



Trend de medios

Fuente de datos : Multi-Platform
Zona geográfica : Argentina
Periodo : Diciembre de 2021 - Julio de 2022
Universe Type : Desktop 6+ and Total Mobile 18+
Objetivo : Audiencia total
Medios : GENTE.COM.AR, Grupo Atlantida, PAPARAZZI.COM.AR, PARA...
Medidas : Total Unique Visitors/Viewers (000), % Reach, Total Views (MM), Total Digital Population
Measure Group : Total Unique Visitors/Viewers (000), % Reach, Total Views (MM), Total Digital Population
Fecha : 30/08/2022

| Row | Entity Type | Tagging Status | Medios/Medidas | Dec-2021 | Jan-2022 | Feb-2022 | Mar-2022 | Apr-2022 | May-2022 | Jun-2022 | Jul-2022 |
|--|-------------|----------------|-------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|
| Total Internet : Total Audience | | | | | | | | | | | |
| | | | Total Unique Visitors/Viewers (000) | 34.757 | 34.788 | 34.826 | 34.827 | 34.823 | 35.505 | 35.483 | 35.508 |
| | | | % Reach | 100,0 | 100,0 | 100,0 | 100,0 | 100,0 | 100,0 | 100,0 | 100,0 |
| | | | Total Views (MM) | 32.027 | 33.104 | 30.774 | 33.538 | 32.936 | 34.132 | 32.767 | 33.780 |
| | | | Desktop-Only UV (000) | 5.509 | 5.539 | 5.637 | 5.641 | 5.637 | 5.492 | 5.468 | 5.492 |
| | | | Mobile-Only UV (000) | 10.129 | 10.159 | 10.198 | 10.198 | 10.194 | 9.983 | 9.961 | 9.986 |
| | | | Total Minutes (MM) | 259.390 | 260.348 | 243.627 | 266.151 | 257.680 | 271.834 | 242.636 | 245.163 |
| 1 | [P] | | 1 Grupo Atlantida | | | | | | | | |
| | | | Total Unique Visitors/Viewers (000) | 9.751 | 9.960 | 7.934 | 6.928 | 5.408 | 6.506 | 5.893 | 6.207 |
| | | | % Reach | 28,1 | 28,6 | 22,8 | 19,9 | 15,5 | 18,3 | 16,6 | 17,5 |
| | | | Total Views (MM) | 87 | 100 | 65 | 62 | 40 | 68 | 53 | 58 |
| | | | Desktop-Only UV (000) | 209 | 227 | 176 | 160 | 125 | 161 | 150 | 170 |
| | | | Mobile-Only UV (000) | 9.542 | 9.733 | 7.758 | 6.768 | 5.283 | 6.346 | 5.742 | 6.036 |
| | | | Total Minutes (MM) | 127 | 152 | 98 | 93 | 65 | 96 | 72 | 80 |
| 2 | [M] | | 1 PAPARAZZI.COM.AR | | | | | | | | |
| | | | Total Unique Visitors/Viewers (000) | 7.125 | 7.122 | 5.583 | 4.664 | 3.545 | 4.369 | 3.239 | 3.726 |
| | | | % Reach | 20,5 | 20,5 | 16,0 | 13,4 | 10,2 | 12,3 | 9,1 | 10,5 |
| | | | Total Views (MM) | 45 | 56 | 35 | 36 | 22 | 27 | 22 | 20 |
| | | | Desktop-Only UV (000) | 163 | 156 | 111 | 120 | 102 | 82 | 54 | 100 |
| | | | Mobile-Only UV (000) | 6.962 | 6.966 | 5.473 | 4.544 | 3.443 | 4.287 | 3.185 | 3.626 |
| | | | Total Minutes (MM) | 66 | 87 | 53 | 55 | 35 | 41 | 32 | 30 |
| 3 | [M] | | 1 PARATI.COM.AR | | | | | | | | |
| | | | Total Unique Visitors/Viewers (000) | 5.814 | 4.553 | 4.211 | 3.863 | 2.676 | 3.724 | 3.083 | 3.526 |
| | | | % Reach | 16,7 | 13,1 | 12,1 | 11,1 | 7,7 | 10,5 | 8,7 | 9,9 |
| | | | Total Views (MM) | 31 | 22 | 16 | 14 | 10 | 15 | 11 | 15 |
| | | | Desktop-Only UV (000) | 69 | 71 | 55 | 71 | 65 | 83 | 86 | 77 |
| | | | Mobile-Only UV (000) | 5.745 | 4.482 | 4.155 | 3.792 | 2.611 | 3.641 | 2.997 | 3.449 |
| | | | Total Minutes (MM) | 46 | 34 | 23 | 20 | 15 | 22 | 14 | 21 |
| 4 | [M] | | 1 GENTE.COM.AR | | | | | | | | |
| | | | Total Unique Visitors/Viewers (000) | 2.867 | 4.701 | 3.197 | 2.254 | 1.881 | 2.046 | 2.636 | 2.573 |
| | | | % Reach | 8,3 | 13,5 | 9,2 | 6,5 | 5,4 | 5,8 | 7,4 | 7,2 |
| | | | Total Views (MM) | 10 | 18 | 13 | 11 | 8 | 8 | 10 | 9 |
| | | | Desktop-Only UV (000) | 56 | 74 | 58 | 38 | 31 | 29 | 39 | 42 |
| | | | Mobile-Only UV (000) | 2.811 | 4.627 | 3.140 | 2.216 | 1.850 | 2.017 | 2.597 | 2.531 |
| | | | Total Minutes (MM) | 14 | 27 | 19 | 16 | 13 | 11 | 14 | 13 |

