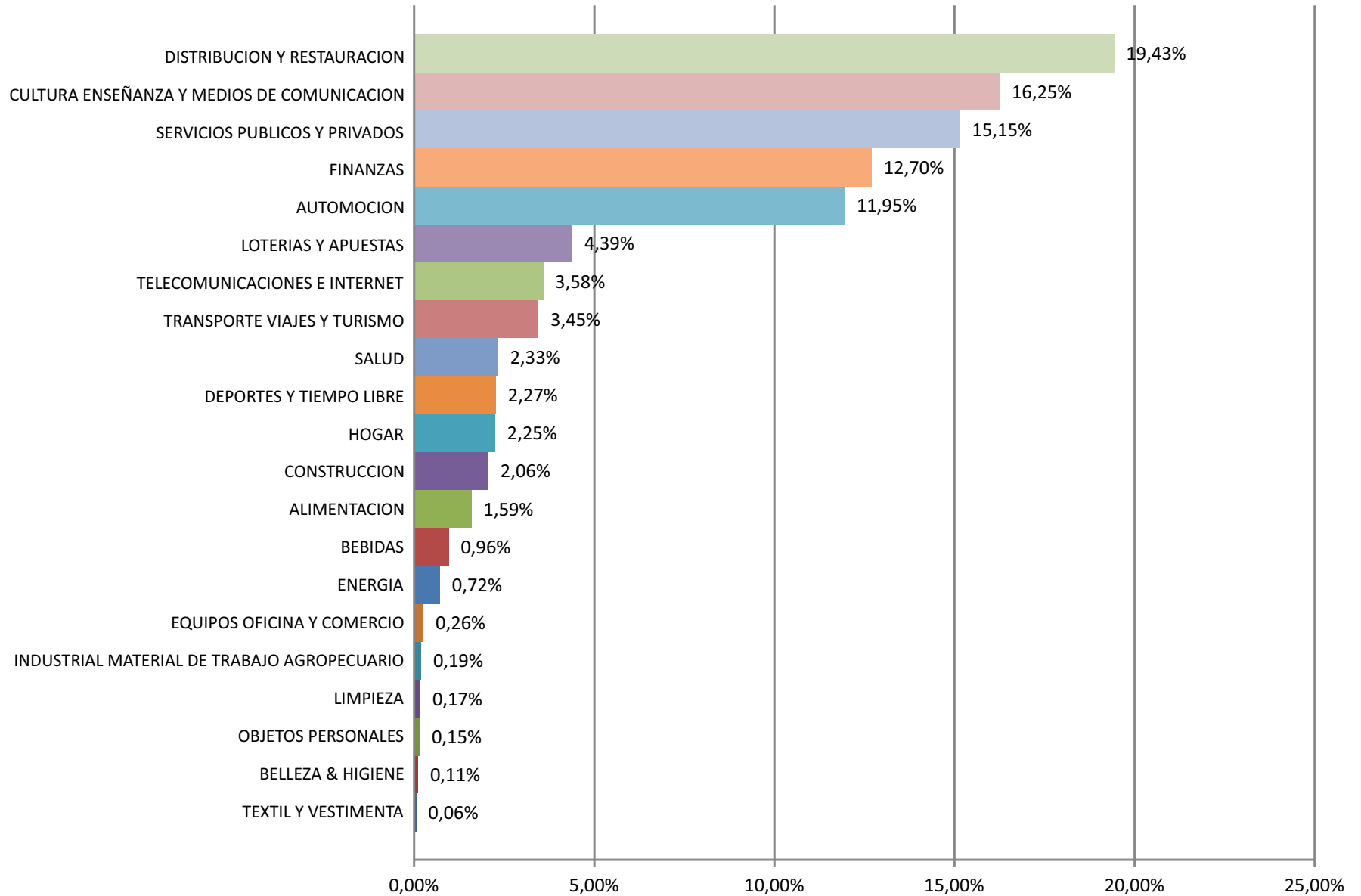


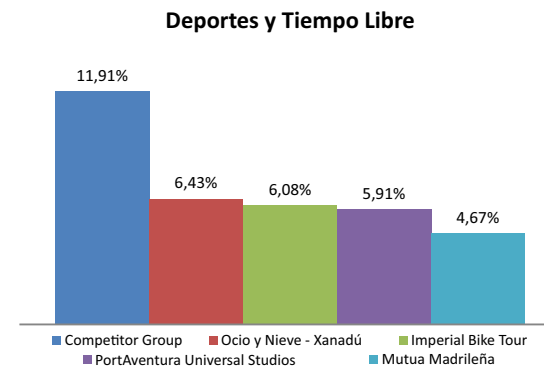
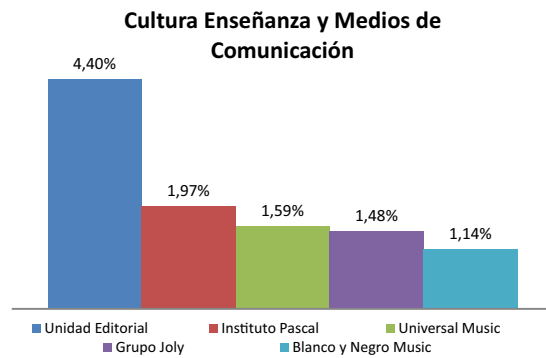
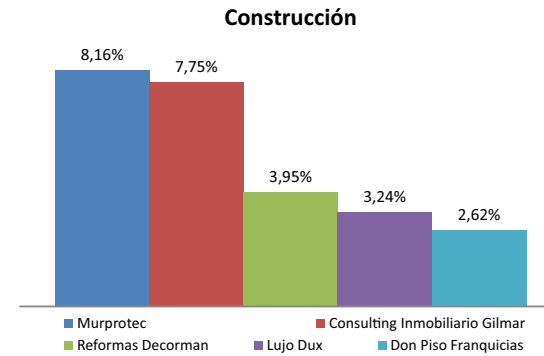
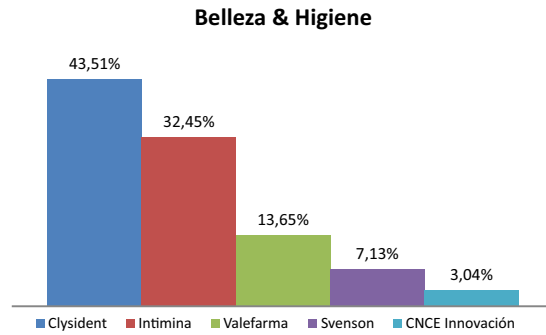
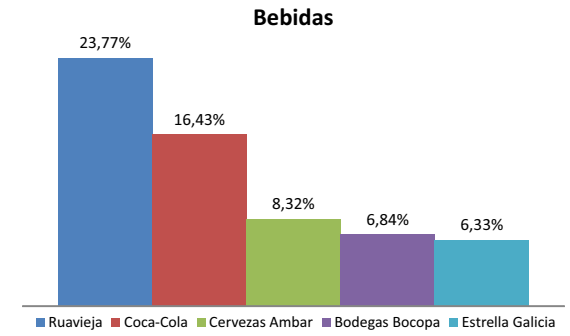
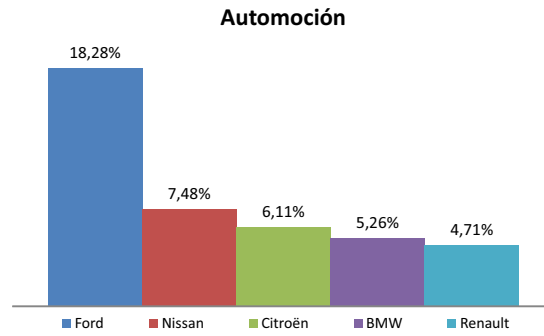
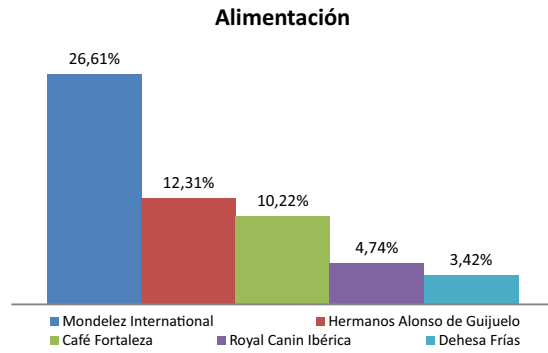


