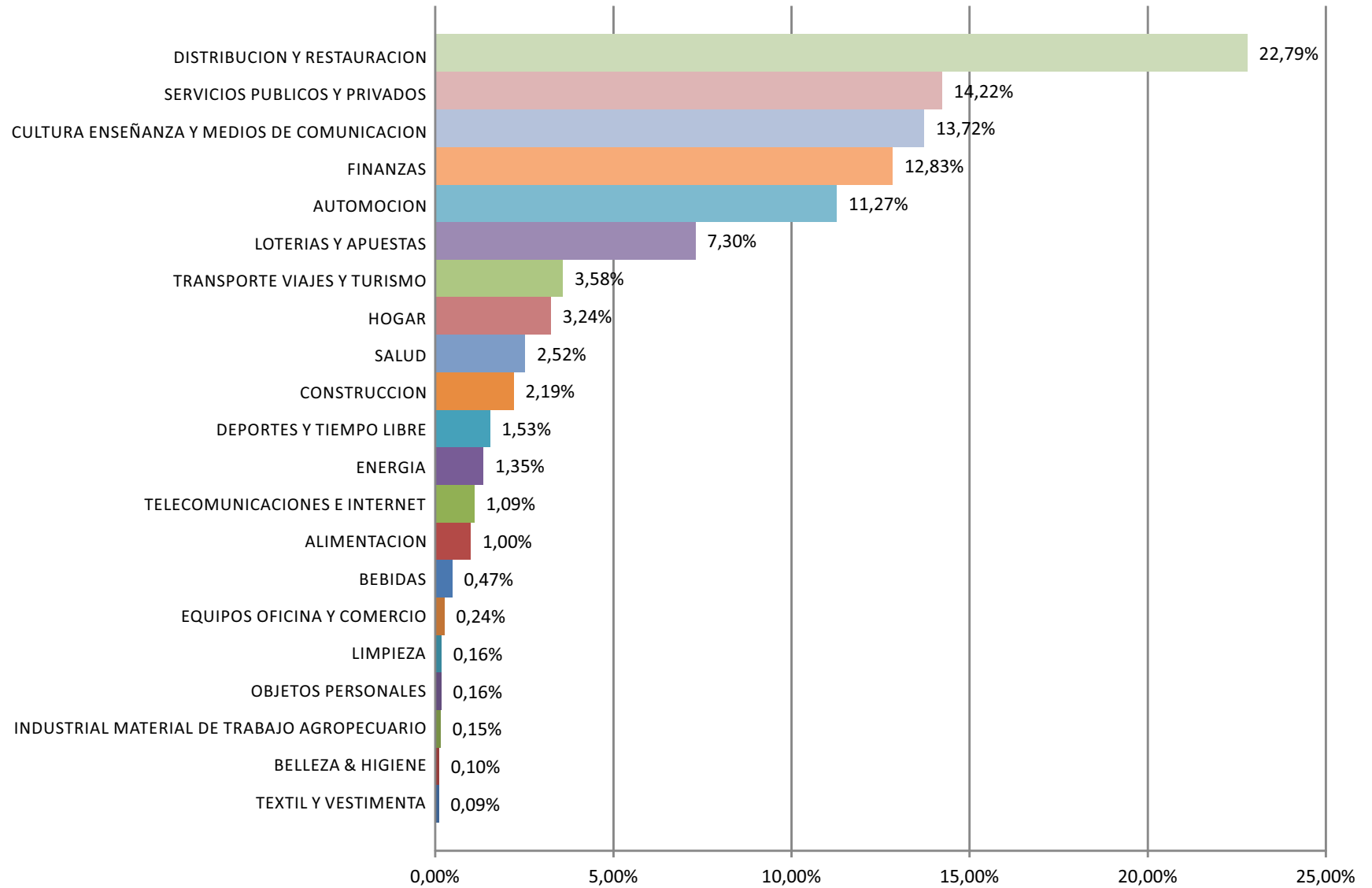


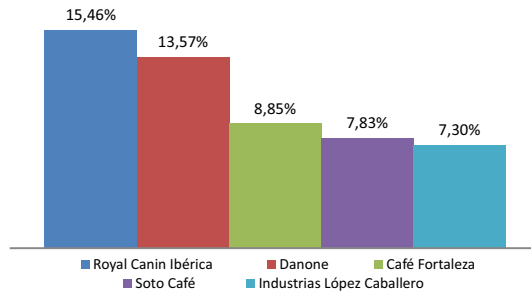


PANORAMA DE RADIO EN ESPAÑA
ENERO 2016

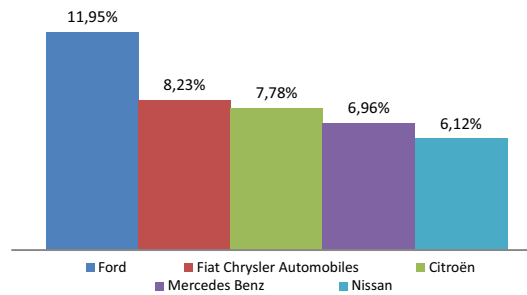




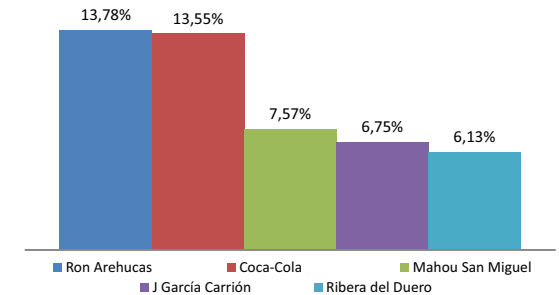
Alimentación



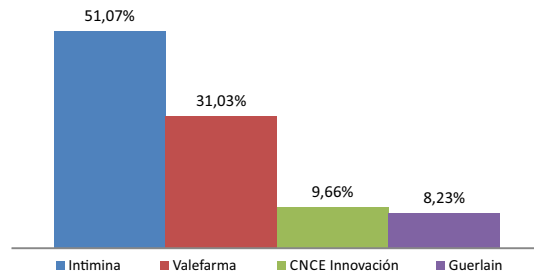
Automoción



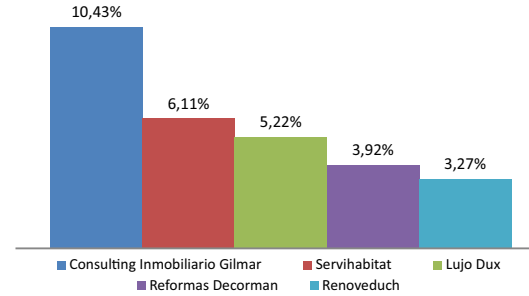
Bebidas



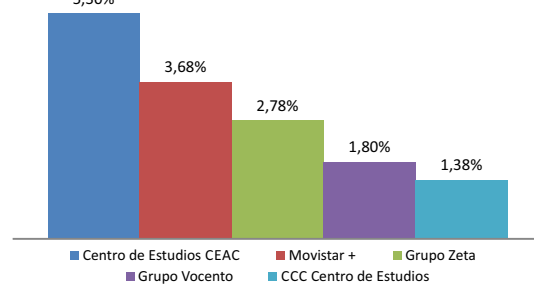
Belleza & Higiene



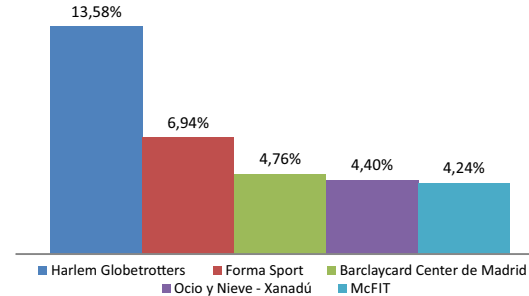
Construcción



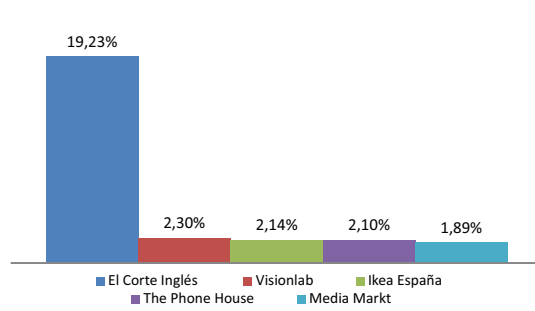
