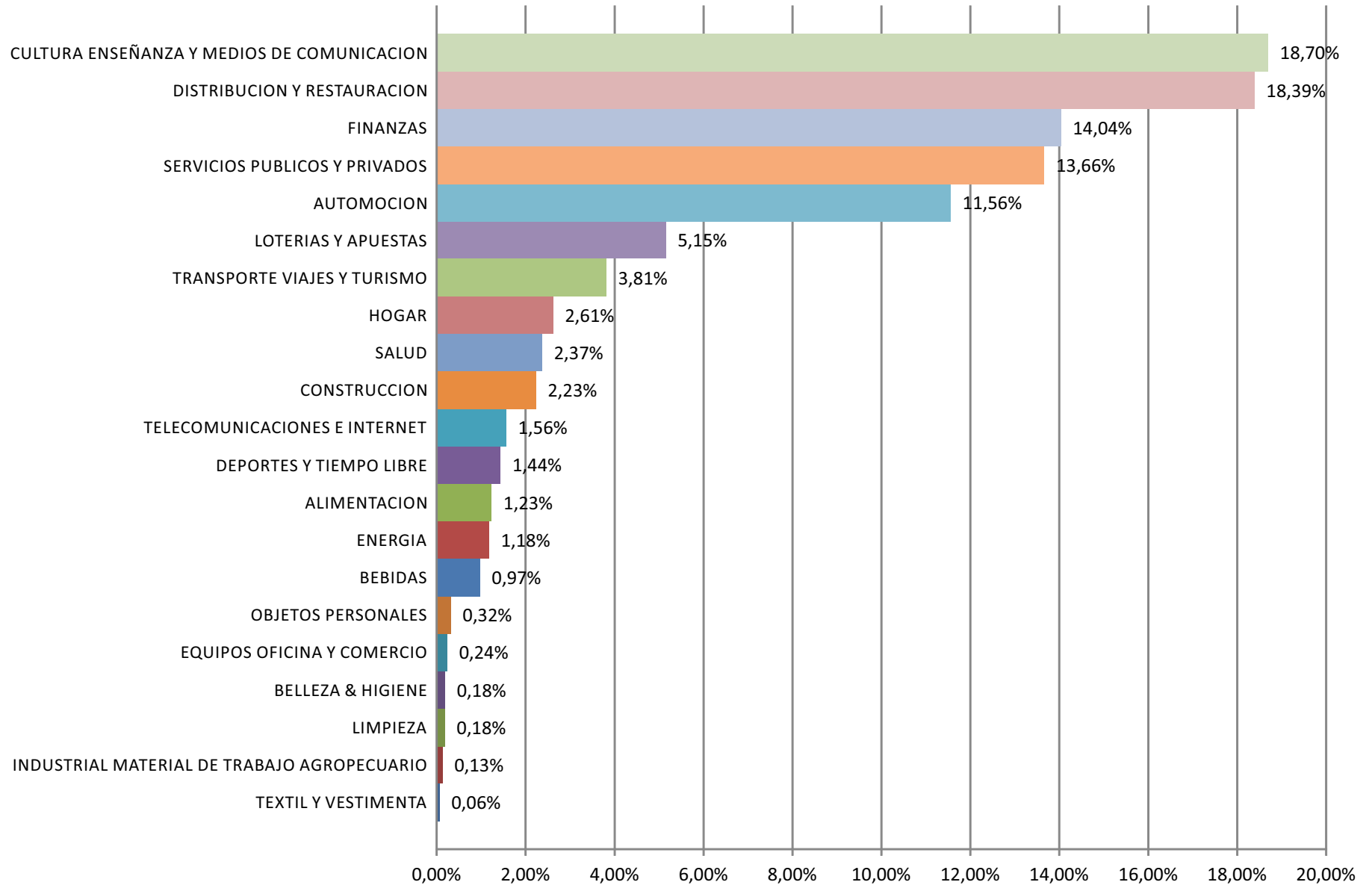


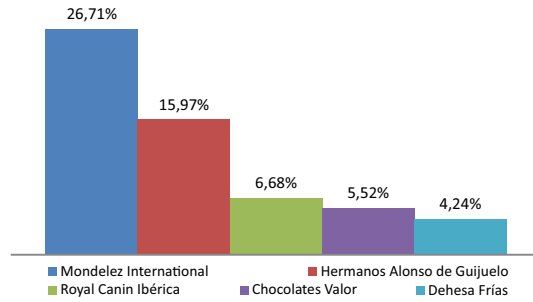


PANORAMA DE RADIO EN ESPAÑA
FEBRERO 2016

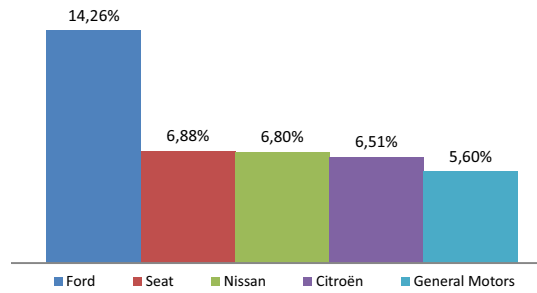




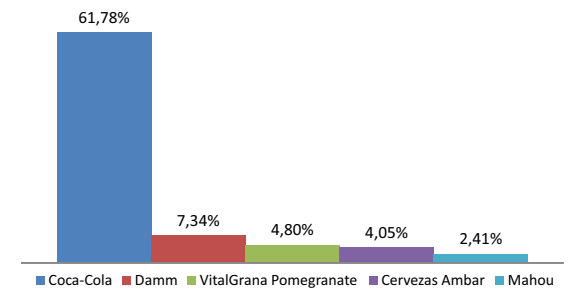
Alimentación



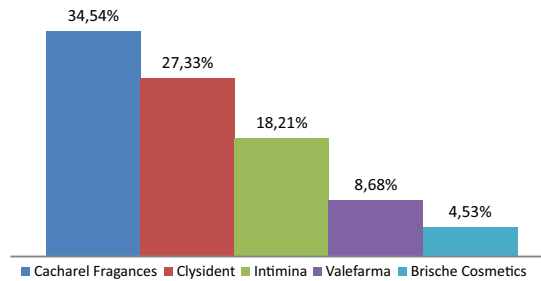
Automoción



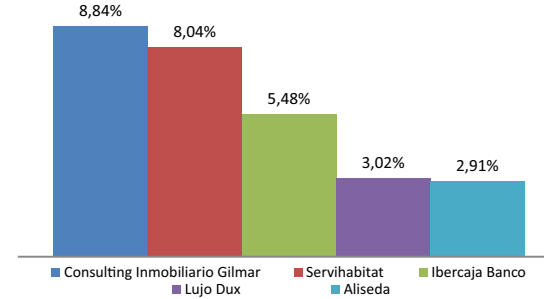
Bebidas



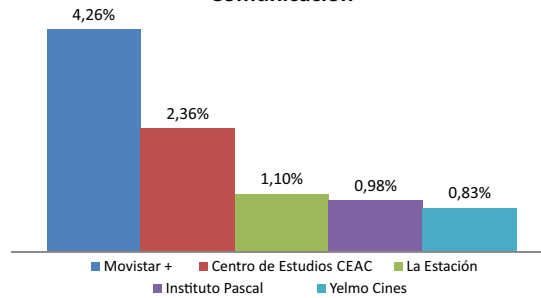
Belleza & Higiene



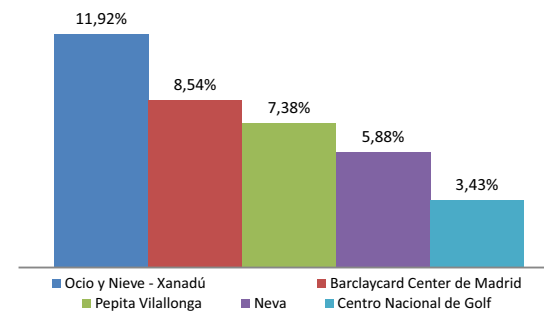
Construcción



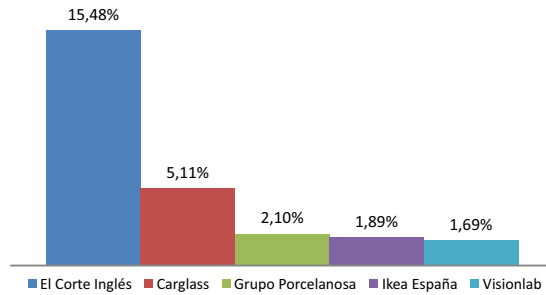
Cultura Enseñanza y Medios de Comunicación



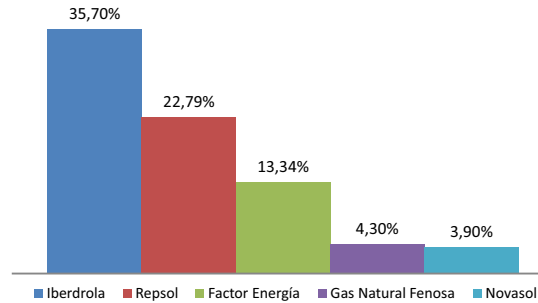