PANORAMA DE RADIO EN ESPAÑA  
MARZO 2016



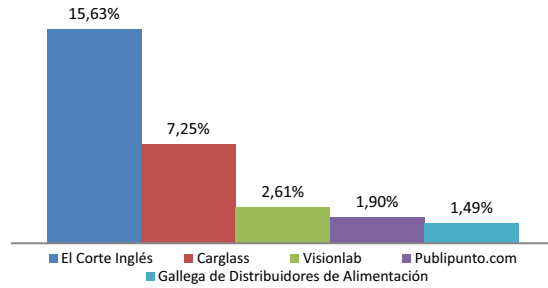


**PRINCIPALES ANUNCIANTES POR SECTOR**

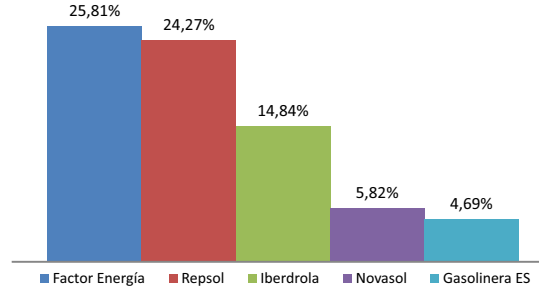


## PRINCIPALES ANUNCIANTES POR SECTOR

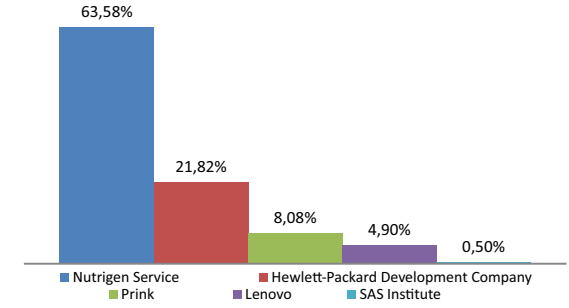
**Distribución y Restauración**



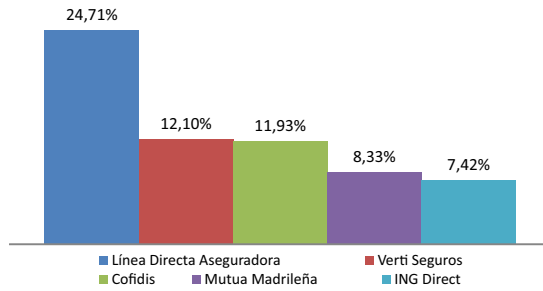
**Energía**



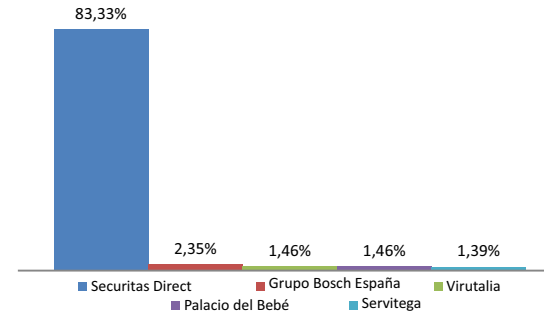
**Equipos Oficina y Comercio**



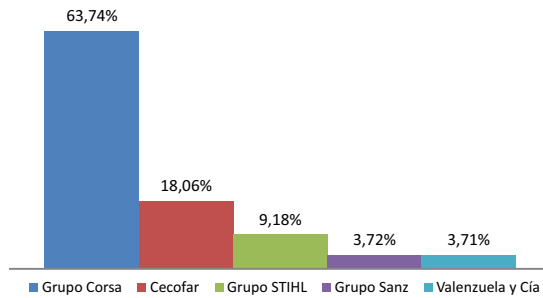
**Finanzas**



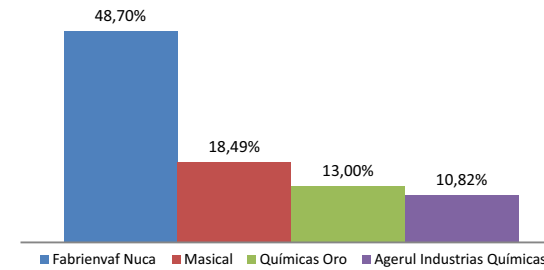
**Hogar**



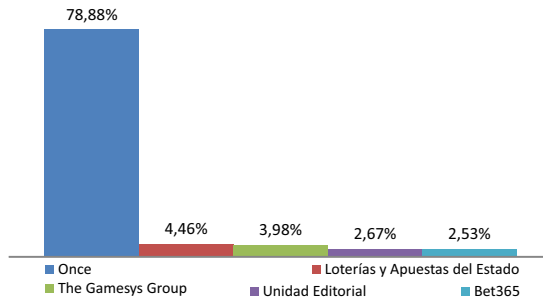
**Industrial Material de Trabajo Agropecuario**