Cultura Enseñanza y Medios de Comunicación



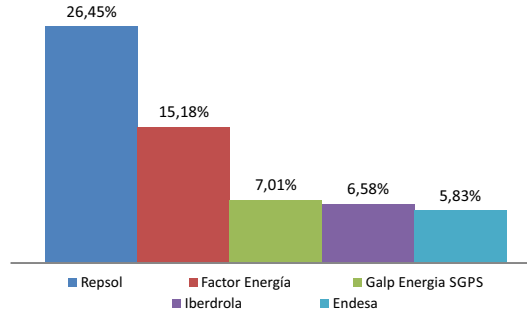
Deportes y Tiempo Libre



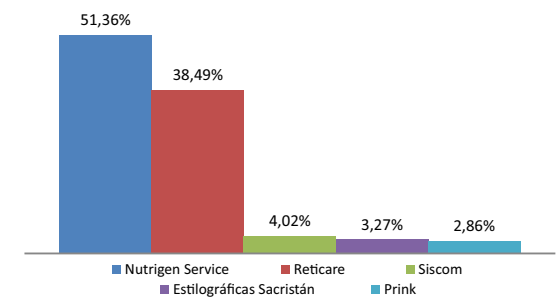
Distribución y Restauración



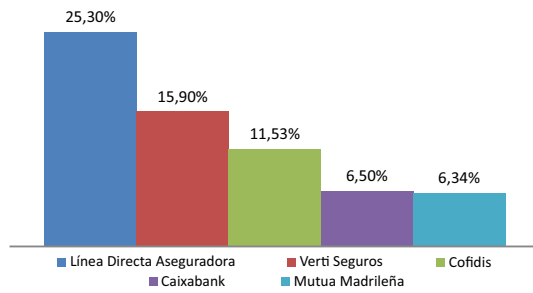
Energía



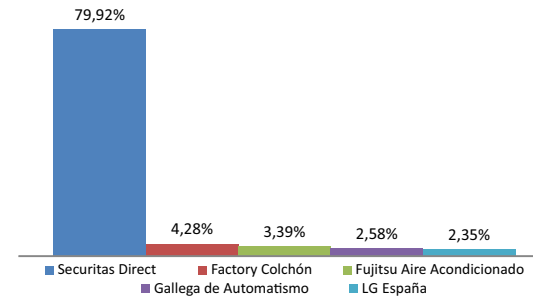
Equipos Oficina y Comercio



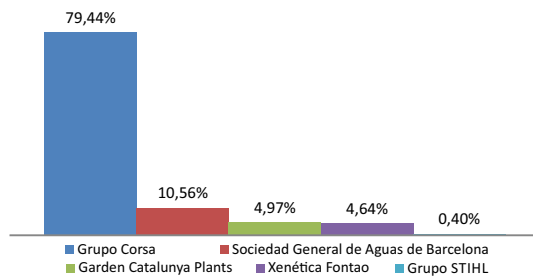
Finanzas



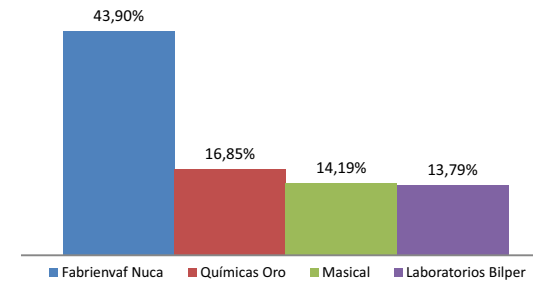
Hogar



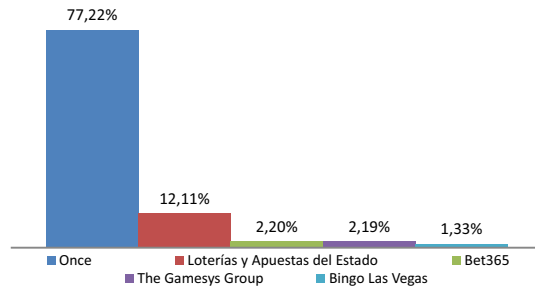
Industrial Material de Trabajo Agropecuario