Deportes y Tiempo Libre



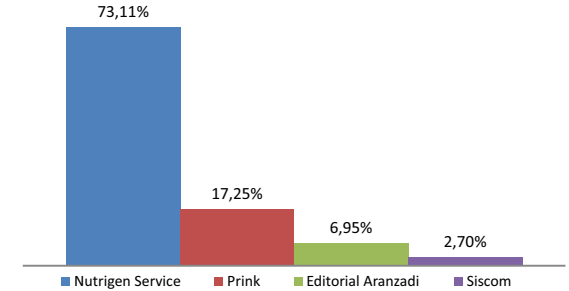
Distribución y Restauración



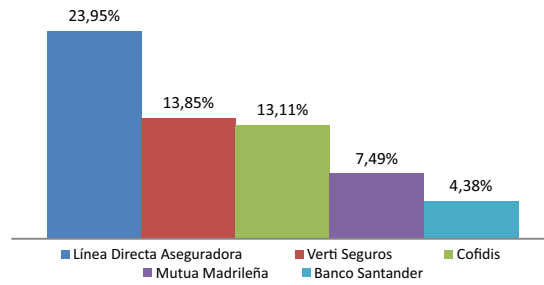
Energía



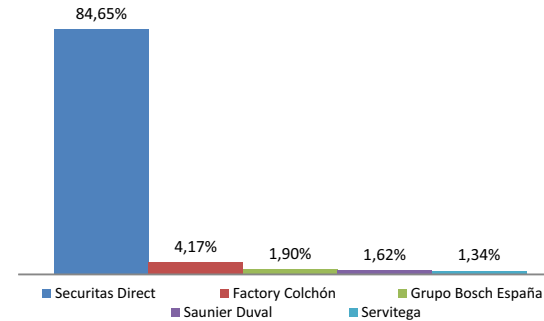
Equipos Oficina y Comercio



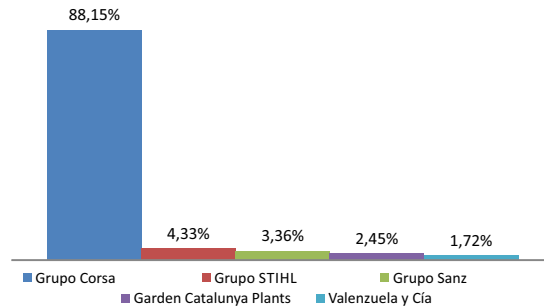
Finanzas



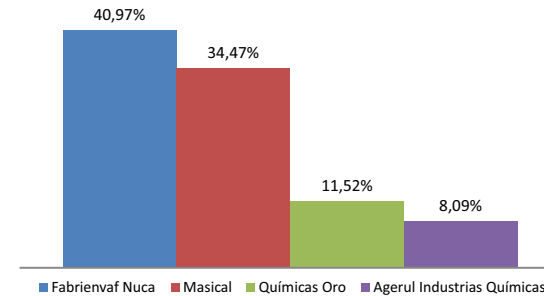
Hogar



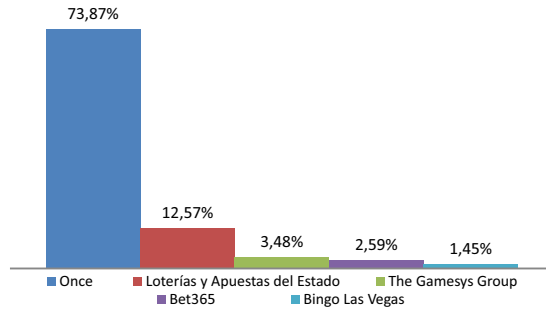
Industrial Material de Trabajo Agropecuario



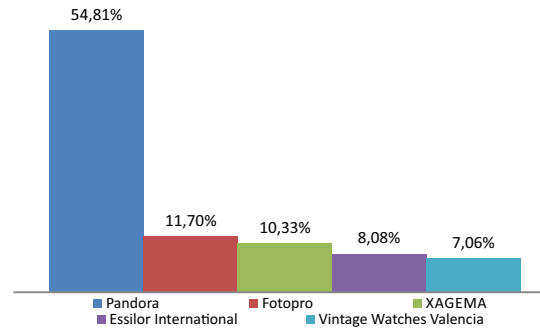
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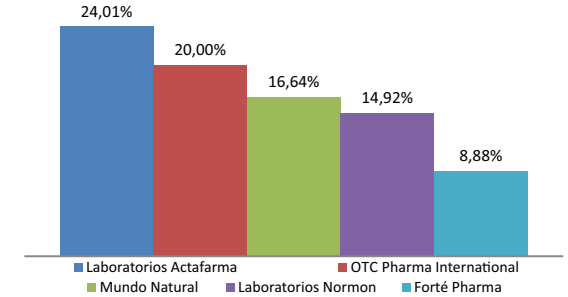
Loterías y Apuestas



