2026

PREMIOS EIKON

BUENOS AIRES

YPF LUZ

CATEGORÍA 18.2:
Brand Film

CAPÍTULO:
General

TÍTULO DEL PROGRAMA:
Pasión por el Viento 2

NOMBRE DE LA EMPRESA:
YPF LUZ

DEPARTAMENTO O ÁREA QUE DESARROLLÓ EL PLAN:
Relaciones Institucionales YPF Luz

PERSONA/S RESPONSABLE/S DE LA PRESENTACIÓN DEL CASO:
Mariana Iribarne, Joaquín Aguirregabiria, Cecilia Molouny y Agustina Pellene

CAPÍTULOS



1.



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3.



4.



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6.

RATING

KANTAR IBOPE MEDIA

FECHA: DOM. 27/ 4/2025
BASE: 946 HOGARES

PLANILLA OVERNIGHT — TV Área Gran Buenos Aires - **Total Hogares: Rating%, Reach% y Share%**

Hora	América	Rat %	Shr %	TV Pública	Rat %	Shr %	elnueve	Rat %	Shr %	TELEFE	Rat %	Shr %	eltrece	Rat %	Shr %	NET TV	Rat %	Shr %	Bravo TV	Rat %	Shr %	Rat % Ab.	Rat % Nw.	Rat % Enc.
18:15		1.4	13.5	UNISONO LA MUSICA (D	0.2	2.0		0.7	6.9	CINE DEL DOMINGO (3)	5.0	48.1		2.5	24.3	18:32 rch% 1.3	0.2	2.0		0.3	3.1	10.4	5.6	32.2
18:30		1.8	15.5		0.3	2.6		1.0	8.8	ASESINATO EN EL EXPR	5.4	47.2		2.6	22.8	18:32 rat% 0.2	0.2	1.5		0.2	1.8	11.4	6.0	33.4
18:45	IN FAMA (DOM)	2.3	18.8	18:59 rch% 1.0	0.3	2.4	IMPLACABLES (DOM)	1.1	8.7		4.9	40.6	CINE SHAMPOO IV	3.1	25.1		0.3	2.5	19:00 rch% 0.6	0.2	1.8	11.9	6.0	34.4
19:00		2.7	20.4	19:01 rat% 0.1	0.1	0.7		1.6	11.9	19:18 rch% 11.2	5.0	38.2	13 VIDAS	3.3	25.4	CINE CLUB (DOM)3	0.3	2.6	19:00 rat% 0.0	0.1	0.8	12.8	5.5	33.4
19:15		3.2	23.0	CENTRO A LA OLLA (DO	0.2	1.1		1.5	10.9	19:18 rat% 6.1	5.2	37.3		3.6	25.5	EL ULTIMO EMPERADOR	0.3	2.2		0.0	0.0	13.7	5.8	33.4
19:30		3.7	26.0		0.2	1.1		1.4	10.2	CINE DEL DOM. IV	5.1	36.3		3.6	25.7		0.1	0.8	SOY CASTA (DOM T)	0.0	0.0	13.9	6.5	33.4
19:45	19:59 rch% 7.6	3.9	26.4	20:01 rch% 0.6	0.2	1.3	20:02 rch% 5.6	1.3	9.0	LA ENTREGA INMEDIATA	5.6	38.1		3.6	24.6	20:00 rch% 1.0	0.1	0.5		0.0	0.1	14.4	6.4	34.1
20:00	19:59 rat% 2.6	3.0	19.9	20:01 rat% 0.1	0.1	0.5	20:02 rat% 0.9	1.2	8.1		6.5	42.5		4.0	26.4	20:00 rat% 0.2	0.3	2.2		0.0	0.3	15.1	6.3	34.4
20:15		3.0	18.3	UNA CITA CON EL AMOR	0.1	0.4	IMAGEN DE MODA (DOM	1.1	6.9		7.2	43.8	20:14 rch% 9.8	4.7	28.6	ENTRE NOS (DOM N)	0.3	1.8	20:32 rch% 0.3	0.0	0.2	16.0	6.5	35.9
20:30		3.1	19.6	20:39 rch% 0.8	0.2	1.1		0.6	4.0	20:47 rch% 13.5	6.9	44.4	20:14 rat% 5.0	4.7	30.1		0.1	0.8	20:32 rat% 0.0	0.0	0.0	15.4	7.3	36.1
20:45		3.3	20.5	20:39 rat% 0.3	0.2	1.4	21:01 rch% 3.0	0.7	4.1	20:47 rat% 10.4	7.1	44.0	CINE SHAMPOO V	4.7	28.9	21:02 rch% 1.2	0.2	1.0		0.0	0.2	16.0	6.7	36.9
21:00	GPS (DOM N)	3.0	17.0	EL NOMBRADOR (DOM N)	0.3	1.8	21:01 rat% 0.5	0.4	2.4		8.2	47.4	CODA DE SEÑALES DEL COR	5.2	30.3	21:02 rat% 0.1	0.2	1.1	COMUNISTAS (DOM N)	0.0	0.1	17.0	7.3	38.0