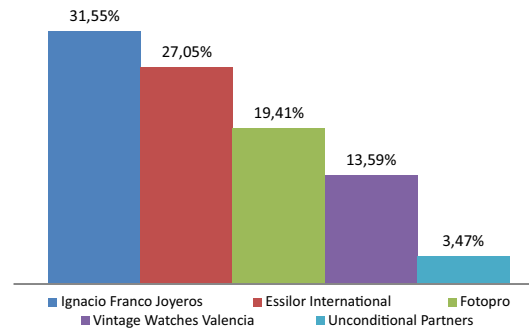
Limpieza



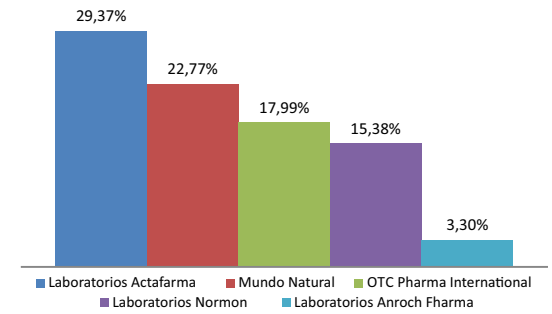
Loterías y Apuestas



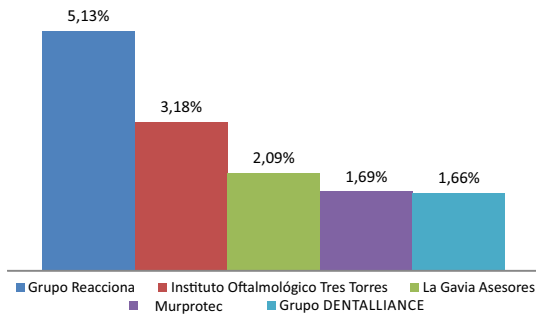
Objetos Personales



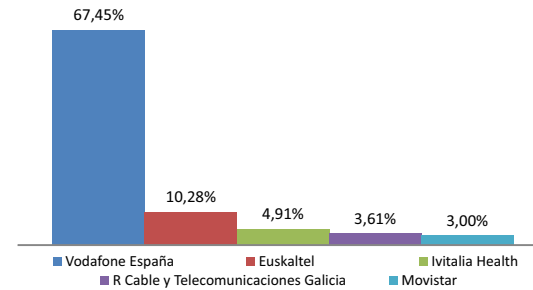
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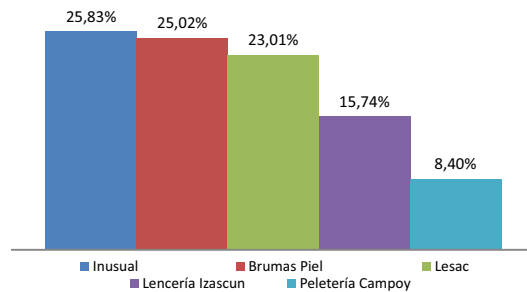
Servicios Públicos y Privados



