



### Key Measures

Fuente de datos : Multi-Platform  
 Zona geográfica : Argentina  
 Período : Septiembre de 2022  
 Universe Type : Desktop 6+ and Total Mobile 18+  
 Objetivo : Audiencia total  
 Medios : Entertainment [Sin dup.]  
 Fecha : 09/11/2022

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Row	Entity Type	Tagging Status	Medios	Total Unique Visitors/Viewers (000)		% Reach		Total Views (MM)		Total Minutes (MM)	
				Total Digital Population	Mobile	Total Digital Population	Mobile	Total Digital Population	Mobile	Total Digital Population	Mobile
			<b>Total Internet : Total Audience</b>	<b>35,512</b>	<b>30,014</b>	<b>100.0</b>	<b>100.0</b>	<b>34,289</b>	<b>10,039</b>	<b>277,332</b>	<b>242,868</b>
			Entertainment	32,736	30,014	92.2	100.0	1,613	511	35,596	26,501
1	[C]	0	YouTube (Mobile App)	26,632	26,632	75.0	88.7	0	0	13,899	13,899
2	[P]	0	Netflix Inc.	15,401	11,146	43.4	37.1	224	13	6,550	2,012
3	[P]	3	Spotify	11,369	9,543	32.0	31.8	45	10	8,353	8,269
4	[M]	4	CienRadios	7,505	6,817	21.1	22.7	66	48	174	69
5	[M]	3	ELTRECETV.COM.AR	6,527	5,585	18.4	18.6	63	56	152	74
6	[M]	2	CIUDAD.COM.AR	6,507	6,249	18.3	20.8	67	56	66	46
7	[C]	0	YouTube Music (Mobile App)	5,408	5,408	15.2	18.0	0	0	455	455
8	[P]	1	Grupo Atlantida	5,312	5,182	15.0	17.3	32	30	45	42
9	[P]	2	WMX - Warner Music Group	4,932	3,689	13.9	1.2	115	1	379	1
10	[P]	1	Universal Music Group	4,652		13.1		93		309	
11	[C]	2	A24 - Primicias YA	4,599	4,456	13.0	14.8	22	20	28	25
12	[P]	1	VEVO	4,464		12.6		151		536	
13	[M]	2	MITELEFE.COM	4,353	3,413	12.3	11.4	42	27	175	44
14	[M]	0	HBO	3,700	2,936	10.4	9.8	12	5	132	120
15	[P]	0	STARPLUS.COM	3,618	2,779	10.2	9.3	13	3	199	189
16	[S]	1	Vos - La Voz	3,367	3,186	9.5	10.6	8	7	10	9
17	[P]	1	PRONTO.COM.AR	3,327	3,234	9.4	10.8	15	15	20	20
18	[P]	1	Univision Digital	3,071	2,755	8.6	9.2	24	20	43	37
19	[C]	0	PRIMEVIDEO.COM	2,933	2,217	8.3	7.4	19	6	75	58
20	[P]	1	BroadbandTV	2,842		8.0		30		173	
21	[C]	0	Google Play Movies & TV (Mobile App)	2,796	2,796	7.8	9.3	0	0	3	3
22	[C]	0	Terra Entretenimento	2,344	1,639	6.6	5.5	14	8	13	9
23	[M]	2	Webdia Movies	2,008	1,485	5.7	4.9	6	5	7	5
24	[P]	0	TELEVISIONLIBRE.NET	1,949	1,371	5.5	4.6	23	16	21	17
25	[C]	0	Google Play Music (Mobile App)	1,918	1,918	5.4	6.4	0	0	3	3
26	[M]	1	FANDOM Entertainment	1,766	1,175	5.0	3.9	15	9	12	10
27	[C]	0	Google Home (Mobile App)	1,609	1,609	4.5	5.4	0	0	5	5
28	[C]	1	ExitoIna Perfil	1,461	1,319	4.1	4.4	6	5	8	6
29	[M]	0	QUEVER.NEWS	1,456	1,428	4.1	4.8	6	5	6	6
30	[M]	1	Paramount Global Entertainment	1,241	785	3.5	2.6	6	2	21	9
31	[S]	0	Motorola FM Radio (Mobile App)	1,236	1,236	3.5	4.1	0	0	6	6
32	[P]	0	DIRECTVGO.COM	1,149	909	3.2	3.0	73	2	169	52
33	[P]	0	Shazam Entertainment Ltd	1,086	1,050	3.1	3.5	0	0	7	7
34	[P]	3	DAILYMOTION.COM	1,067	297	3.0	1.0	9	2	27	6
35	[M]	2	NBCUniversal Hispanic Group	1,028	731	2.9	2.4	4	2	20	2
36	[C]	1	Caras Perfil	995	967	2.8	3.2	4	4	6	5
37	[M]	3	Atresmedia Sites	987	725	2.8	2.4	3	2	5	3
38	[P]	0	MOSKITAMUJERTA.COM	983	979	2.8	3.3	3	3	3	3
39	[P]	0	CINEMARKHOYTS.COM.AR	982	822	2.8	2.7	7	5	7	6
40	[C]	0	VEINTITRES.COM.AR	899	881	2.5	2.9	2	2	2	2