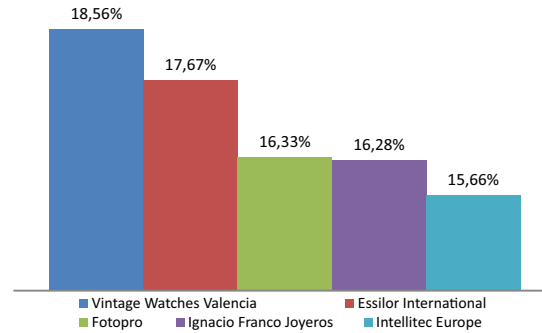
**Limpieza**



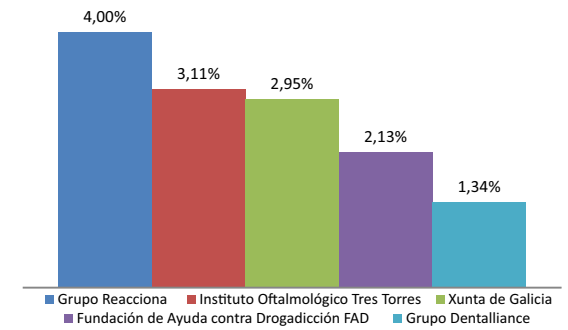
**Loterías y Apuestas**



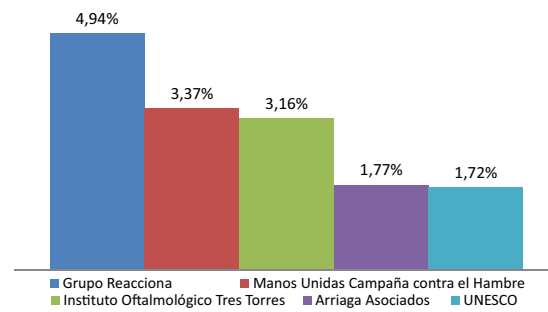
**Objetos Personales**



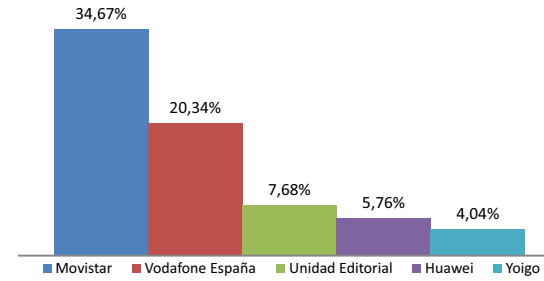
**Salud**



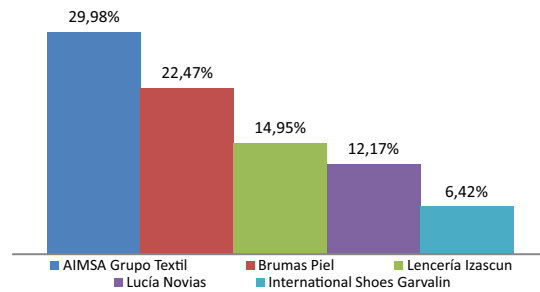
**Servicios Públicos y Privados**



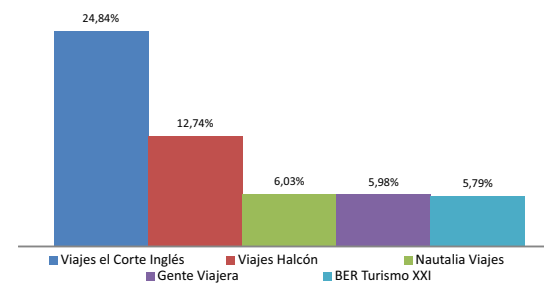