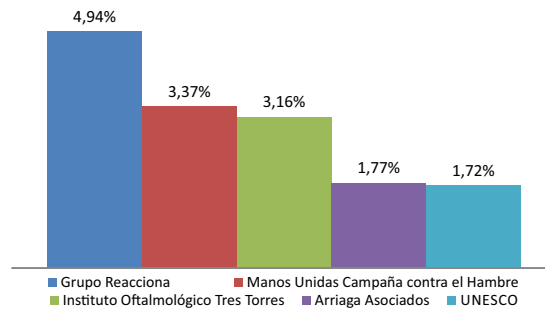
Objetos Personales



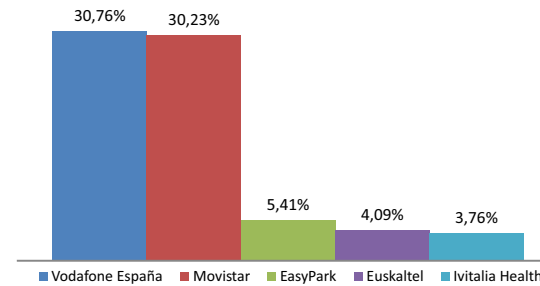
Salud



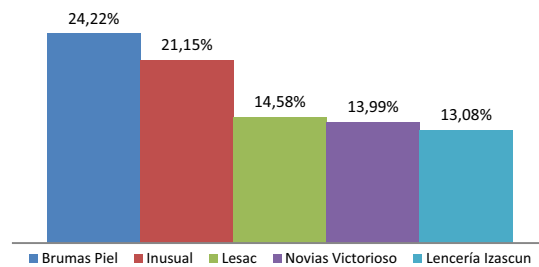
Servicios Públicos y Privados



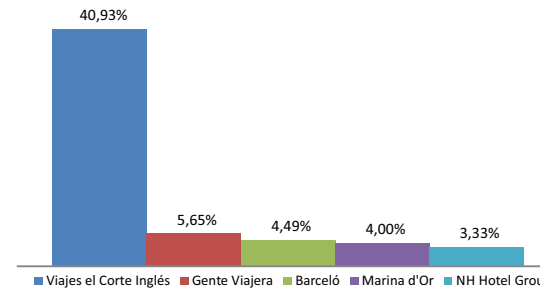
Telecomunicaciones e Internet

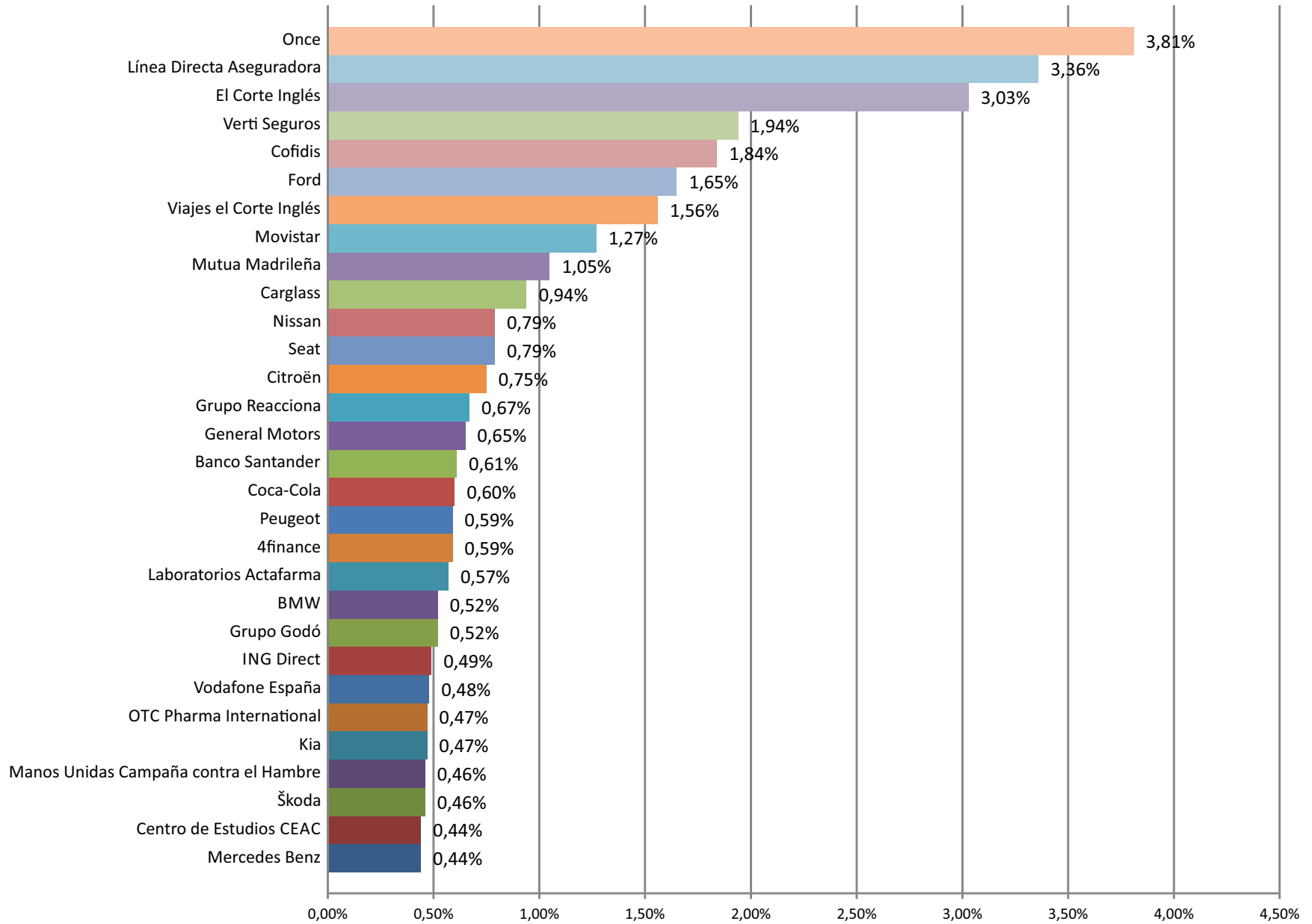


Textil y Vestimenta

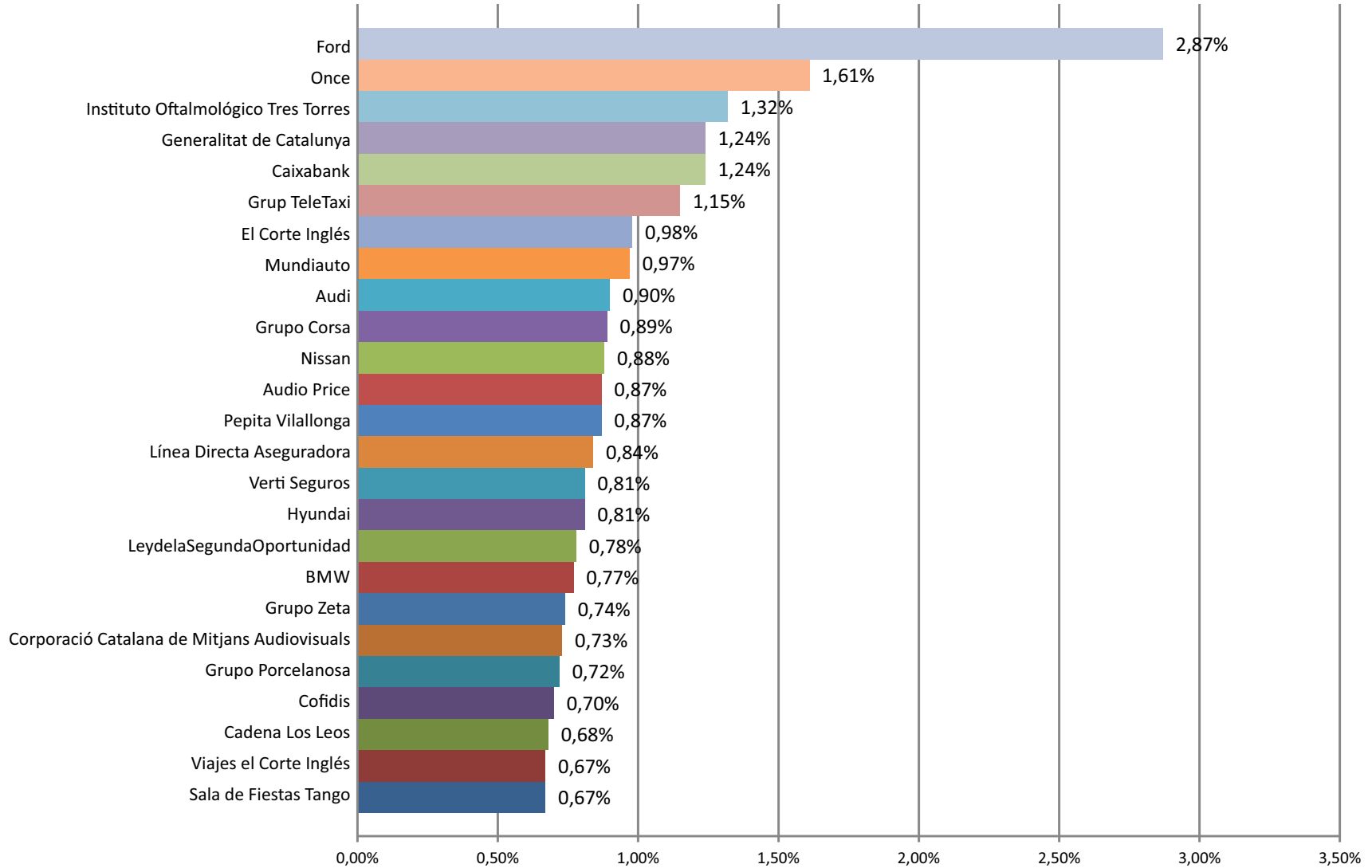


