	Grupo America	10,924	9,914	30.8	33.0	73	59	1,010	9,629	163	73
20	[P]	0	Twitter	10,902	9,116	30.7	30.4	68	55	1,786	8,350	762	732
21	[P]	1	MOZOL.COM	10,851	10,531	30.6	35.1	86	82	320	10,531	110	102
22	[P]	0	Pinterest	10,207	8,042	28.7	26.8	54	28	2,164	7,156	356	318
23	[P]	0	Wikimedia Foundation Sites	10,078	7,436	28.4	24.8	77	48	2,641	6,375	82	57
24	[P]	0	ANSES.GOB.AR	9,450	7,202	26.6	24.0	190	113	2,248	6,366	149	106
25	[P]	2	Grupo Octubre	8,492	7,184	23.9	23.9	105	46	1,309	6,800	165	62
26	[P]	1	The Walt Disney Company	7,753	5,155	21.8	17.2	66	14	2,598	4,496	299	226
27	[P]	3	Yahoo	7,484	2,790	21.1	9.3	310	28	4,694	2,145	420	75
28	[P]	2	WarnerMedia	7,287	5,808	20.5	19.3	30	19	1,480	5,540	151	132
29	[P]	0	Movistar	6,770	6,135	19.1	20.4	26	15	635	6,030	54	50
30	[P]	1	Amazon Sites	6,694	4,491	18.9	15.0	65	19	2,203	4,000	130	88
31	[P]	0	Banco Nacion	6,645	5,424	18.7	18.1	27	13	1,221	5,097	149	139
32	[P]	0	Telecom Argentina	6,601	5,535	18.6	18.4	35	23	1,066	5,275	57	48
33	[P]	4	Paramount Global	6,599	5,207	18.6	17.3	51	28	1,392	4,939	245	82
34	[P]	0	Lenovo Group	6,572	6,244	18.5	20.8	5	2	328	6,244	57,817	57,815
35	[P]	0	Playmaker.Fans Group	6,563	5,880	18.5	19.6	105	85	683	5,782	120	104
36	[P]	2	Grupo Perfil	6,446	5,704	18.2	19.0	48	32	742	5,564	69	41
37	[P]	1	Grupo Atlantida	6,207	6,036	17.5	20.1	58	54	170	6,036	80	75
38	[P]	0	AFIP.GOB.AR	6,185	2,966	17.4	9.9	535	44	3,218	2,268	468	39
39	[P]	4	Prisa	6,044	5,073	17.0	16.9	21	16	971	4,896	21	18
40	[P]	0	Grupo Carso	5,885	5,166	16.6	17.2	62	41	720	5,030	56	42
41	[P]	2	Webedia Sites	5,346	3,378	15.1	11.3	28	15	1,967	3,014	132	17
42	[P]	1	Linkedin	5,233	3,323	14.7	11.1	116	3	1,910	2,904	169	55
43	[P]	0	Grupo Banco Provincia	5,182	4,302	14.6	14.3	21	15	880	4,124	145	132
44	[P]	2	Grupo Godo	5,164	4,462	14.5	14.9	17	13	703	4,370	18	15
45	[P]	0	NARANJAX.COM	5,075	4,498	14.3	15.0	40	30	577	4,410	72	64
46	[P]	0	ROBLUX.COM	4,994	2,057	14.1	6.9	630	0	2,937	1,413	1,338	554
47	[P]	0	TELEGRAM.ORG	4,971	4,795	14.0	16.0	1	0	175	4,795	250	250
48	[P]	1	The Orchard Music	4,860	13.7	13.7	12.4	124	0	4,860	570	570	1
49	[P]	2	WMX - Warner Music Group	4,823	335	13.6	1.1	110	1	4,488	86	375	1
50	[P]	0	GBA.GOB.AR Sites	4,732	3,862	13.3	12.9	39	10	870	3,684	55	16
51	[P]	1	Universal Music Group	4,586	12.9	12.9	81	81	0	4,586	300	300	517
52	[P]	1	VEVO	4,563	12.9	12.9	145	145	0	4,563	517	517	28