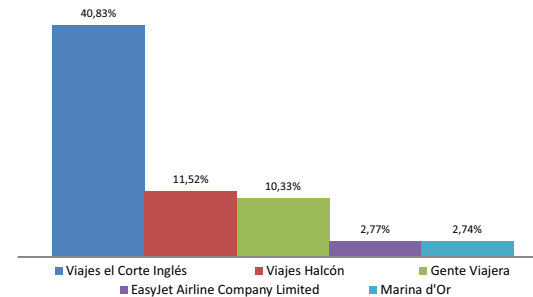
Telecomunicaciones e Internet

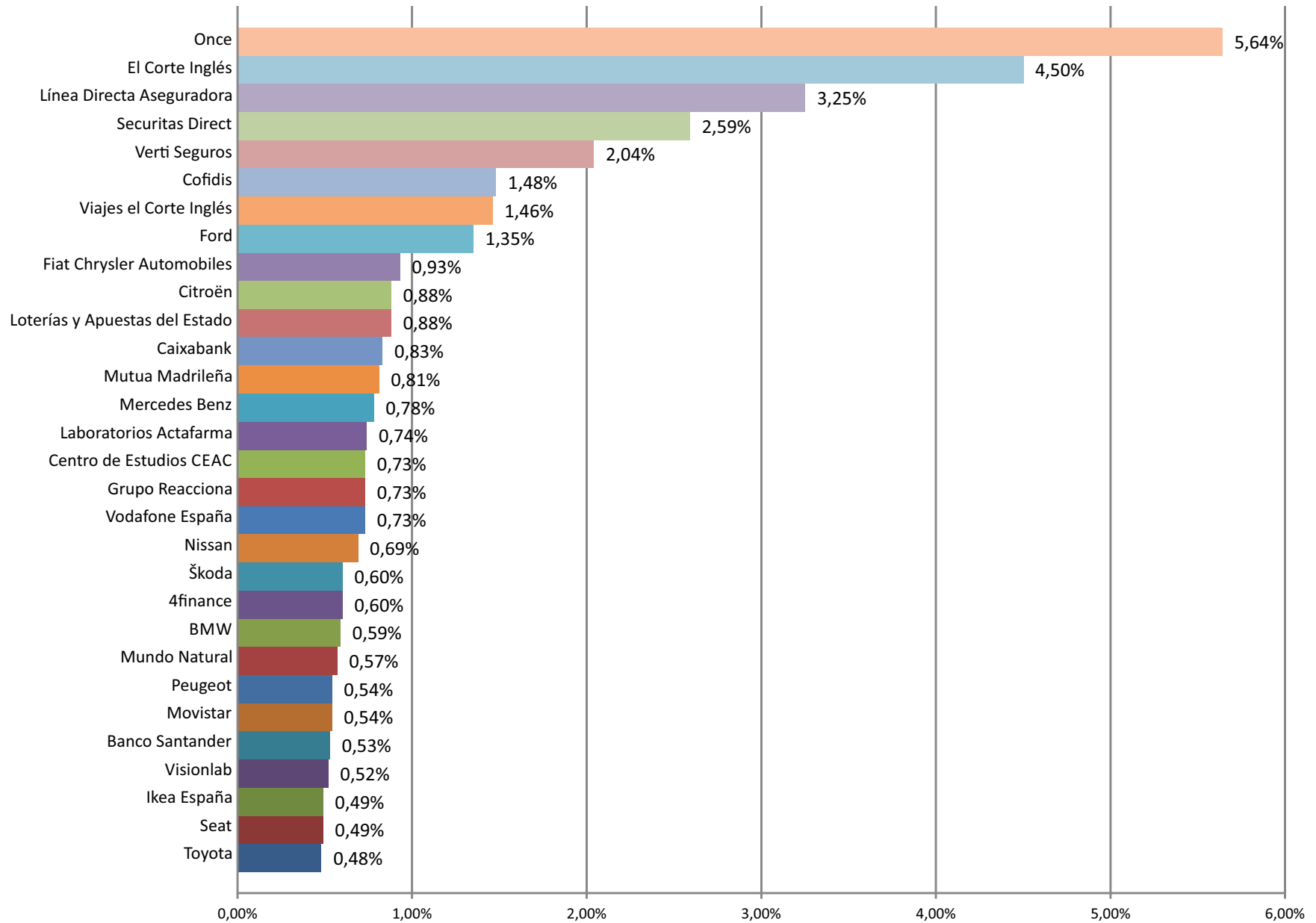


Textil y Vestimenta



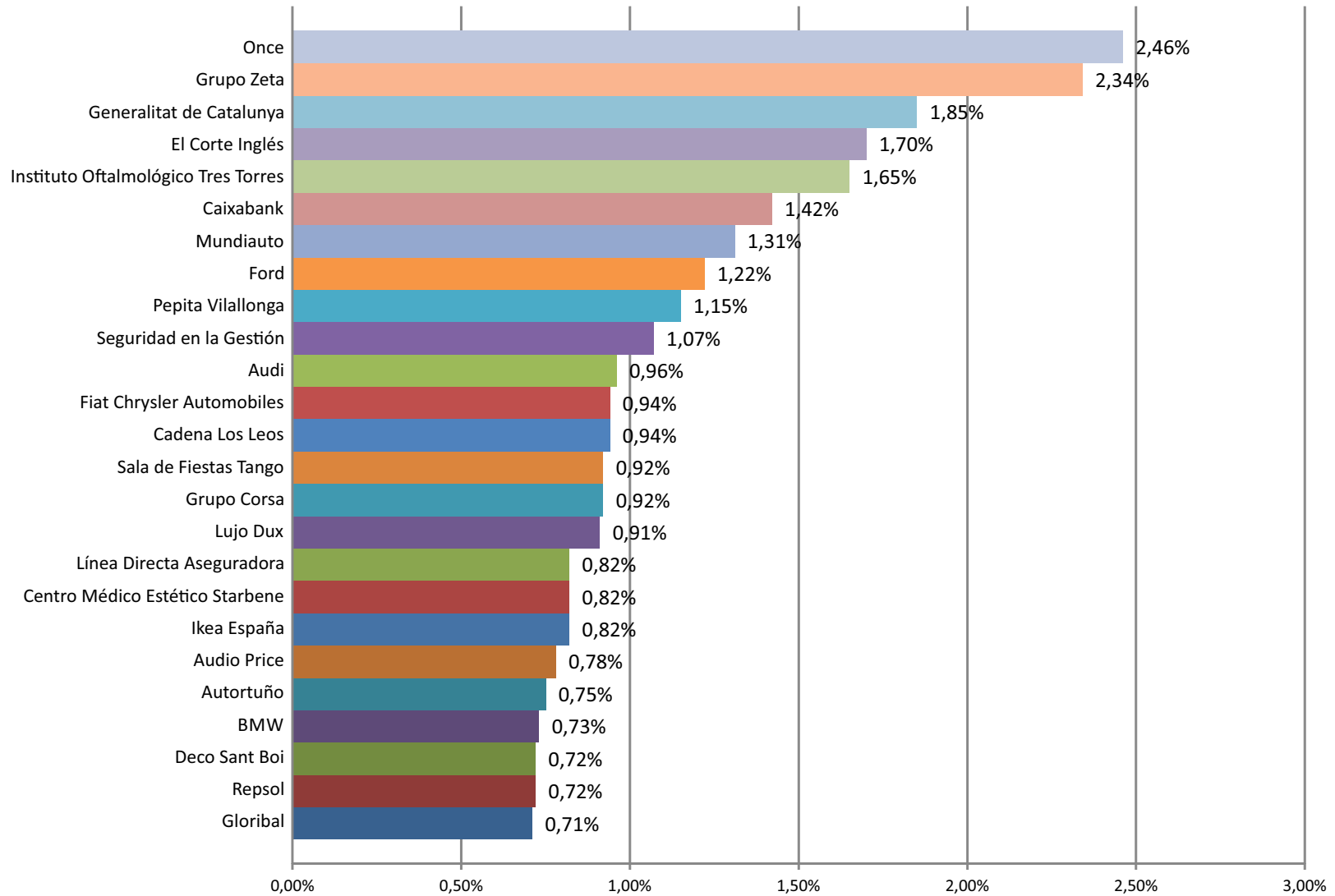