Transporte Viajes y Turismo

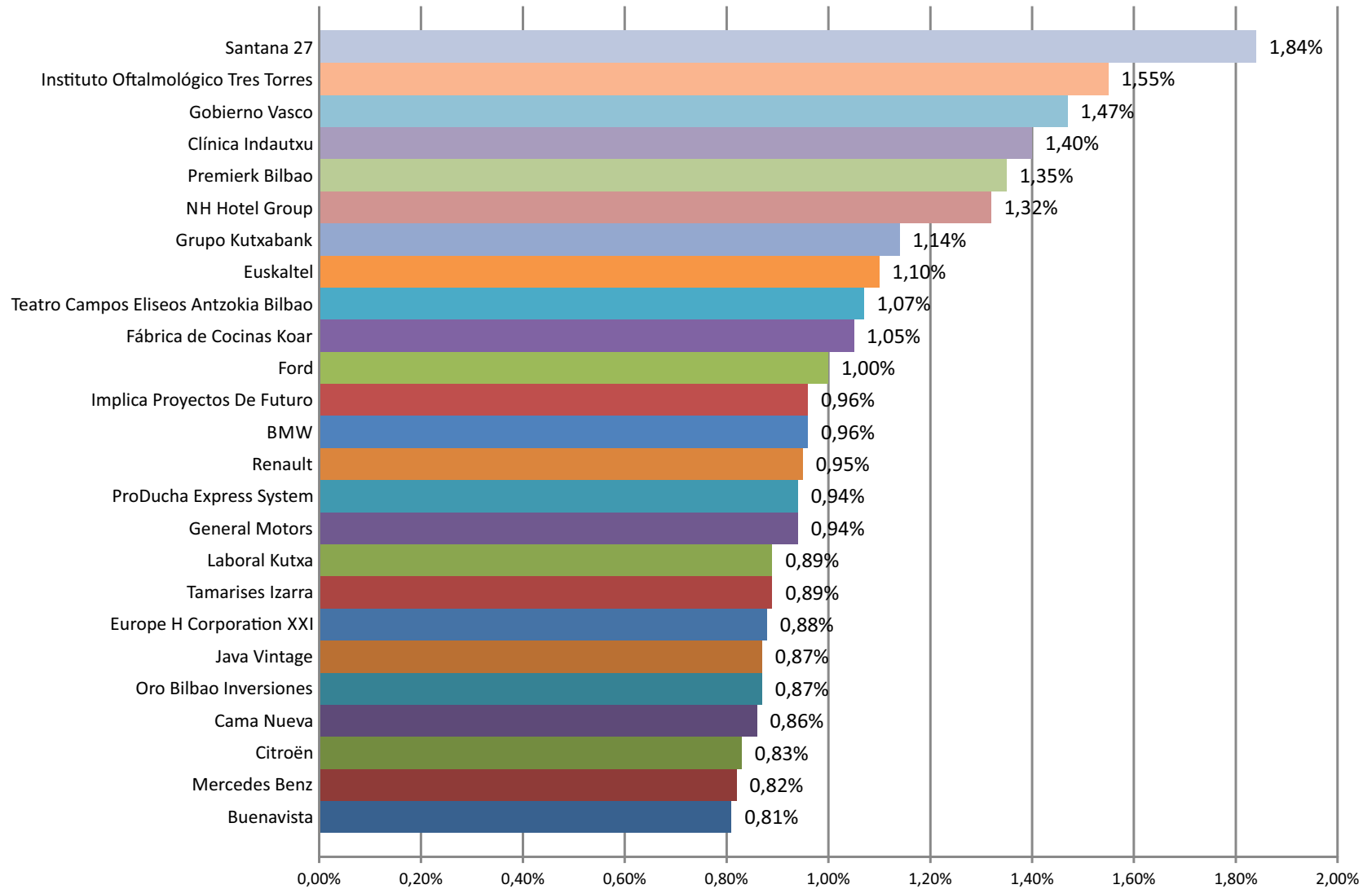




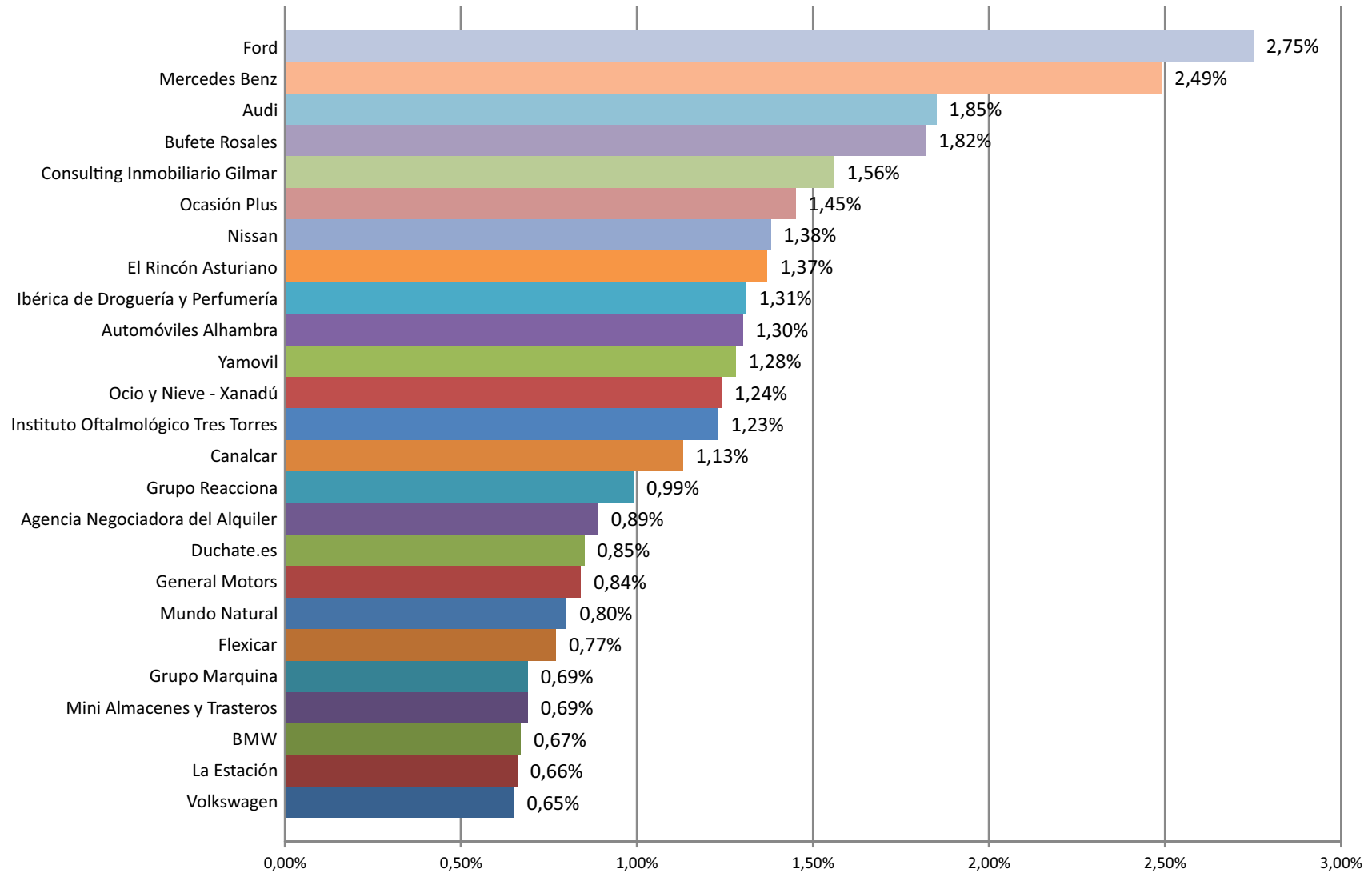
BARCELONA



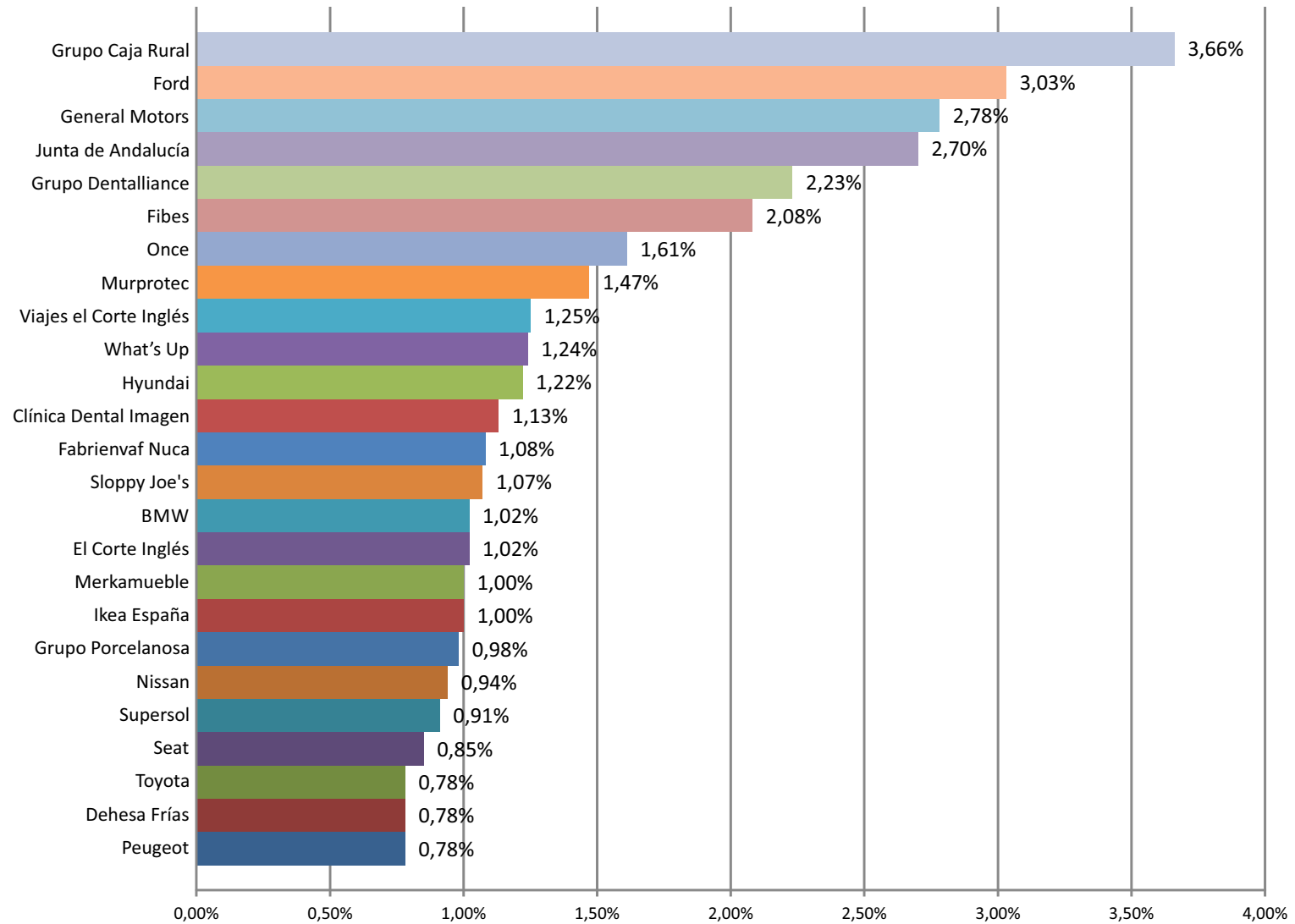
BILBAO



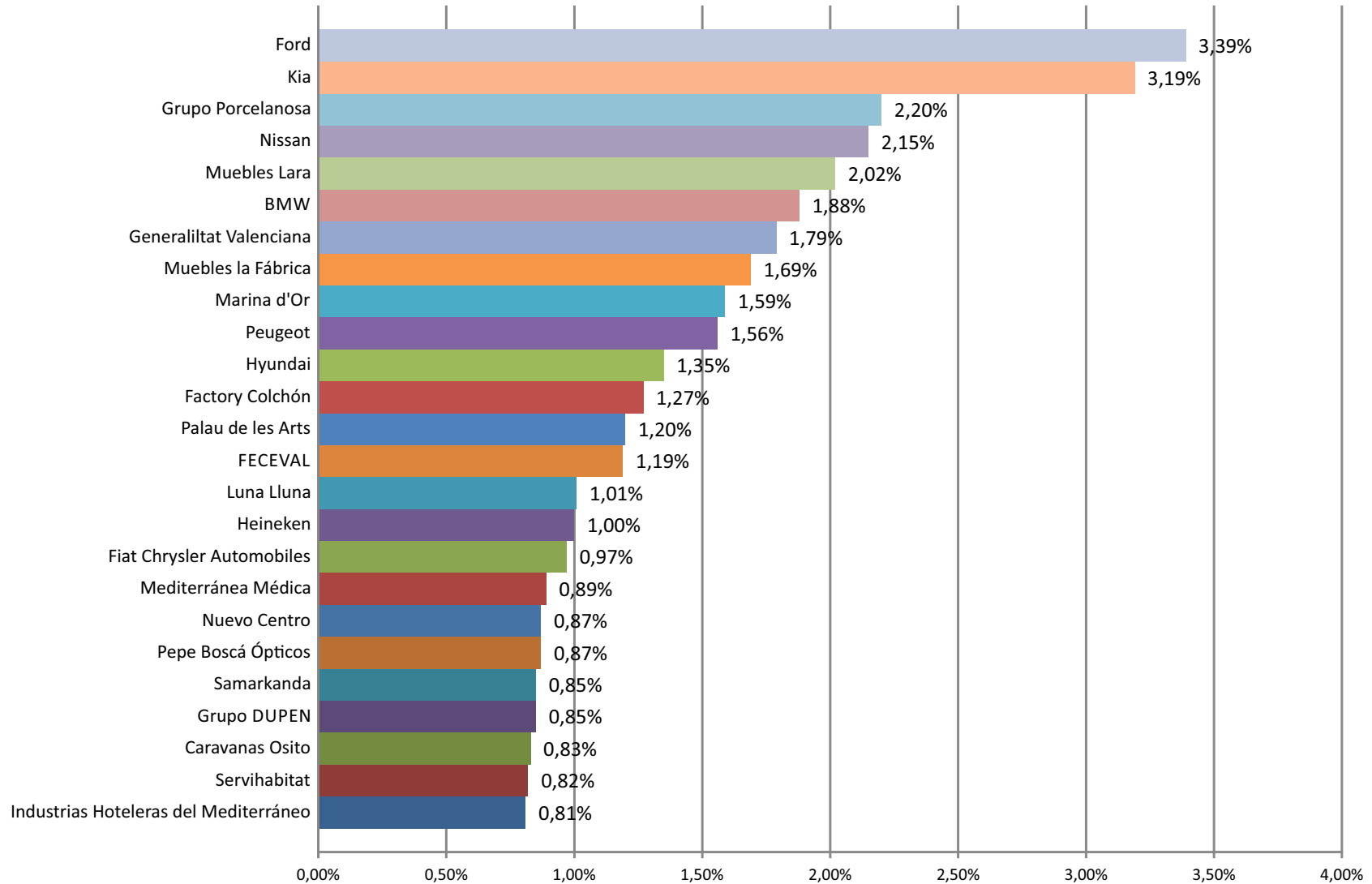
MADRID



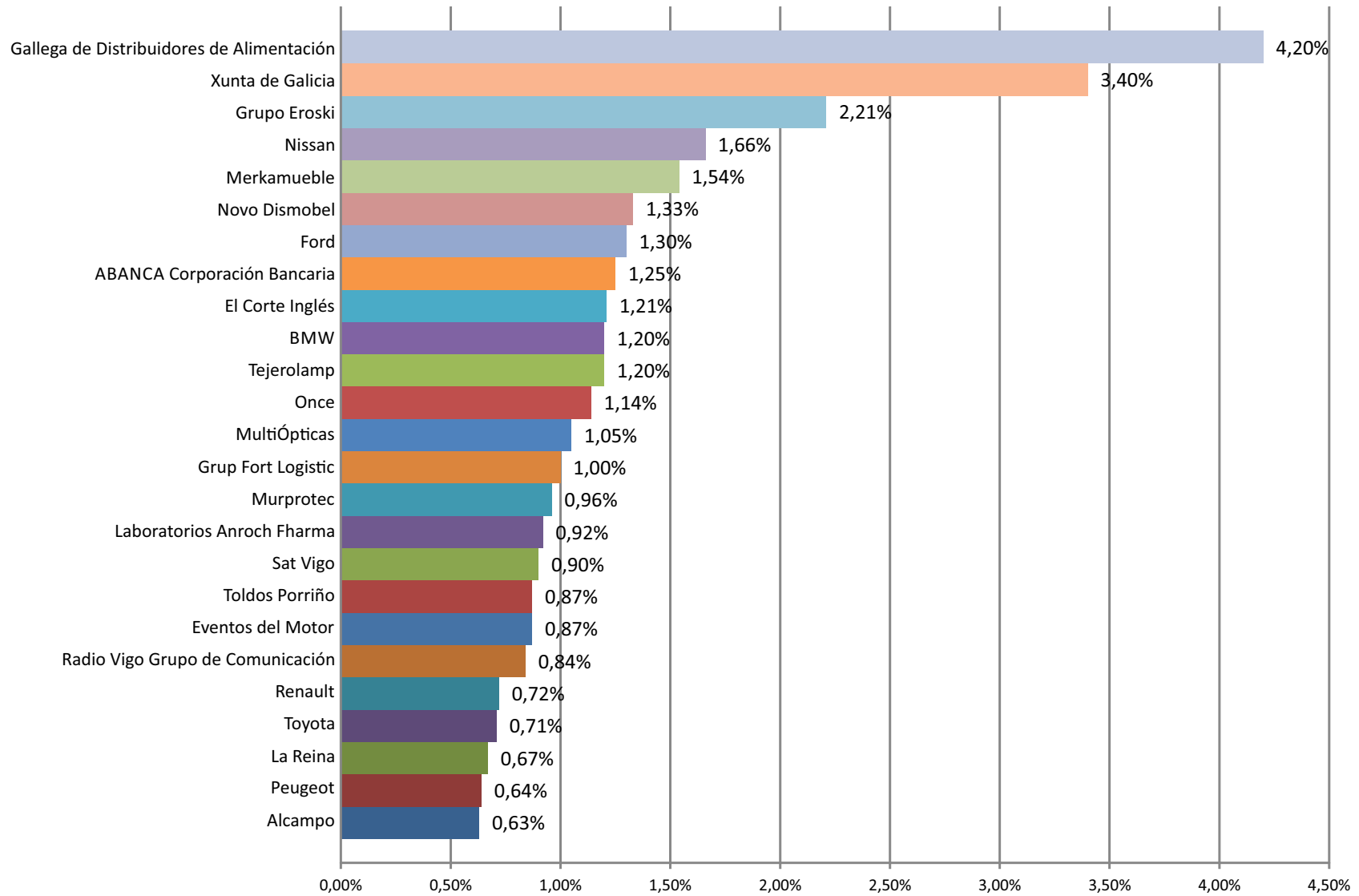
SEVILLA



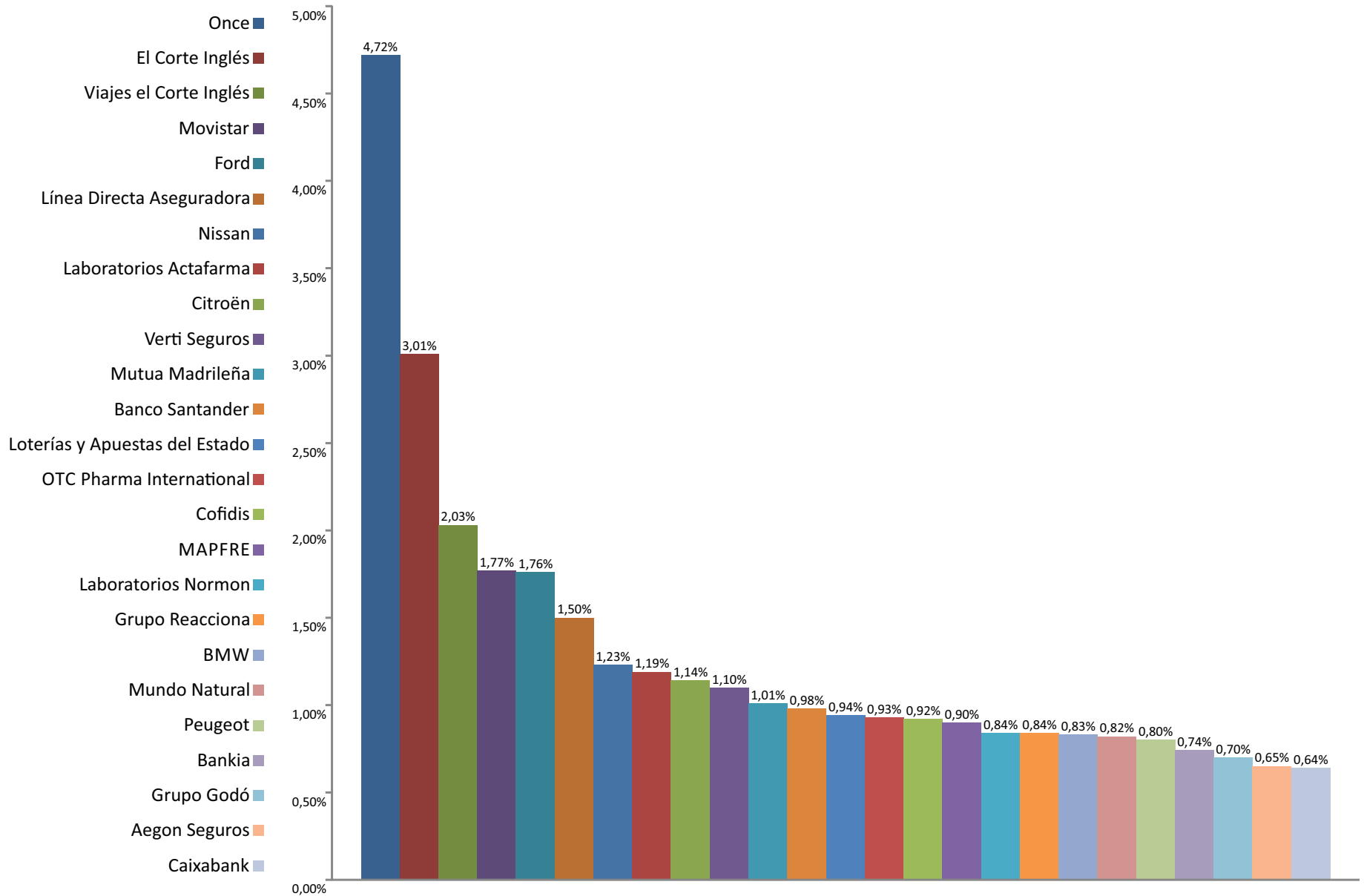
VALENCIA



VIGO