41	[P]	0	STREEMA.COM	894	740	2.5	2.5	1	0	12	12
42	[C]	1	MSN Entertainment	887	100	2.5	0.3	7	0	3	0
43	[P]	0	INFOCIELO.COM	884	772	2.5	2.6	2	2	3	2
44	[P]	1	Studio71 Network	781		2.2		4		32	
45	[S]	1	Cronica.com.ar - Diario Show	697	658	2.0	2.2	2	2	2	2
46	[P]	0	ELNUEVE.COM	691	673	1.9	2.2	3	3	4	4
47	[M]	1	Grupo El Debate - Entertainment	649	592	1.8	2.0	3	3	4	3
48	[S]	1	Diez Minutos Sites	646	582	1.8	1.9	1	1	1	1
49	[P]	0	AMANOTES.COM	643	643	1.8	2.1	0	0	9	9
50	[P]	1	Canal 13	640	584	1.8	1.9	1	1	3	2
51	[P]	0	BRAINBERRIES.CO	614	596	1.7	2.0	1	1	1	1
52	[P]	1	FILMAFFINITY.COM	573	385	1.6	1.3	3	2	3	2
53	[M]	0	Crunchyroll	532	418	1.5	1.4	5	1	50	30
54	[M]	3	IMDb	530	349	1.5	1.2	5	3	4	2
55	[S]	1	FOTOGRAMAS.ES	516	436	1.5	1.5	1	1	1	1
56	[C]	0	Movistar Play Argentina (Mobile App)	509	509	1.4	1.7	0	0	8	8
57	[M]	2	ELNUEVE.COM.AR	496	228	1.4	0.8	2	1	5	1
58	[C]	0	YouTube Go (Mobile App)	458	458	1.3	1.5	0	0	19	19
59	[M]	1	R&A Entertainment	451	415	1.3	1.4	1	1	1	1
60	[S]	1	Bolavip Spoiler	450	408	1.3	1.4	1	1	1	1
61	[P]	0	Vimeo	446	169	1.3	0.6	2	0	2	1
62	[P]	0	StarMaker Interactive	446	446	1.3	1.5	0	0	47	47
63	[P]	1	Crackle Plus	434		1.2		2		9	
64	[M]	0	WEBTOONS.COM	416	389	1.2	1.3	2	1	84	82
65	[P]	0	ANIMEFLV.NET	412	180	1.2	0.6	13	5	18	12
66	[P]	0	INDIEHOY.COM	404	356	1.1	1.2	1	1	1	1
67	[P]	0	RADIOSUDAMERICANA.COM	403	371	1.1	1.2	3	2	3	3
68	[P]	3	RTVE	402	204	1.1	0.7	1	0	5	0
69	[P]	0	RADIOS-ARGENTINAS.ORG	398	202	1.1	0.7	4	1	2	1
70	[P]	0	CANAL13SANJUAN.COM	395	372	1.1	1.2	1	1	1	1
71	[M]	1	ELPLANETAURBANO.COM	384	336	1.1	1.1	1	1	1	1
72	[M]	0	Mediaset España Sites	383	341	1.1	1.1	1	1	1	1
73	[M]	3	AMERICATV.COM.AR	379	125	1.1	0.4	2	1	11	1
74	[M]	3	LARED.AM	352	240	1.0	0.8	1	1	3	1
75	[C]	2	Televisa Entretenimiento	343	219	1.0	0.7	2	1	8	1
76	[S]	2	Turner Entertainment And Young Adult Sites	341	9	1.0	0.0	1	0	6	2
77	[M]	0	SOHO.CO	337	324	0.9	1.1	2	2	2	2
78	[M]	1	Grupo Iberoamericana - Prisa	334	308	0.9	1.0	1	1	1	1
79	[P]	0	LOSARCANOS.COM	332	271	0.9	0.9	8	6	7	4
80	[P]	0	GIPHY.COM	327	275	0.9	0.9	1	0	1	0
81	[P]	0	LAUBFAL.COM	322	313	0.9	1.0	2	2	2	2
82	[P]	0	OVELIN.COM	322	322	0.9	1.1	0	0	2	2
83	[P]	0	Grupo Gluc Digital	313	304	0.9	1.0	1	1	1	1
84	[P]	0	BILIBILICOMICS.COM	301	295	0.8	1.0	0	0	42	42
85	[P]	0	THEFASHIONBALL.COM	298	259	0.8	0.9	0	0	0	0
86	[M]	1	NBCU Digital Entertainment	292	55	0.8	0.2	1	0	2	0
87	[P]	0	ALTERNATIVEATRAL.COM	292	238	0.8	0.8	2	1	2	1
88	[M]	0	Dotdash Meredith Entertainment	282	275	0.8	0.9	1	1	1	1
89	[P]	0	TDA Television Digital Abierta	281	152	0.8	0.5	1	0	0	0
90	[C]	0	CLARVIDEO.COM	279	252	0.8	0.8	0	0	1	1
91	[P]	3	Pandora SXM Media	269	162	0.8	0.5	2	0	65	62
92	[P]	0	CINEMASCOMICS.COM	266	252	0.8	0.8	1	1	1	1
93	[S]	0	Elmundo.es LOC	266	248	0.7	0.8	1	0	1	1
94	[M]	1	CULTURACICLO.COM	264	231	0.7	0.8	1	1	1	1
95	[P]	0	CINEMACENTER.COM.AR	254	212	0.7	0.7	2	2	1	1
96	[P]	0	MYTUNER-RADIO.COM	245		0.7		6		8	
97	[C]	1	Los 40.com Sites	243	183	0.7	0.6	0	0	0	0
98	[M]	1	TOMATAZOS.COM	239	204	0.7	0.7	1	0	1	0
99	[P]	0	TELECENTROPLAY.COM.AR	239	198	0.7	0.7	0	0	7	7
100	[S]	0	MDIRECTV (Mobile App)	239	239	0.7	0.8	0	0	1	1