53	[P]	0	Buenos Aires Ciudad	4,550	3,068	12.8	10.2	73	28	1,482	2,755	66	28
54	[P]	3	Atresmedia	4,497	3,495	12.7	11.6	15	10	1,002	3,323	17	12
55	[P]	0	Grupo Santander	4,431	3,172	12.5	10.6	75	20	1,259	2,904	140	87
56	[P]	0	ZOOM.US	4,424	3,035	12.5	10.1	16	2	1,389	2,725	220	174
57	[P]	0	Adobe Sites	4,289	2,607	12.1	8.7	13	1	1,682	2,235	282	269
58	[P]	2	RCS MediaGroup - Unidad Editorial	4,179	3,816	11.8	12.0	16	12	564	3,544	16	13
59	[P]	1	Tarra Networks	4,176	3,510	11.8	11.7	28	17	667	3,422	38	27
60	[P]	0	FUTBOLLIBRE.NET	4,098	2,697	11.5	9.0	116	93	1,400	2,394	97	88
61	[P]	1	Grupo El Comercio	4,091	3,763	11.5	12.5	14	12	328	3,755	19	16
62	[P]	0	Priceline.com Incorporated	3,872	2,960	10.9	9.9	36	25	912	2,781	48	36
63	[P]	0	TripAdvisor Inc.	3,768	2,948	10.8	9.8	43	18	820	2,819	30	17
64	[P]	4	Ziff Davis	3,694	2,937	10.4	9.8	11	8	756	2,819	16	13
65	[P]	0	PedidosYa	3,674	3,396	10.3	11.3	10	2	278	3,393	116	110
66	[P]	1	Meloeord Sites	3,603	3,249	10.1	10.8	32	29	354	3,225	38	36
67	[P]	0	LISTONIC.COM	3,443	3,443	9.7	11.5	0	0	0	0	243	243
68	[P]	0	Banco Galicia	3,381	2,419	9.5	8.1	78	15	962	2,243	152	56
69	[P]	0	Grupo BBVA	3,293	2,244	9.3	7.5	65	17	1,049	2,040	82	45
70	[P]	0	IPROFESIONAL.COM	3,204	2,775	9.0	9.2	20	11	428	2,725	32	14
71	[P]	0	Valve Corporation	3,186	198	9.0	0.7	7	0	2,988	22	7	1
72	[P]	0	Red Link S.A.	3,122	1,459	8.8	4.9	92	16	1,663	1,163	67	19
73	[P]	3	AccuWeather Sites	3,054	2,852	8.6	9.5	23	22	202	2,852	22	22
74	[P]	1	Grupo LM Neuquen	3,054	2,939	8.6	9.8	22	17	115	2,939	30	23
75	[P]	2	Grupo Semana	3,037	2,959	8.6	9.9	12	11	78	2,959	16	16
76	[P]	2	Hearst	2,969	2,523	8.4	8.4	10	9	446	2,476	11	10
77	[P]	1	BroadbandTV	2,948	8.3	8.3	32	32	0	2,948	210	210	14
78	[P]	0	Despegar-Declor Sites	2,877	2,114	8.1	7.0	24	8	763	1,984	27	14
79	[P]	0	CANVA.COM	2,840	1,642	8.0	5.5	54	2	1,198	1,414	65	32
80	[P]	1	Multimedios La Capital	2,792	2,511	7.9	8.4	22	14	281	2,499	32	15
81	[P]	0	Cencosud S.A.	2,791	2,094	7.9	7.0	21	12	697	2,003	21	14
82	[P]	1	Activision Blizzard	2,770	2,619	7.8	8.7	1	0	152	2,619	1,013	1,009
83	[P]	0	Kuaishou Technology	2,764	2,724	7.8	9.1	1	1	40	2,724	709	709
84	[P]	0	STARPLUS.COM	2,738	1,886	7.7	6.3	14	3	852	1,733	113	102
85	[P]	0	FRAVEGA.COM	2,734	1,944	7.7	6.5	20	16	790	1,804	20	17
86	[P]	0	KITKAGAMES.COM	2,565	2,560	7.2	8.5	0	0	5	2,560	442	442
87	[P]	1	PRONTO.COM.AR	2,523	2,458	7.1	8.2	9	8	65			