Transporte Viajes y Turismo



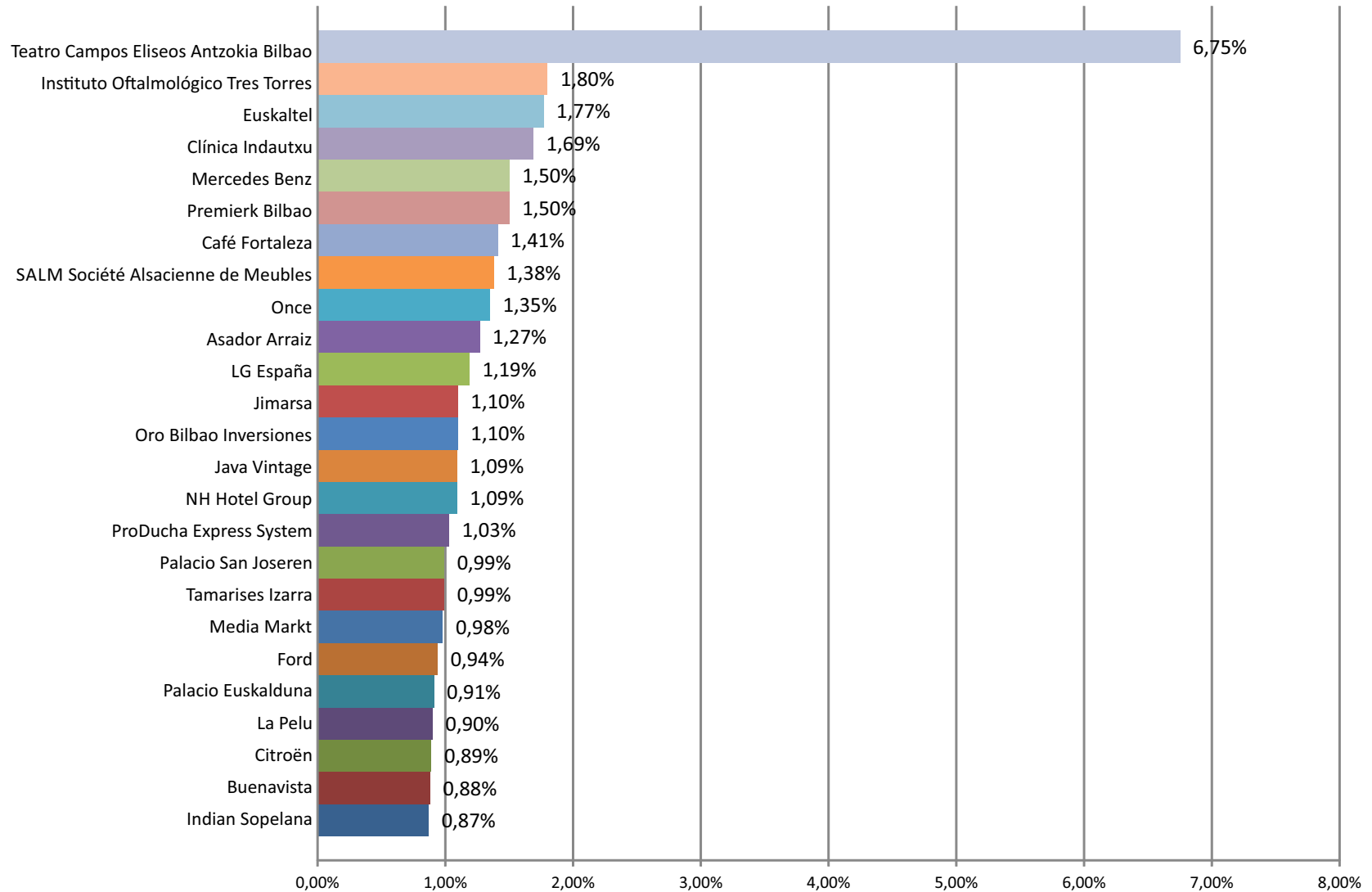


Fuente: AUDITSA.EU Medida: Total segundos emitidos
 Ámbito: PASES LOCAL+CADENA en Madrid, Barcelona, Valencia, Bilbao, Sevilla, Vigo