**Telecomunicaciones e Internet**

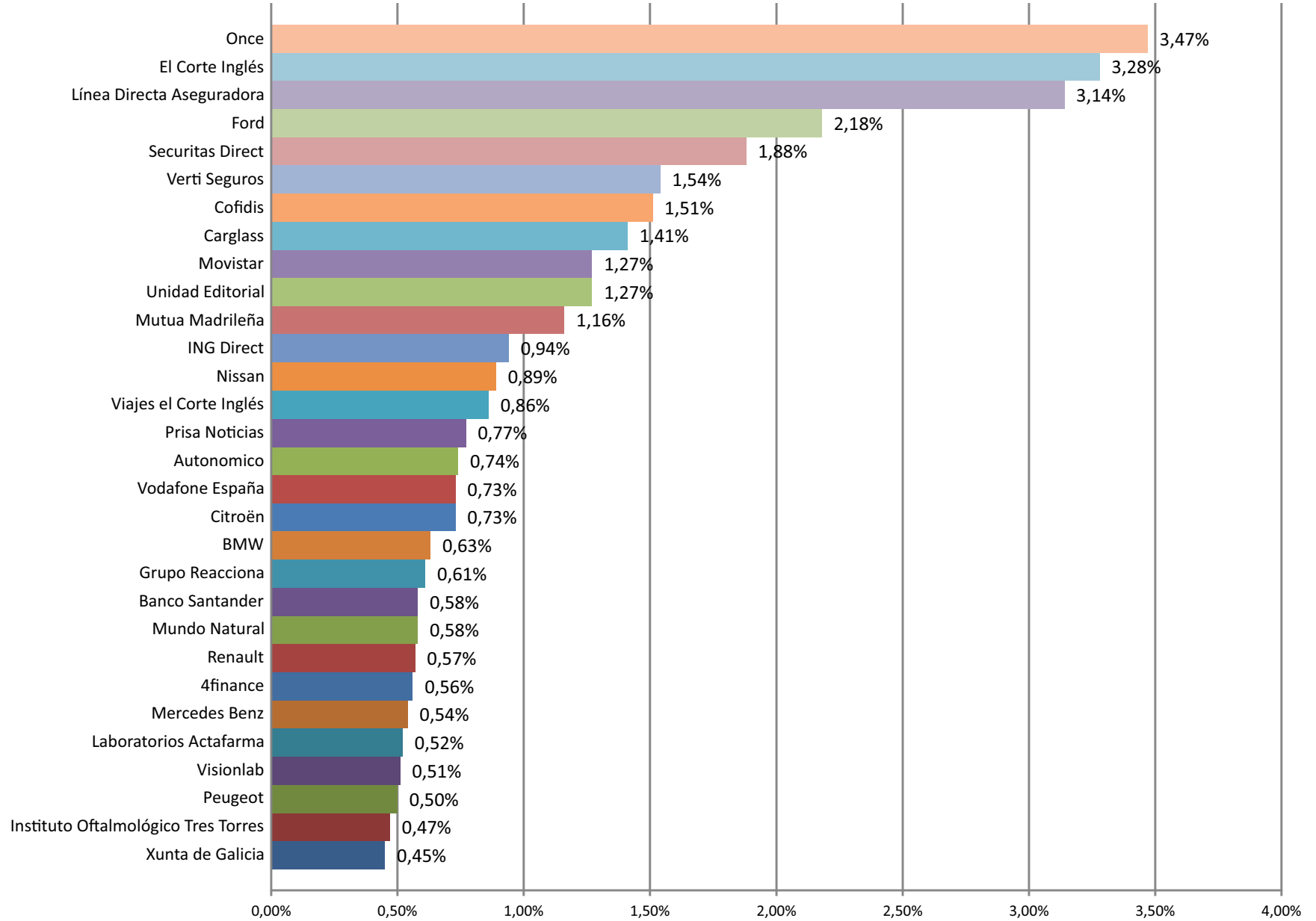


**Textil y Vestimenta**



**Transporte Viajes y Turismo**



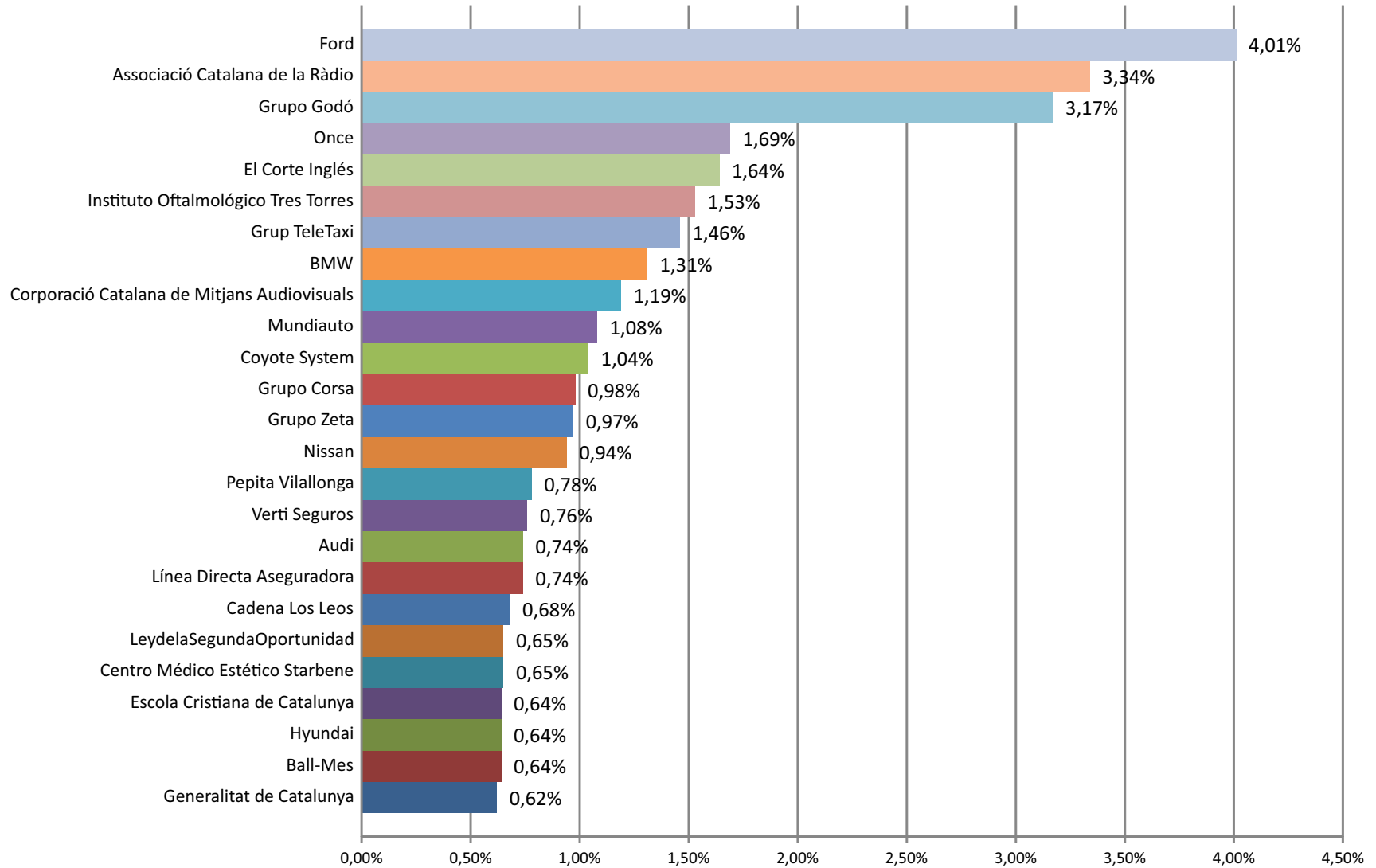


Fuente: AUDITSA.EU

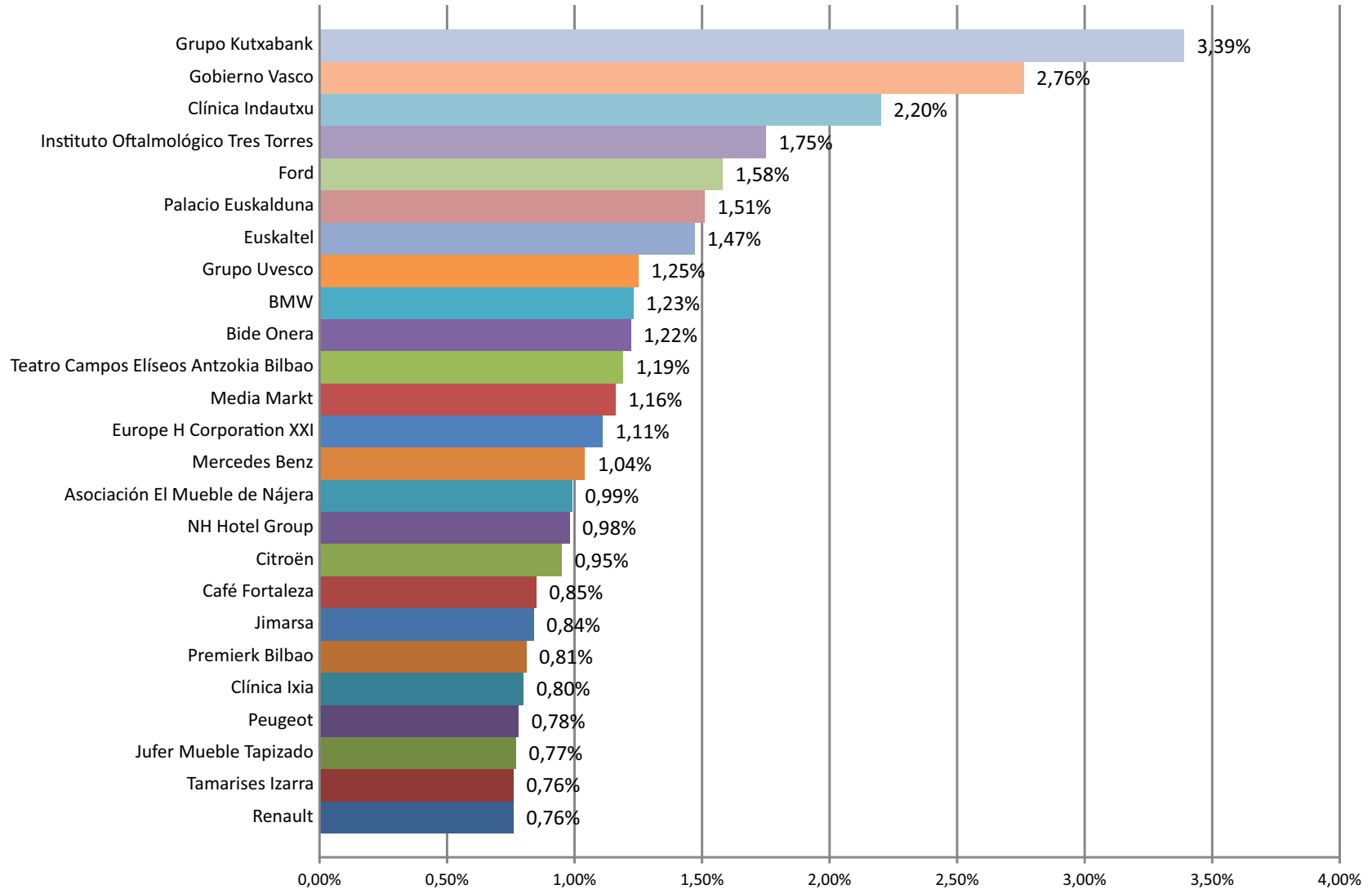
Medida: Total segundos emitidos

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

BARCELONA

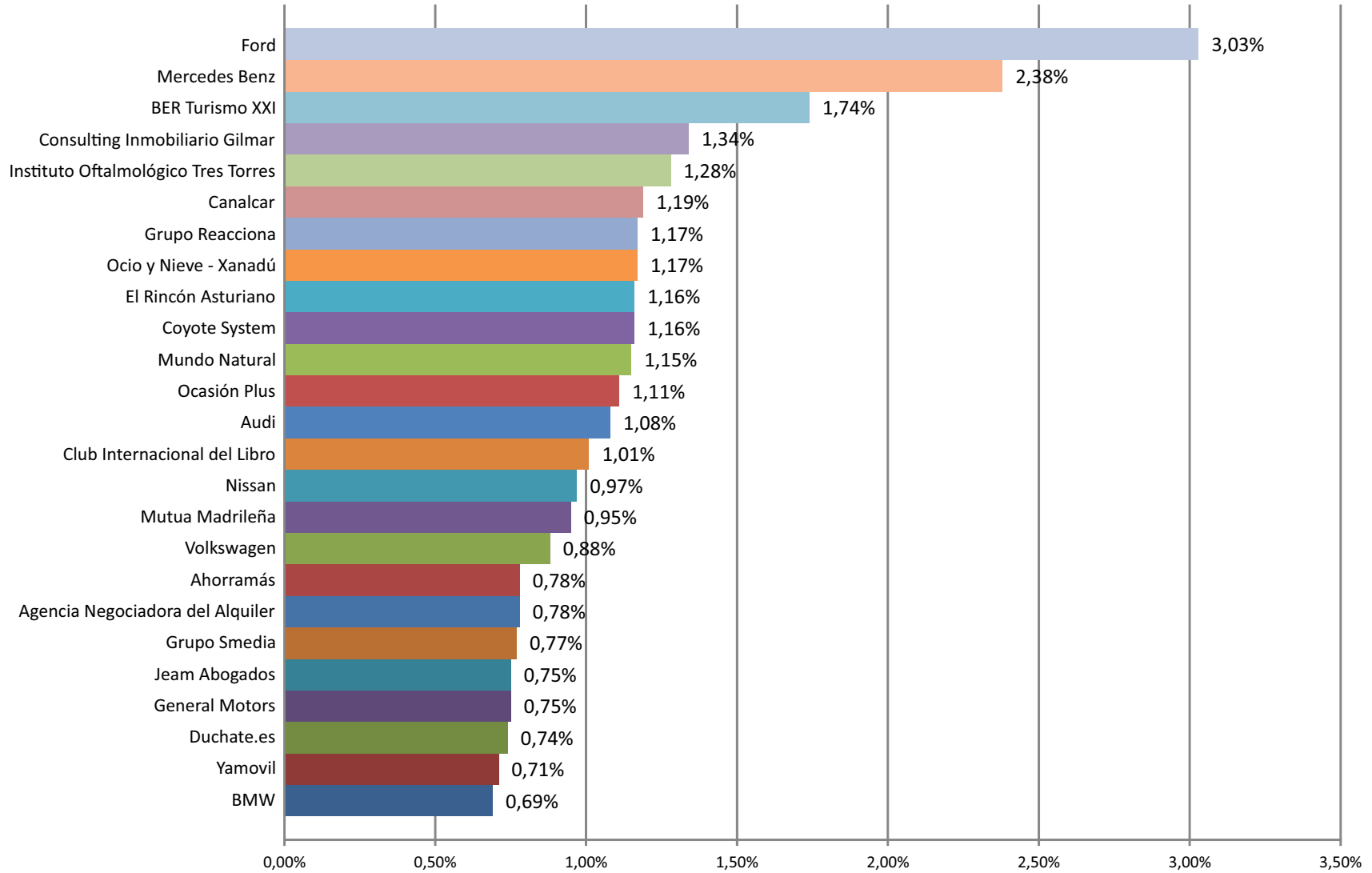


BILBAO