21:15		2.7	15.0		0.2	1.3	PLANETA 9 LO MEJOR (	0.5	2.9		9.2	51.4		5.1	28.8	CULPABLE O INOCENTE	0.1	0.6		0.0	0.0	17.5	7.0	37.9
21:30		2.3	12.0		0.3	1.5		0.5	2.4	PASAPALABRA (DOM N)	10.5	55.6		5.2	27.7		0.2	0.8		0.0	0.0	18.6	6.6	38.0
21:45		1.8	9.2	22:00 rch% 1.9	0.4	2.0	22:00 rch% 2.0	0.5	2.3		12.3	61.7		4.9	24.3	22:03 rch% 0.8	0.1	0.5	22:04 rch% 0.2	0.0	0.0	19.8	5.8	38.9
22:00		1.7	7.9	MOTORES (DOM) 0.3	0.3	1.6	22:00 rat% 0.5	0.6	2.9	22:22 rch% 21.8	13.1	61.8	22:10 rch% 11.7	5.2	24.7	22:03 rat% 0.1	0.2	0.9	22:04 rat% 0.0	0.0	0.2	20.9	5.6	38.8
22:15	22:30 rch% 9.3	1.7	8.4		0.2	1.0		0.6	2.9	DIRECTV DGO ESP 14.3	14.1	68.4	22:10 rat% 3.2	3.8	18.4	EDITANDO TELE XL (DO	0.0	0.1		0.2	0.7	20.4	5.5	38.1
22:30	22:30 rat% 1.1	1.6	7.8	22:30 rat% 0.1	0.1	0.6		0.3	1.3		14.5	72.4		3.4	17.1		0.1	0.3		0.1	0.4	19.9	5.9	38.0
22:45		1.2	6.2	GIROS (DOM N)	0.0	0.1		0.3	1.3	GRAN HERMANO GA 15.0	15.0	74.8	EL MUNDO DEL ESPEC (	3.4	16.9	22:58 rch% 1.0	0.1	0.3		0.0	0.2	19.8	5.7	37.5
23:00	ARGENTINA DE PELICUL	1.1	5.5	23:29 rch% 0.7	0.1	0.5		0.7	3.6		15.1	74.1	ESTAFADORAS DE WALL	3.2	15.8	22:58 rat% 0.0	0.1	0.5	QR (DOM N)	0.0	0.0	20.1	4.7	35.8
23:15	LAS CORREDORAS	1.1	5.7		0.1	0.3		0.6	3.1	23:15 rat% 12.5	14.6	75.4		3.0	15.4	PERIODISMO PURO (DOM	0.0	0.0		0.0	0.0	19.2	4.5	34.3
23:30		1.2	6.3	23:29 rat% 0.2	0.2	1.0		0.4	2.2	GRAN HERMANO GALA EL	14.6	75.9		2.7	14.1		0.1	0.4		0.0	0.0	18.9	3.5	32.5
23:45		0.9	6.1	UN SUEÑO HERMOSO (DO	0.4	2.4	0:01 rch% 3.5	0.2	1.5		14.3	73.8	0:00 rch% 10.3	2.5	16.3	0:04 rch% 0.3	0.0	0.0	0:02 rch% 0.6	0.0	0.0	15.0	3.5	27.2
00:00	0:20 rch% 3.2	0.9	8.3		0.2	1.5	TENES QUE IR (D 0.2	0.2	1.8	0:11 rch% 16.7	8.1	71.2	0:00 rat% 1.6	2.0	17.3	0:04 rat% 0.0	0.0	0.0	TEVE COMPRAS (D 0.0	0.0	0.0	11.2	2.7	21.9
00:15	ARGENTINA DE PE 0.5	0.6	8.9	0:33 rch% 1.1	0.2	3.7		0.2	3.2	PASION POR EL V 3.1	4.0	61.7	0:45 rch% 3.7	1.4	22.1	PARES DE COMEDIA (DO	0.0	0.4	0:33 MEDICAL HAIR (D 0.0	0.0	0.0	6.4	2.5	16.3
00:30	0:43 rat% 0.6	0.6	13.2		0.1	1.3	LO MEJOR DEL 9 0.2	0.2	4.9	0:39 rat% 1.0	2.3	50.5	CUCINARE (DOM D 0.9	1.3	29.9		0.0	0.2		0.0	0.0	4.5	2.0	13.6
00:45	MODO SELFIE (DOM)	0.7	20.4					0.2	7.0		1.5	44.6		0.9	26.0	1:04 rch% 0.4	0.0	1.4	1:01 rch% 0.0	0.0	0.0	3.4	2.2	12.6
01:00	1:29 rch% 0.9	0.5	22.6				1:00 rat% 0.1	0.1	6.4	TEVE COMPRAS (DOM D)	1.3	58.2		0.3	12.1	1:04 rat% 0.0	0.0	0.0	1:03 rat% 0.0	0.0	0.0	2.3	2.3	11.3
01:15		0.6	37.2				TEVE COMPRAS (DOM D)	0.1	4.8		0.8	52.9				TEVE COMPRAS (DOM D)	0.0	0.0	EL VALOR DE TUS J(DO	0.0	0.0	1.6	2.1	9.7
01:30	LAM (DOM D) 0.6	0.6	44.7					0.1	5.8		0.5	40.9					0.0	0.0		0.0	0.0	1.3	2.1	8.9
01:45		0.5	46.1				Sigue rch% 0.5	0.0	1.2	Sigue rch% 2.6	0.5	43.0				Sigue rch% 0.0	0.0	0.0	Sigue rch% 0.1	0.0	0.0	1.1	1.9	8.1

