

## AUDIENCIA ACUMULADA DE EMISORAS FM/AM - LIMA METROPOLITANA - LUNES A DOMINGO DE 00:00 - 24:00 hrs

GRUPO OBJETIVO: Hombres y mujeres de 11 años a más / NSE Total

UNIVERSO: 8166.1 (miles)

| R<br>K<br>G                      | EMISORAS             |       | AUDIENCIA ACUMULADA SEMANAL |               | Horas y minutos escuchados (Semanal) | AUDIENCIA ACUMULADA PROMEDIO POR DÍA |               | Horas y minutos escuchados (Por día) |
|----------------------------------|----------------------|-------|-----------------------------|---------------|--------------------------------------|--------------------------------------|---------------|--------------------------------------|
|                                  |                      |       | Alc %                       | Mls.          |                                      | Alc %                                | Mls.          |                                      |
| <b>Total audiencia acumulada</b> |                      |       | <b>93.1</b>                 | <b>7603.9</b> | <b>22:30</b>                         | <b>74.1</b>                          | <b>6048.2</b> | <b>04:03</b>                         |
| 1                                | R.P.P.               | FM/AM | 25.8                        | 2105.7        | 08:27                                | 12.4                                 | 1015.8        | 02:30                                |
| 2                                | Moda                 | FM    | 23.2                        | 1893.9        | 06:00                                | 8.7                                  | 712.5         | 02:18                                |
| 3                                | La Karibeña          | FM    | 18.3                        | 1495.9        | 06:54                                | 6.8                                  | 551.6         | 02:39                                |
| 4                                | Ritmo Romántica      | FM    | 17.4                        | 1424.3        | 05:15                                | 5.8                                  | 474.1         | 02:15                                |
| 5                                | La Zona              | FM    | 17.2                        | 1403.0        | 06:00                                | 6.2                                  | 502.7         | 02:24                                |
| 6                                | Nueva Q Fm           | FM    | 16.7                        | 1367.7        | 06:18                                | 5.4                                  | 438.4         | 02:48                                |
| 7                                | Panamericana         | FM/AM | 16.1                        | 1312.6        | 05:03                                | 5.2                                  | 421.3         | 02:15                                |
| 8                                | Onda Cero            | FM/AM | 15.8                        | 1287.7        | 05:36                                | 5.6                                  | 453.7         | 02:15                                |
| 9                                | Felicidad            | FM/AM | 13.9                        | 1135.1        | 06:45                                | 5.6                                  | 453.9         | 02:24                                |
| 10                               | Corazón              | FM    | 13.4                        | 1091.2        | 05:15                                | 4.5                                  | 368.4         | 02:12                                |
| 11                               | La Kalle             | FM    | 13.2                        | 1076.9        | 07:12                                | 4.7                                  | 386.3         | 02:51                                |
| 12                               | Exitosa              | FM    | 13.0                        | 1059.7        | 07:33                                | 5.3                                  | 434.2         | 02:39                                |
| 13                               | Radiomar Plus        | FM/AM | 12.8                        | 1047.5        | 05:36                                | 4.4                                  | 359.2         | 02:21                                |
| 14                               | La Inolvidable       | FM/AM | 11.8                        | 964.2         | 08:15                                | 4.6                                  | 376.9         | 03:00                                |
| 15                               | Planeta              | FM    | 11.3                        | 921.9         | 05:48                                | 4.5                                  | 370.3         | 02:03                                |
| 16                               | Capital              | FM/AM | 10.2                        | 832.7         | 06:00                                | 3.6                                  | 293.9         | 02:27                                |
| 17                               | Mágica               | FM    | 9.2                         | 751.9         | 07:18                                | 3.6                                  | 292.5         | 02:42                                |
| 18                               | Oxígeno              | FM    | 9.2                         | 748.6         | 06:30                                | 3.3                                  | 266.8         | 02:36                                |
| 19                               | Oasis                | FM    | 9.1                         | 743.9         | 06:36                                | 3.4                                  | 277.7         | 02:33                                |
| 20                               | Studio 92            | FM    | 9.1                         | 739.4         | 05:48                                | 3.2                                  | 261.6         | 02:21                                |
| 21                               | Más Fm               | FM    | 5.4                         | 438.8         | 07:57                                | 1.8                                  | 147.4         | 03:24                                |
| 22                               | Unión                | FM    | 5.2                         | 428.2         | 05:18                                | 1.8                                  | 146.3         | 02:12                                |
| 23                               | RBC Radio            | FM    | 1.8                         | 147.8         | 05:06                                | 0.6                                  | 47.5          | 02:15                                |
| 24                               | Comas                | FM    | 1.4                         | 113.9         | 05:03                                | 0.4                                  | 35.7          | 02:18                                |
| 25                               | Satélite [Ventanill] | FM    | 0.8                         | 65.0          | 05:39                                | 0.3                                  | 23.0          | 02:18                                |
| 26                               | Inca                 | AM    | 0.8                         | 62.4          | 04:21                                | 0.2                                  | 17.2          | 02:15                                |
| 27                               | Ovación              | AM    | 0.7                         | 57.6          | 06:09                                | 0.2                                  | 18.8          | 02:42                                |
| 28                               | Canto Grande         | FM    | 0.7                         | 56.9          | 05:12                                | 0.2                                  | 18.1          | 02:21                                |
| 29                               | Comas                | AM    | 0.4                         | 35.3          | 04:57                                | 0.1                                  | 10.9          | 02:18                                |
| 30                               | Planicie             | FM    | 0.3                         | 22.0          | 10:06                                | 0.1                                  | 8.3           | 03:48                                |
| 31                               | Ot Emisoras          | AM    | 4.6                         | 372.8         | 12:33                                | 2.6                                  | 214.7         | 03:06                                |
| 32                               | Ot Emisoras          | FM    | 12.2                        | 992.4         | 07:09                                | 5.0                                  | 405.4         | 02:30                                |

Audiencia acumulada semanal: Número de radioyentes en una semana (escuchan por lo menos 30 minutos en la semana)

Audiencia acumulada promedio por día: Número promedio de radioyentes por día (escuchan por lo menos 30 minutos al día)

FUENTE: Estudio de Audiencia Radial y Evaluación de Alcance & Frecuencia - Lima Metropolitana - Mayo 2017