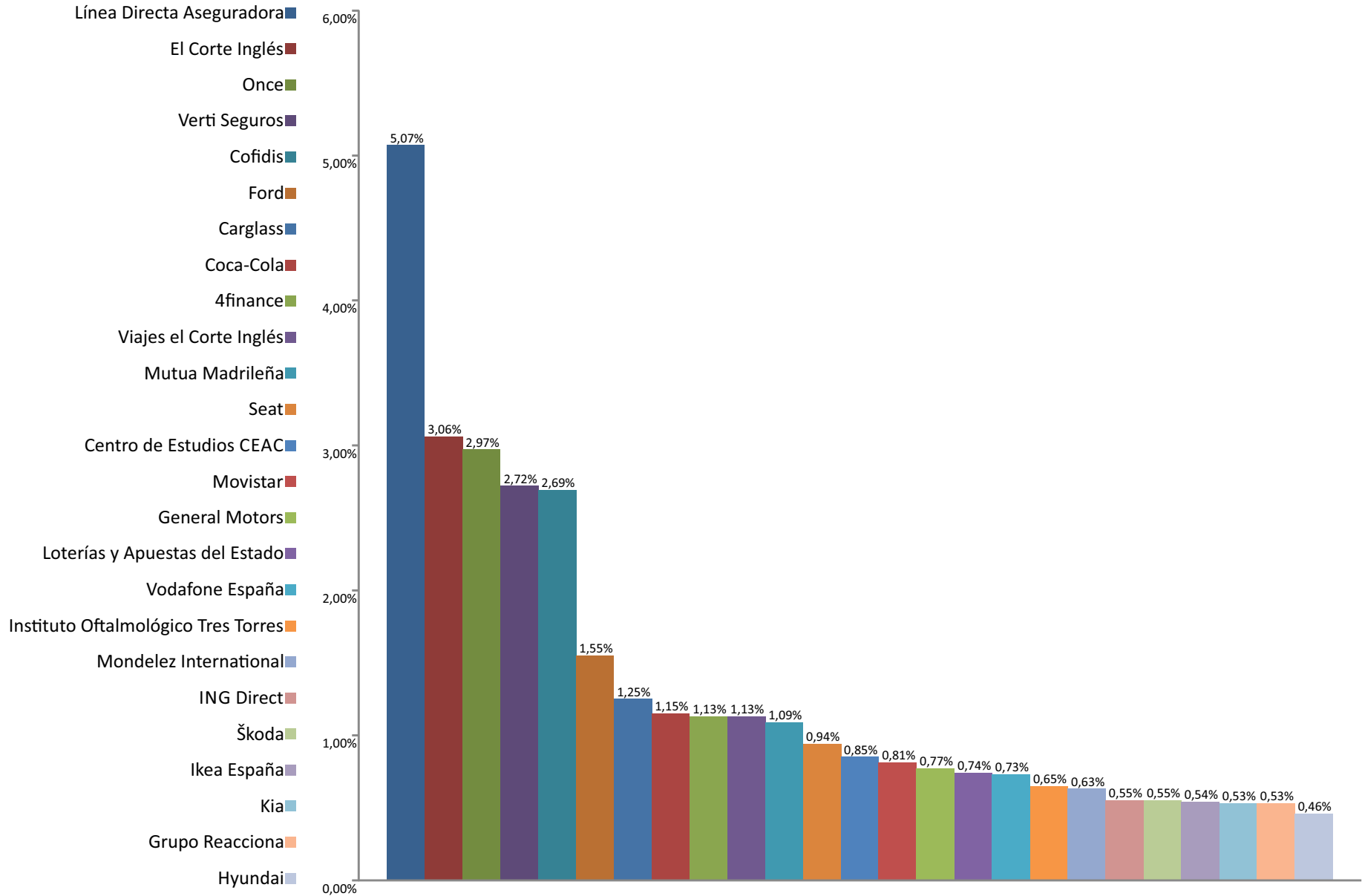


ANUNCIANTES CON MAYOR PRESENCIA EN RADIO CONVENCIONAL



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

ANUNCIANTES CON MAYOR PRESENCIA EN RADIOFORMULA



Fuente: AUDITSA.EU

Medida: Total segundos emitidos

Ámbito: PASES LOCAL+CADENA en Madrid, Barcelona, Valencia, Bilbao, Sevilla, Vigo