RATING

KANTAR IBOPE MEDIA

FECHA: DOM. 4/5/2025
BASE: 945 HOGARES

PLANILLA OVERNIGHT — TV Área Gran Buenos Aires - **Total Hogares: Rating%, Reach% y Share%**

Hora	América	Rat %	Shr %	TV Pública	Rat %	Shr %	elnueve	Rat %	Shr %	TELEFE	Rat %	Shr %	eltrece	Rat %	Shr %	NET TV	Rat %	Shr %	Bravo TV	Rat %	Shr %	Rat % Ab.	Rat % Nw.	Rat % Enc.
18:15	IN FAMA (DOM)	1.1	10.9	OJOS DE VIDEO TAPE (	0.4	3.6		0.8	8.1		3.9	37.7	CINE SHAMPOO IV ENTRE NAVAJAS Y SECR	3.1	29.6		1.0	9.5		0.1	0.7	10.3	4.2	26.9
18:30		1.0	9.4	18:59 rch% 0.9	0.4	3.5		1.0	8.9		4.0	36.4		3.7	33.8	18:28 rat% 0.4	0.8	7.3		0.1	0.8	10.9	4.7	27.8
18:45		1.2	10.3	18:59 rat% 0.1	0.4	3.7	IMPLACABLES (DOM)	1.1	9.2	19:15 rch% 10.1	4.5	37.9		3.9	33.2	CINE CLUB (DOM)3 ESTADO DE GRACIA	0.6	4.8	18:59 rch% 0.3	0.1	1.1	11.8	5.1	28.8
19:00		1.6	13.3		0.0	0.3		1.2	10.1	19:15 rat% 5.1	5.1	42.3		3.8	31.1		0.3	2.5	19:00 rat% 0.0	0.1	0.5	12.0	5.0	28.3
19:15		1.9	15.9	CENTRO A LA OLLA (DO	0.0	0.2		1.2	10.1		4.7	39.1		4.1	33.8		0.1	0.9		0.0	0.0	11.9	5.1	28.4
19:30		2.1	17.6		0.1	0.9		1.1	9.3		4.6	38.3		3.9	32.4		0.2	1.5	SOY CASTA (DOM T)	0.0	0.0	11.8	5.7	28.5
19:45	20:00 rch% 6.6	2.3	18.1	20:00 rch% 1.3	0.0	0.3	20:00 rch% 4.6	1.1	8.3	CINE DEL DOM. IV CONTRA EL ENEMIGO	4.6	36.6	20:05 rch% 11.4	4.4	34.5	19:59 rch% 1.5	0.3	2.2		0.0	0.0	12.4	5.9	29.1
20:00	20:00 rat% 1.6	2.4	17.8	20:00 rat% 0.2	0.2	1.5	20:00 rat% 0.7	0.7	5.4		5.2	38.5	20:05 rat% 5.5	4.9	36.1	19:59 rat% 0.3	0.1	0.5		0.0	0.1	13.3	6.5	31.8
20:15		2.0	15.2	UNA CITA CON EL AMOR	0.2	1.6	IMAGEN DE MODA (DOM	0.5	3.9		5.4	40.2		5.0	37.1	ENTRE NOS (DOM N)	0.2	1.8	20:31 rch% 0.5	0.0	0.2	13.3	7.8	35.0
20:30		2.0	14.2	20:40 rch% 0.8	0.1	1.0		0.9	6.6	20:49 rch% 12.4	5.9	41.2		4.9	34.2		0.4	2.9	20:31 rat% 0.0	0.0	0.0	14.2	7.2	38.6
20:45		1.8	11.9	20:42 rat% 0.1	0.1	0.8	21:03 rch% 2.9	0.7	5.0	20:49 rat% 8.9	6.6	44.4	CINE SHAMPOO V LA MUJER REY	5.2	35.3	20:59 rch% 0.9	0.4	2.4		0.0	0.2	14.8	6.9	40.1
21:00	GPS (DOM N)	1.6	10.3		0.1	0.6	21:03 rat% 0.8	0.8	5.1		7.1	44.4		6.1	38.1	20:59 rat% 0.2	0.3	1.6	COMUNISTAS (DOM N)	0.0	0.0	15.9	6.7	41.1
21:15		1.6	9.4	CHARCO CANCIONES DEL	0.1	0.4	CON TODO RESPETO (DO	0.9	5.4		8.2	49.1		5.7	34.2	CULPABLE O INOCENTE	0.2	1.3		0.0	0.1	16.6	6.3	41.2
21:30		1.1	6.9		0.1	0.5		0.7	4.4	PASAPALABRA (DOM N)	8.8	53.3		5.6	34.0		0.1	0.9		0.0	0.0	16.3	6.8	40.9
21:45		1.1	6.0	21:59 rch% 1.3	0.2	1.0	21:59 rch% 3.0	0.9	5.2		9.5	53.6		5.9	33.2	21:59 rch% 0.8	0.1	0.8	21:59 rch% 0.5	0.0	0.2	17.6	6.2	42.2