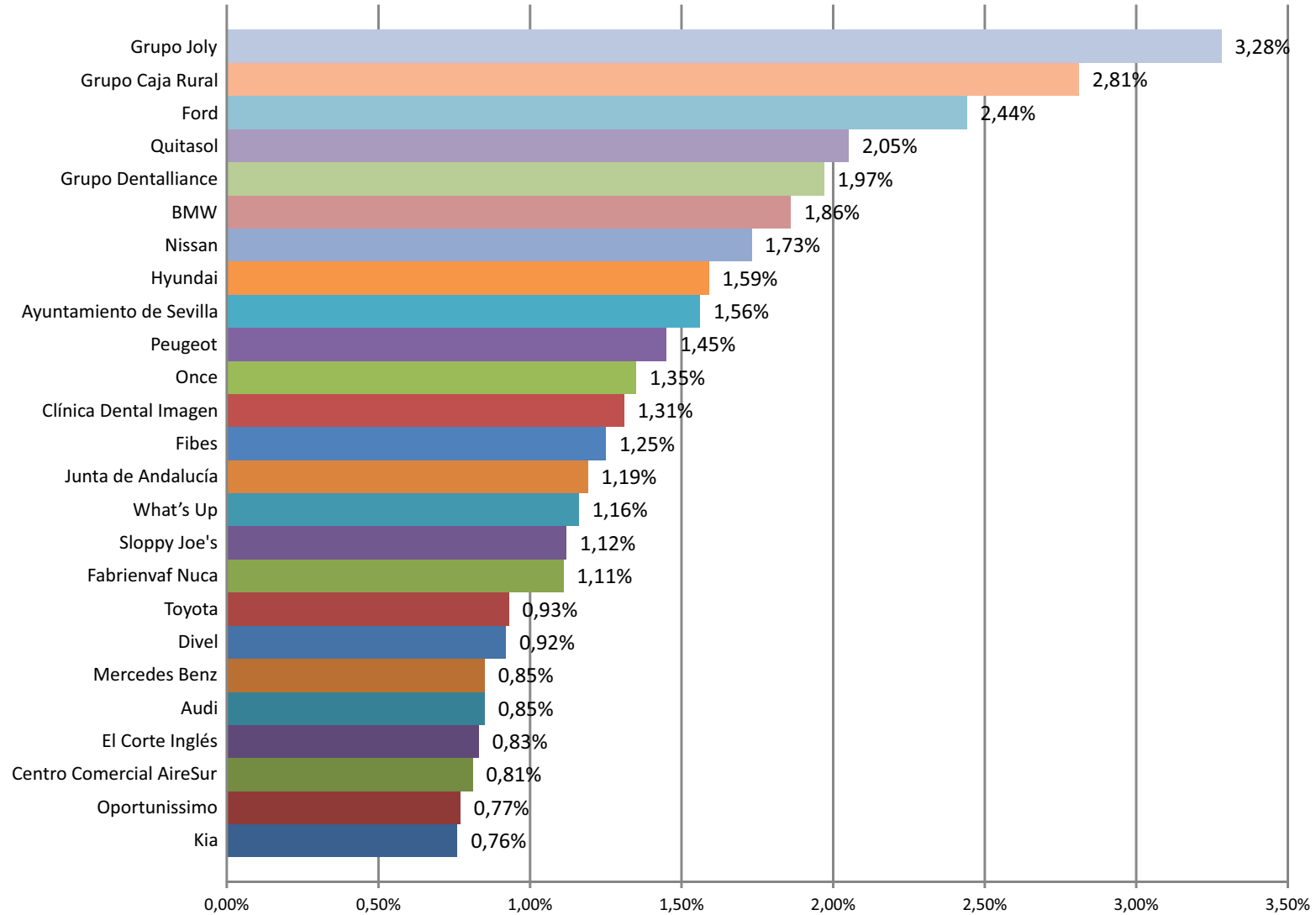




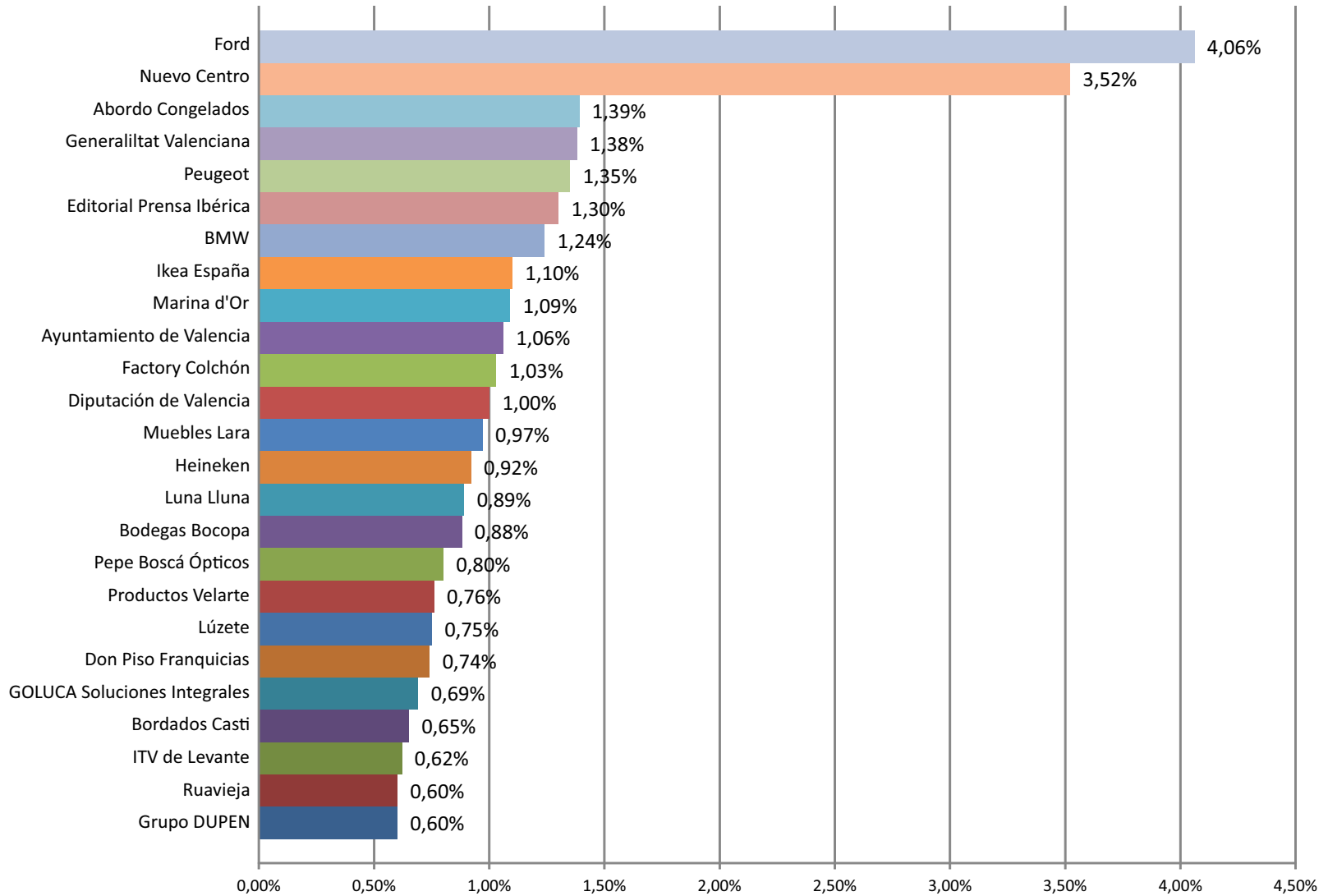
**MADRID**



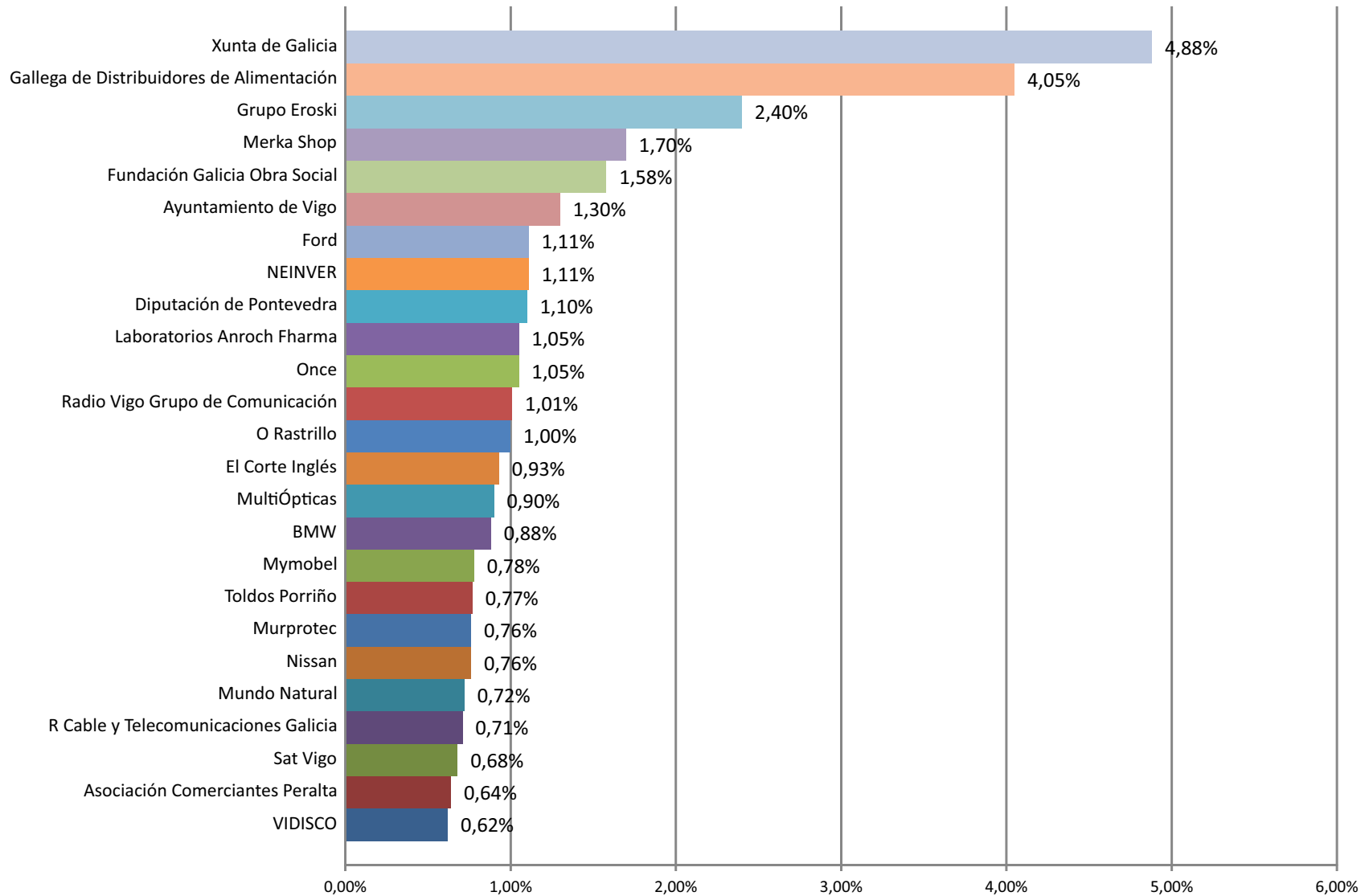
SEVILLA



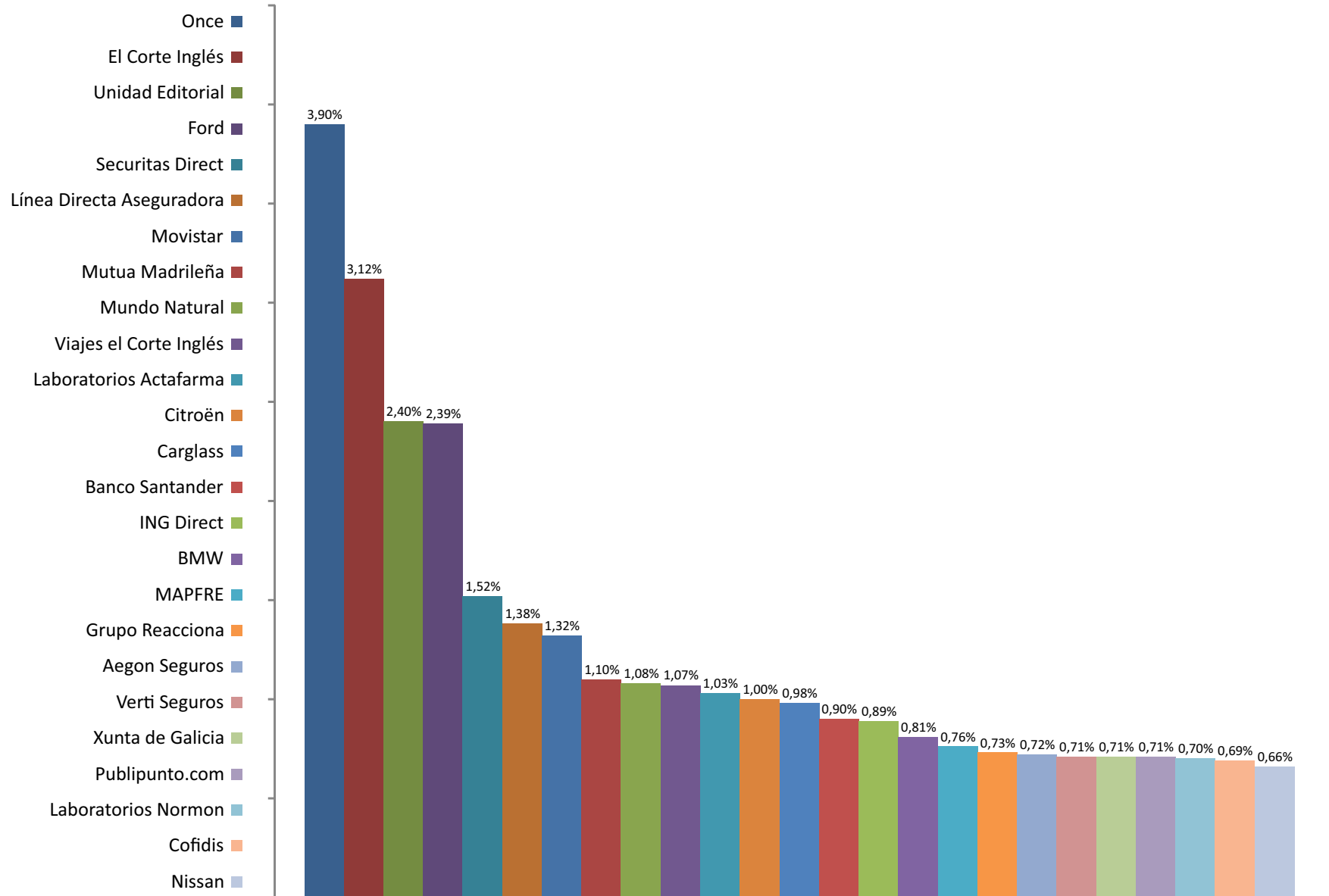
**VALENCIA**



**VIGO**



## ANUNCIANTES CON MAYOR PRESENCIA EN RADIO CONVENCIONAL

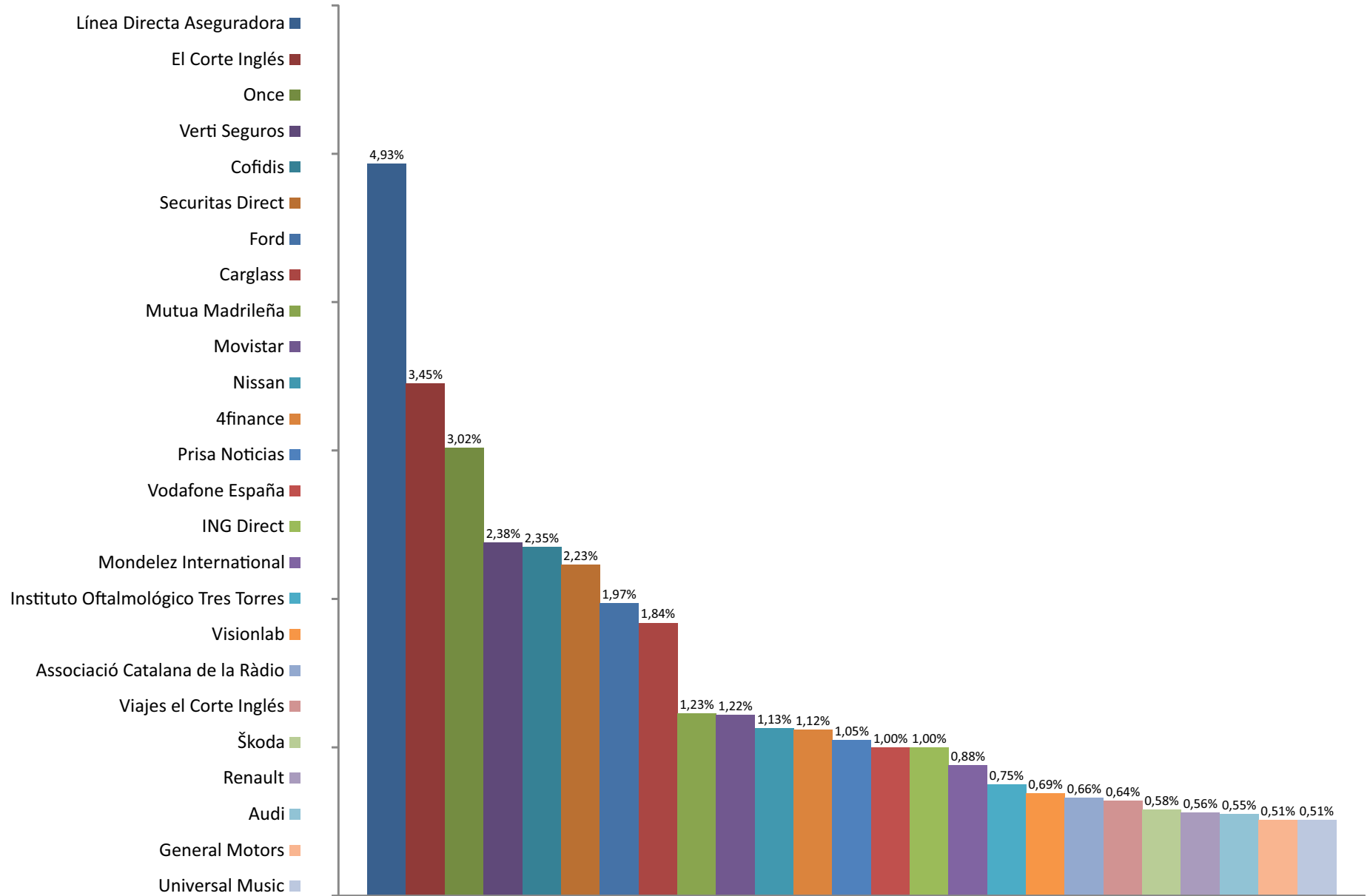


Fuente: AUDITSA.EU

Medida: Total segundos emitidos

