



## Trend de medios

©2022 Comscore, Inc

Fuente de datos : Multi-Platform  
 Zona geográfica : Argentina  
 Período : Febrero de 2022 - Septiembre de 2022  
 Universe Type : Desktop 6+ and Total Mobile 18+  
 Objetivo : Audiencia total  
 Medios : GENTE.COM.AR, Grupo Atlantida, PAPAARAZZI.COM.AR, PARA...  
 Medidas : Total Unique Visitors/Viewers (000), % Reach, Total Views (MM), Total Digital Population  
 Measure Group :  
 Fecha : 09/11/2022

Row	Entity Type	Tagging Status	Medios/Medidas	Feb-2022	Mar-2022	Apr-2022	May-2022	Jun-2022	Jul-2022	Aug-2022	Sep-2022
<b>Total Internet : Total Audience</b>											
			Total Unique Visitors/Viewers (000)	34.826	34.827	34.823	35.505	35.483	35.508	35.529	35.512
			% Reach	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0
			Total Views (MM)	30.774	33.538	32.936	34.132	32.767	33.780	34.843	34.289
			Desktop-Only UV (000)	5.637	5.641	5.637	5.492	5.468	5.492	5.513	5.499
			Mobile-Only UV (000)	10.198	10.198	10.194	9.983	9.961	9.986	10.007	9.990
			Total Minutes (MM)	243.627	266.151	257.680	271.834	242.636	245.163	277.065	277.332
1	[P]	1	Grupo Atlantida								
			Total Unique Visitors/Viewers (000)	7.934	6.928	5.408	6.506	5.893	6.207	5.563	5.312
			% Reach	22,8	19,9	15,5	18,3	16,6	17,5	15,7	15,0
			Total Views (MM)	65	62	40	68	53	58	34	32
			Desktop-Only UV (000)	176	160	125	161	150	170	139	130
			Mobile-Only UV (000)	7.758	6.768	5.283	6.346	5.742	6.036	5.424	5.182
			Total Minutes (MM)	98	93	65	96	72	80	50	45
2	[M]	1	GENTE.COM.AR								
			Total Unique Visitors/Viewers (000)	3.197	2.254	1.881	2.046	2.636	2.573	2.723	2.839
			% Reach	9,2	6,5	5,4	5,8	7,4	7,2	7,7	8,0
			Total Views (MM)	13	11	8	8	10	9	9	8
			Desktop-Only UV (000)	58	38	31	29	39	42	33	38
			Mobile-Only UV (000)	3.140	2.216	1.850	2.017	2.597	2.531	2.690	2.801
			Total Minutes (MM)	19	16	13	11	14	13	12	11
3	[M]	1	PAPAARAZZI.COM.AR								
			Total Unique Visitors/Viewers (000)	5.583	4.664	3.545	4.369	3.239	3.726	3.318	2.826
			% Reach	16,0	13,4	10,2	12,3	9,1	10,5	9,3	8,0
			Total Views (MM)	35	36	22	27	22	20	17	15
			Desktop-Only UV (000)	111	120	102	82	54	100	110	89
			Mobile-Only UV (000)	5.473	4.544	3.443	4.287	3.185	3.626	3.208	2.737
			Total Minutes (MM)	53	55	35	41	32	30	26	22
4	[M]	1	PARATI.COM.AR								
			Total Unique Visitors/Viewers (000)	4.211	3.863	2.676	3.724	3.083	3.526	2.194	2.017
			% Reach	12,1	11,1	7,7	10,5	8,7	9,9	6,2	5,7
			Total Views (MM)	16	14	10	15	11	15	7	8
			Desktop-Only UV (000)	55	71	65	83	86	77	50	60
			Mobile-Only UV (000)	4.155	3.792	2.611	3.641	2.997	3.449	2.145	1.957
			Total Minutes (MM)	23	20	15	22	14	21	11	11

### Total UVs by Month, Media, Platform

Display & Video | Browser & App | All Operating Systems | Desktop 6+ and Total Mobile 18+ | Total Audience