22:00		1.2	6.1	MOTORES (DOM) 0.0	0.0	0.0	21:59 rat% 0.5	0.7	3.7		10.8	57.7	22:19 rch% 13.1	6.0	31.8	21:59 rat% 0.1	0.1	0.6	21:59 rat% 0.0	0.0	0.0	18.6	5.2	41.1
22:15	22:31 rch% 8.3	1.2	6.0		0.0	0.0		0.6	2.9	22:24 rch% 19.4	12.7	64.5	22:19 rat% 3.6	5.1	26.1	EDITANDO TELE XL (DO	0.1	0.6		0.0	0.0	19.5	5.0	40.7
22:30	22:31 rat% 1.0	1.0	5.3	22:28 rat% 0.1	0.0	0.1		0.6	2.9	DIRECTV DGO ESP 13.4	13.7	70.6		4.0	20.6		0.1	0.5		0.0	0.0	19.3	5.8	39.5
22:45		1.1	5.3	GIROS (DOM N)	0.1	0.2		0.7	3.3	22:44 rat% 15.0 GRAN HERMANO GALA EL	15.0	73.4		3.5	17.3	22:59 rch% 0.4	0.1	0.5	QR (DOM N)	0.0	0.0	20.4	6.4	38.0
23:00	PREMIOS PLATINO DETR	1.1	5.2		0.2	1.2		0.5	2.4	23:15 rch% 17.5	15.1	74.0		3.4	16.8	22:59 rat% 0.0	0.1	0.3		0.0	0.0	20.4	5.9	35.9
23:15		1.1	5.5	23:31 rch% 0.5	0.0	0.2		0.4	2.0	23:15 rat% 12.6	14.9	75.4	EL MUNDO DEL ESPEC (EN LA MENTE DEL ASES	3.3	16.8	PERIODISMO PURO (DOM	0.0	0.0		0.0	0.1	19.8	4.6	33.9
23:30	23:46 rch% 2.4	0.8	4.3	23:31 rat% 0.0	0.0	0.0		0.4	1.9	GRAN HERMANO GALA EL	14.3	75.9		3.4	17.8	23:49 rch% 0.2	0.0	0.0		0.0	0.0	18.9	4.8	32.6
23:45	23:46 rat% 0.5	0.6	3.7	DOCUMENTALES TV PUB(	0.0	0.1	0:01 rch% 2.6	0.3	2.2		12.0	74.1	0:01 rch% 9.7	3.1	19.3		0.1	0.6	23:59 rch% 0.2	0.0	0.0	16.2	4.3	28.7
00:00	MODO SELFIE (DOM)	0.5	4.4	0:12 rch% 0.2	0.0	0.0		0.4	3.1	0:12 rch% 17.4	8.2	69.7	0:01 rat% 2.1	2.7	22.7	23:59 rat% 0.1	0.0	0.1		0.0	0.0	11.8	3.2	22.9
00:15	0:30 rch% 1.3	0.4	5.3	0:14 MEDICAL HAIR (D 0.1	0.1	1.7	TENES QUE IR (D 0.4	0.3	4.5	PASION POR EL V 3.2	4.5	58.9	PASION POR EL FUTBOL	2.1	26.7	PARES DE COMEDIA (DO	0.2	2.9	TEVE COMPRAS (D 0.0	0.0	0.0	7.6	2.8	18.4
00:30	0:30 rat% 0.8	0.5	10.1	0:44 rch% 0.2	0.1	2.4	LO MEJOR DEL 9 0.2	0.2	3.4		2.5	52.2	0:41 rch% 5.1	1.3	28.6	0:55 rch% 0.3	0.2	3.4	0:30 MEDICAL HAIR (D 0.0	0.0	0.0	4.6	2.5	15.5
00:45		0.7	17.9					0.2	6.0	0:45 rat% 1.2	2.0	54.0	CUCINARE (DOM D 0.6	0.6	15.7	0:59 rat% 0.1	0.1	3.3	0:58 rch% 0.0	0.0	0.0	3.5	2.1	14.4
01:00	LAM (DOM D)	0.7	26.9				1:00 rat% 0.0	0.1	3.6		1.4	56.1					0.1	4.8	1:00 rat% 0.1	0.1	3.8	2.5	2.0	11.9
01:15		0.9	37.1				TEVE COMPRAS (DOM D)	0.0	1.9	TEVE COMPRAS (DOM D)	1.1	46.7				TEVE COMPRAS (DOM D)	0.1	5.1	EL VALOR DE TUS JUDO	0.1	4.5	2.4	2.0	11.3
01:30		0.9	41.3					0.0	1.4		0.9	41.7					0.1	5.5		0.1	4.9	2.2	1.7	10.0
01:45	Sigue rch% 1.8	0.9	49.8				Sigue rch% 0.3	0.0	0.0	Sigue rch% 2.3	0.7	37.3				1:59 rch% 0.1	0.1	6.5	Sigue rch% 0.1	0.0	0.4	1.9	1.5	8.7