RADIO CONVENCIONAL NACIONAL

<i>ONDA CERO</i>	7,54%
<i>COPE</i>	7,03%
<i>SER</i>	5,89%
<i>ESRADIO</i>	5,80%
<i>CATALUNYA RADIO</i>	3,54%
<i>RADIO MARCA</i>	3,41%
<i>CAPITAL RADIO</i>	2,32%

RADIO CONVENCIONAL AUTONOMICA

<i>RAC1</i>	5,26%
<i>RADIO INTERECONOMÍA</i>	3,64%
<i>RADIO TELETAXI</i>	3,52%
<i>RADIO VOZ</i>	2,27%
<i>LA RADIO VALENCIA</i>	2,20%
<i>CANAL SUR RADIO</i>	2,02%
<i>RADIO EUSKADI</i>	1,89%
<i>RADIO GALEGA</i>	1,70%
<i>CATALUNYA INFORMACIÓ</i>	0,81%
<i>SPAIN RADIO INTERNATIONAL</i>	0,57%
<i>EUSKADI IRRATIA</i>	0,53%
<i>ONDA MADRID</i>	0,48%

RADIO FORMULA NACIONAL

<i>DIAL</i>	5,84%
<i>CADENA 100</i>	5,60%
<i>C40</i>	4,99%
<i>EUROPA FM</i>	4,84%
<i>ROCK FM</i>	3,50%
<i>M80</i>	3,14%
<i>KISS FM</i>	2,48%
<i>RADIOLE</i>	2,33%
<i>MELODÍA FM</i>	1,83%
<i>MÁXIMA FM</i>	1,62%
<i>MEGASTAR</i>	0,83%
<i>HIT FM</i>	0,49%
<i>TOP RADIO</i>	0,10%

RADIO FORMULA AUTONOMICA

<i>RAC 105</i>	3,02%
<i>FLAIXBAC</i>	1,43%
<i>CANAL FIESTA</i>	1,29%
<i>FLAIX</i>	0,79%
<i>EUSKADI GAZTEA</i>	0,38%
<i>CATALUNYA MÚSICA</i>	0,12%
<i>RADIO GALEGA MÚSICA</i>	0,08%