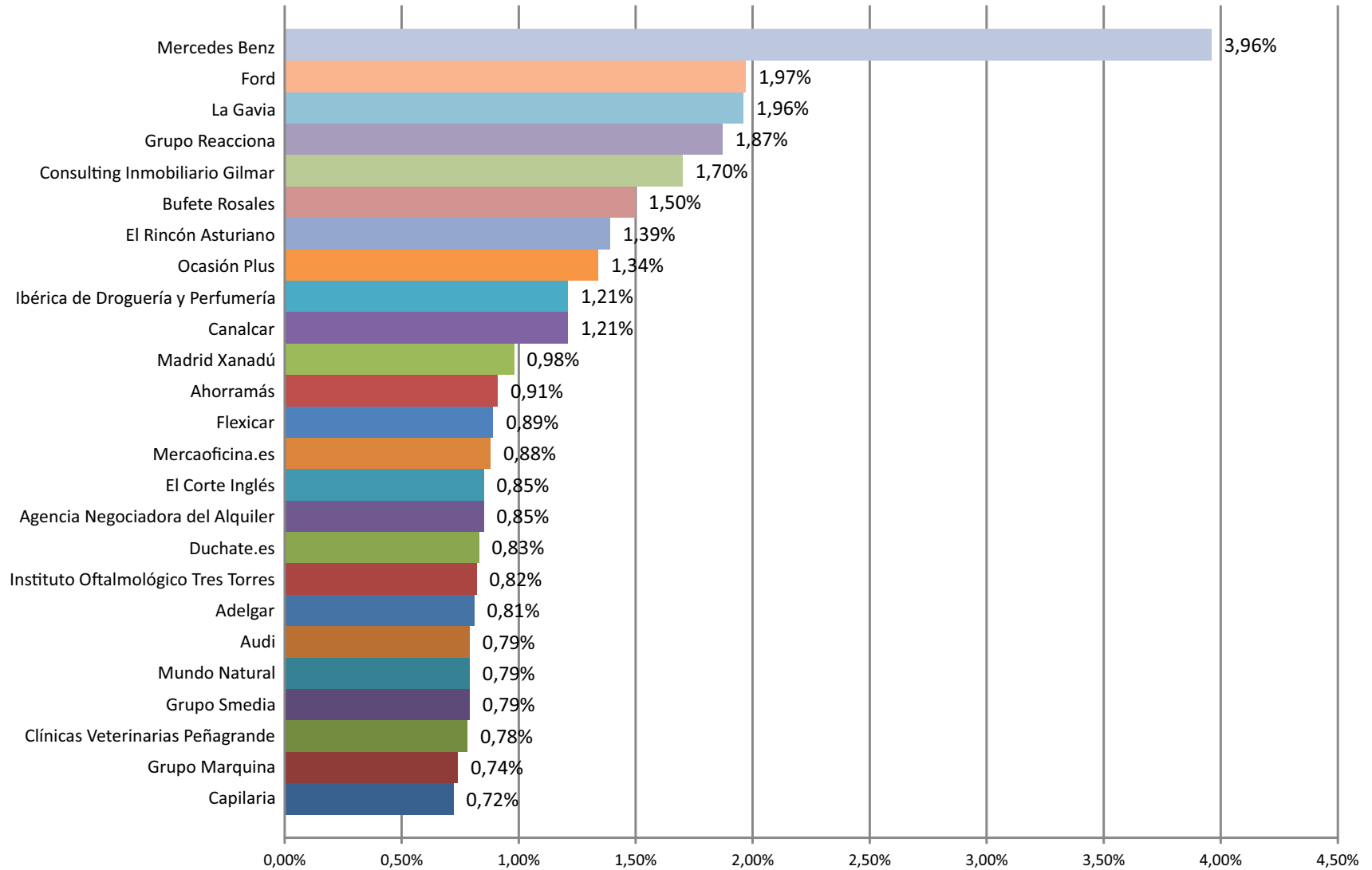
BARCELONA



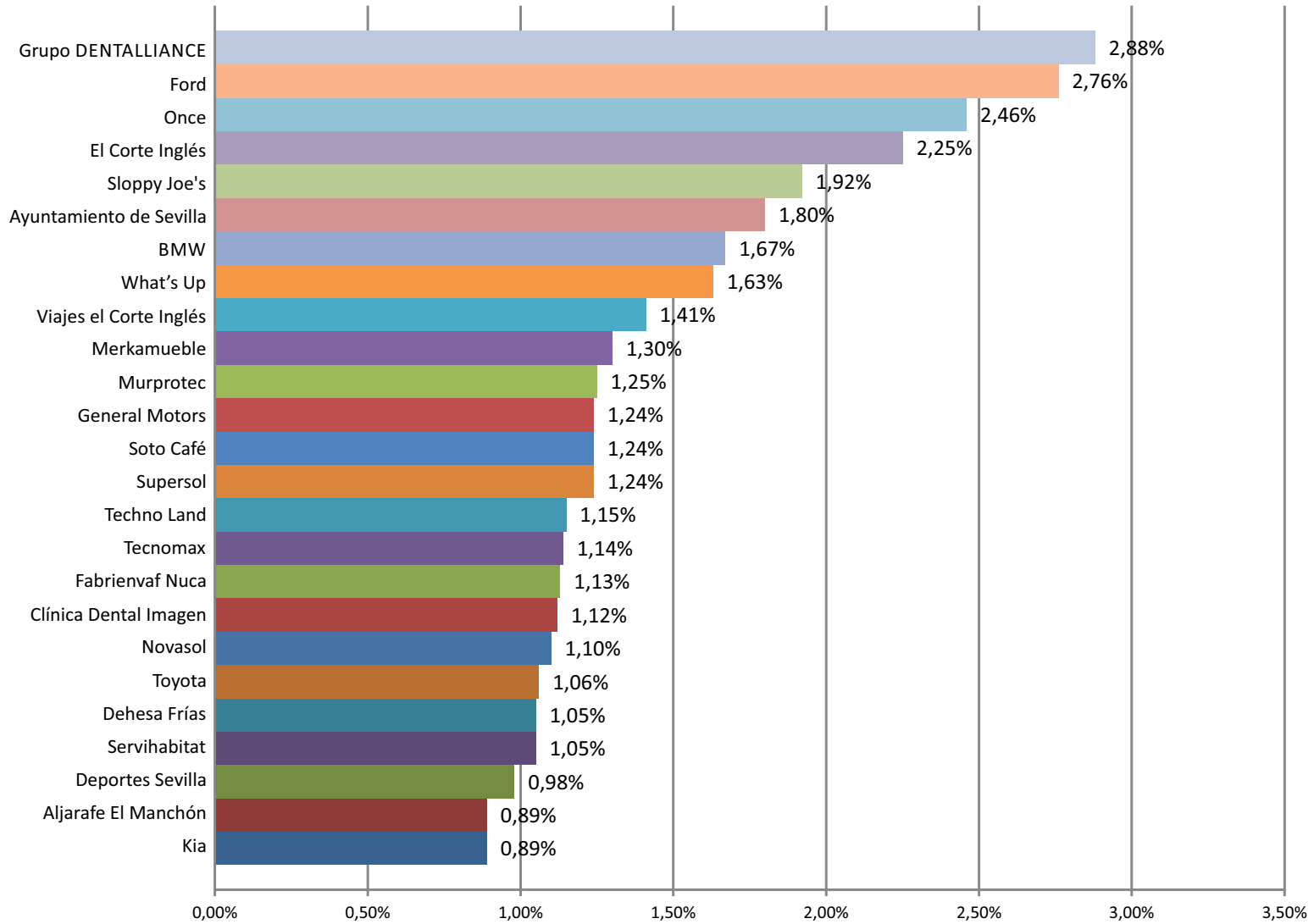
BILBAO



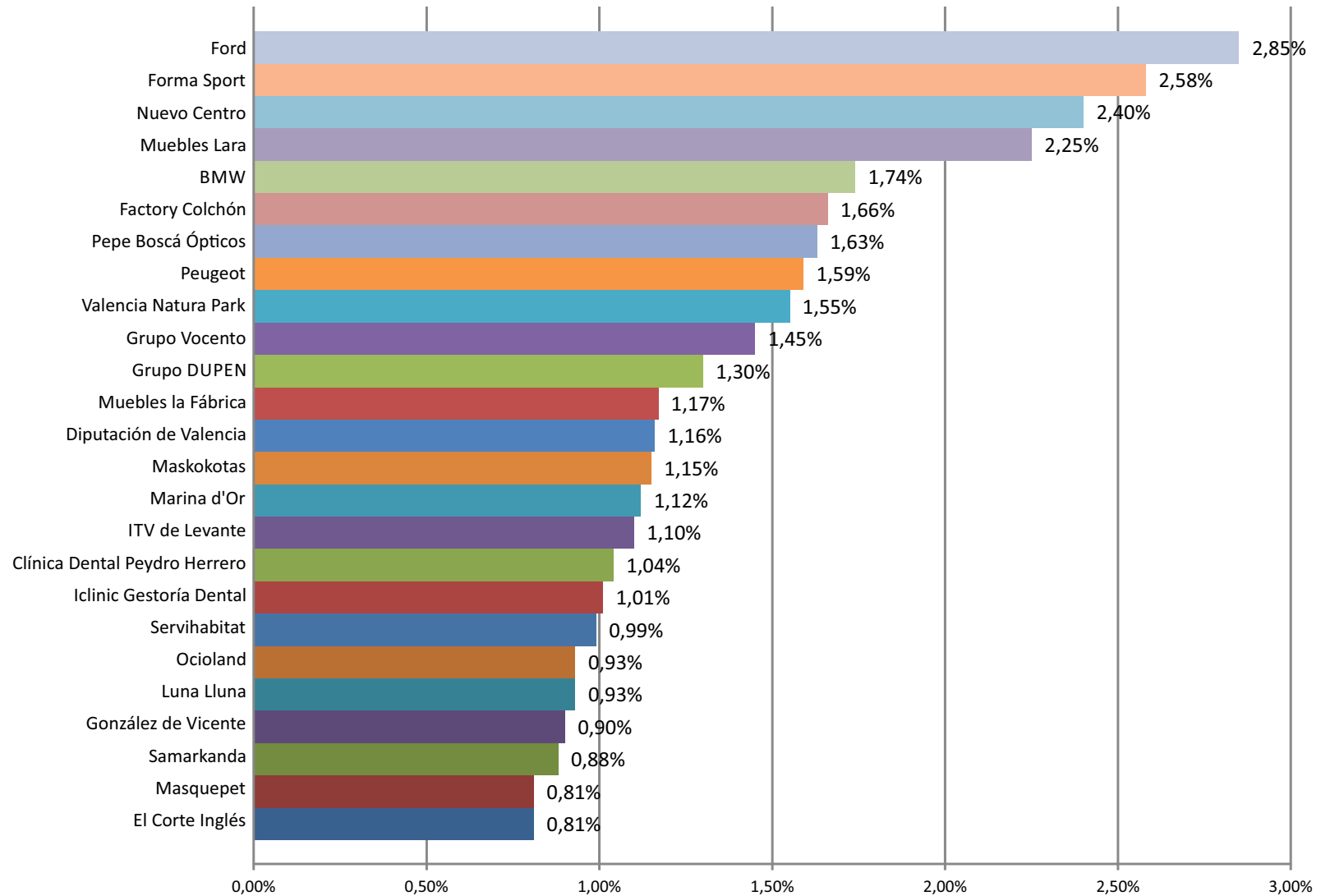
MADRID



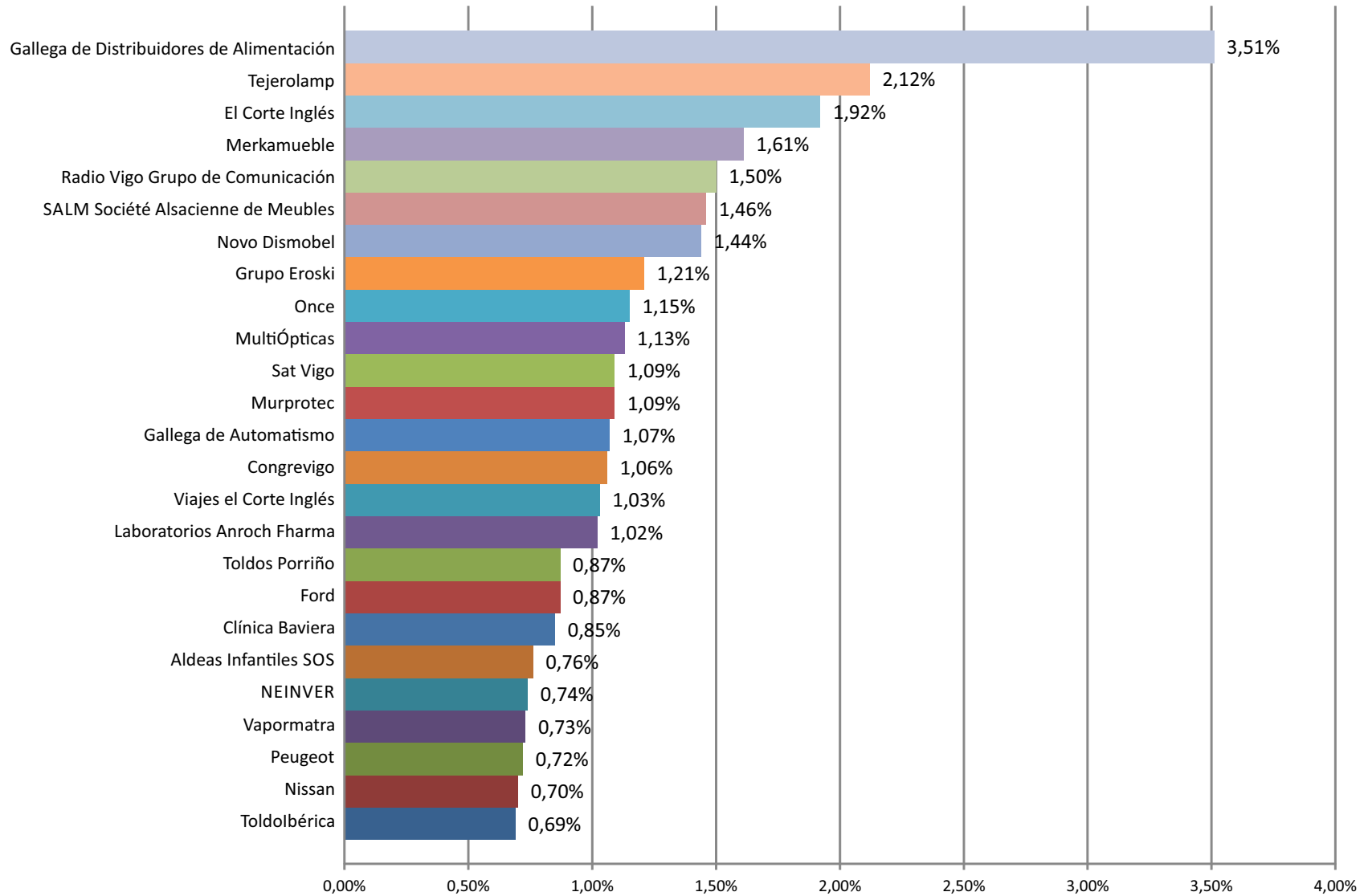
SEVILLA



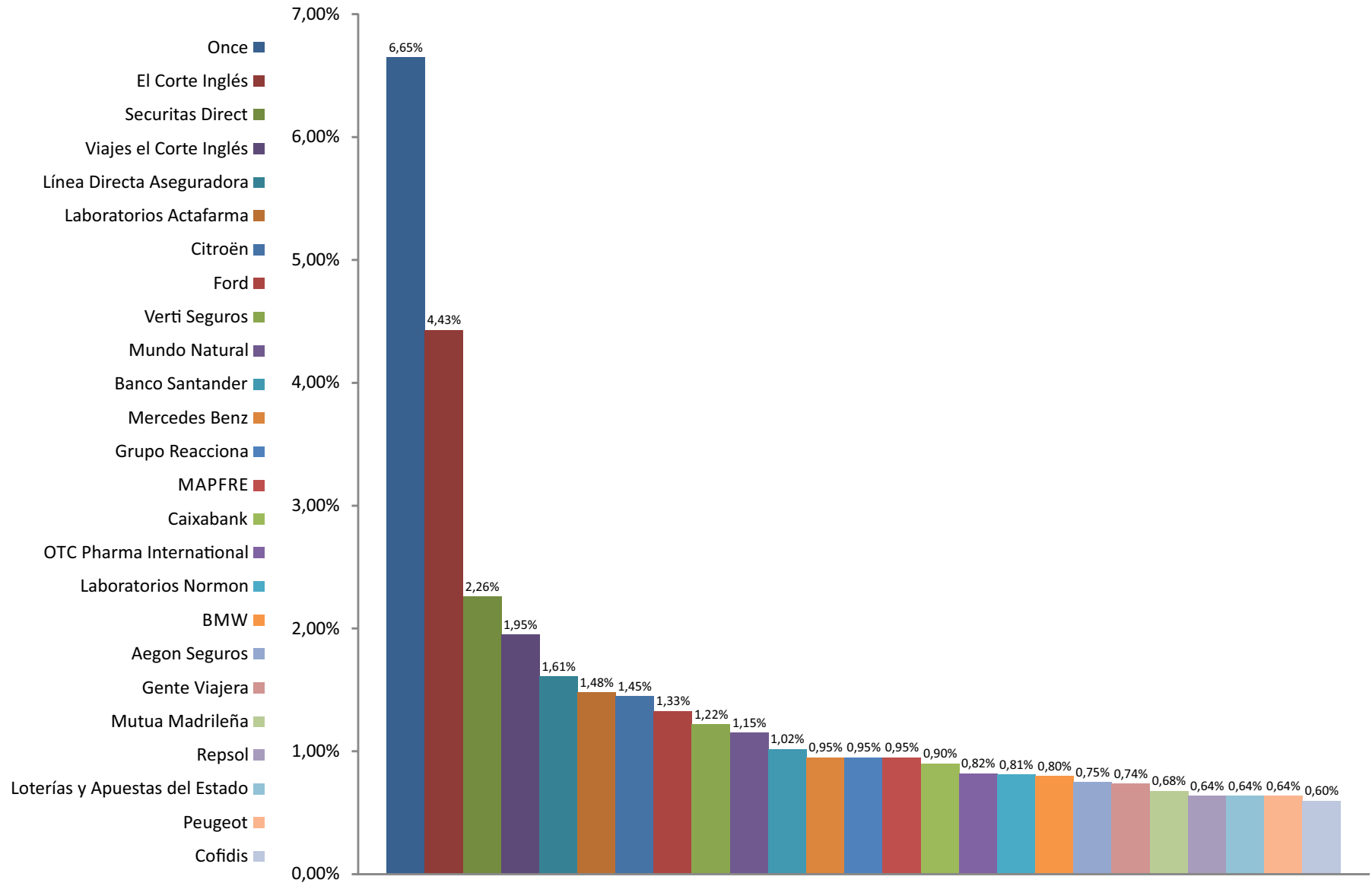
VALENCIA



VIGO

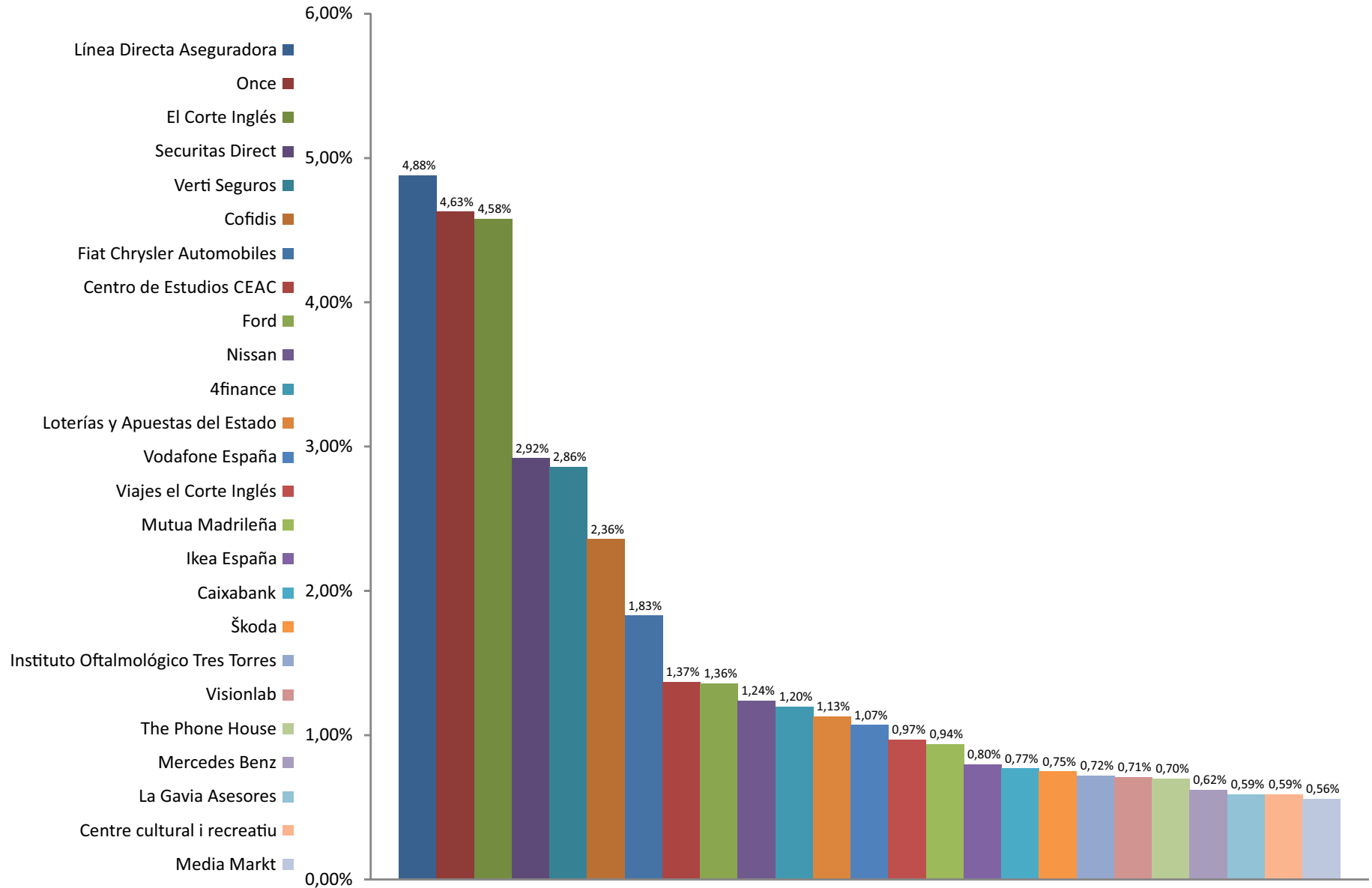


ANUNCIANTES CON MAYOR PRESENCIA EN RADIO CONVENCIONAL



Fuente: AUDITSA.EU Medida: Total segundos emitidos