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

## ANUNCIANTES CON MAYOR PRESENCIA EN RADIOFORMULA



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

**RADIO CONVENCIONAL NACIONAL**

*Cope* 4,28%  
*Onda Cero* 3,23%  
*Ser* 3,17%  
*Esradio* 3,16%  
*Capital Radio* 2,82%  
*Radio Marca* 1,52%

**RADIO CONVENCIONAL AUTONOMICA**

*RAC1* 5,67%  
*Radio Teletaxi* 4,63%  
*Radio Intereconomía* 4,49%  
*Radio Voz* 3,90%  
*Catalunya Radio* 3,42%  
*La Radio Valencia* 3,41%  
*Canal Sur Radio* 3,18%  
*Radio Galega* 2,87%  
*Radio Euskadi* 2,64%  
*Spain Radio International* 2,58%  
*Radio Nervión* 1,43%  
*Onda Vasca* 1,39%  
*Catalunya Informació* 0,94%  
*Onda Madrid* 0,61%  
*Euskadi Irratia* 0,01%

**RADIO FORMULA NACIONAL**

*Dial* 3,02%  
*Cadena 100* 2,84%  
*C40* 2,47%  
*Rock FM* 1,89%  
*Radiolé* 1,69%  
*Europa FM* 1,67%  
*M80* 1,56%  
*Kiss FM* 0,91%  
*Melodía FM* 0,74%  
*Máxima FM* 0,65%  
*Megastar* 0,44%  
*Top Radio* 0,06%  
*Hit FM* 0,05%

**RADIO FORMULA AUTONOMICA**

*RAC 105* 2,97%  
*Flaixbac* 2,75%  
*Flaix* 1,28%  
*Canal Fiesta* 0,83%  
*Catalunya Música* 0,28%  
*Radio Galega Música* 0,04%  
*Euskadi Gaztea* 0,01%