 Ámbito: PASES LOCAL+CADENA en Madrid, Barcelona, Valencia, Bilbao, Sevilla, Vigo

ANUNCIANTES CON MAYOR PRESENCIA EN RADIOFORMULA



OCUPACIÓN EN RADIO CONVENCIONAL

RADIO CONVENCIONAL NACIONAL

COPE 6,03%
ONDA CERO 5,70%
ESRADIO 5,14%
SER 4,38%
RADIO INTERECONOMÍA 3,36%
RADIO MARCA 2,53%
CAPITAL RADIO 2,26%

RADIO CONVENCIONAL AUTONOMICA

RAC1 3,53%
RADIO TELETAXI 2,94%
CATALUNYA RADIO 2,26%
RADIO EUSKADI 1,31%
RADIO VOZ 1,31%
RADIO GALEGA 1,20%
CANAL SUR RADIO 1,01%
CATALUNYA INFORMACIÓ 0,59%
EUSKADI IRRATIA 0,42%
ONDA MADRID 0,22%

OCUPACIÓN EN RADIOFORMULA

RADIO FORMULA NACIONAL

DIAL 4,18%
CADENA 100 4,06%
C40 3,66%
EUROPA FM 3,17%
M80 2,40%
ROCK FM 2,33%
KISS FM 1,68%
RADIOLE 1,55%
MELODIA FM 1,35%
MAXIMA FM 1,09%
HIT FM 0,88%
MEGASTAR 0,87%
TOP RADIO 0,06%

RADIO FORMULA AUTONOMICA

RAC 105 2,62%
FLAIXBAC 1,15%
CANAL FIESTA 0,96%
EUSKADI GATZEA 0,70%
FLAIX 0,43%
CATALUNYA MUSICA 0,13%
RADIO GALEGA MUSICA 0,15%