RATING

KANTAR IBOPE MEDIA

FECHA: DOM. 11/5/2025
BASE: 954 HOGARES

PLANILLA OVERNIGHT — TV Área Gran Buenos Aires - **Total Hogares: Rating%, Reach% y Share%**

Hora	América	Rat %	Shr %	TV Pública	Rat %	Shr %	elnueve	Rat %	Shr %	TELEFE	Rat %	Shr %	eltrece	Rat %	Shr %	NET TV	Rat %	Shr %	Bravo TV	Rat %	Shr %	Rat % Ab.	Rat % Nw.	Rat % Enc.
18:15		0.9	8.5	OJOS DE VIDEO TAPE (	0.1	1.5		0.6	6.3	(PLAN DE VUELO	4.8	46.8	CINE SHAMPOO IV EL ILUSIONISTA	3.3	32.7	18:28 rch% 1.3	0.2	2.0				0.2	2.2	10.2	4.6	27.2
18:30		1.4	12.2		0.1	1.3		1.0	9.2		4.6	40.9		3.7	32.3	18:28 rat% 0.3	0.3	2.5				0.2	1.7	11.3	4.9	27.7
18:45	IN FAMA (DOM)	1.4	11.7	19:01 rch% 0.5	0.2	2.0	IMPLACABLES (DOM)	1.2	9.6	19:00 rch% 11.3	4.9	40.1		4.0	32.8		0.3	2.7	19:00 rch% 0.5	0.1	1.2	12.1	5.7	29.3
19:00		1.2	9.7	19:01 rat% 0.2	0.2	1.3		1.1	8.8	19:09 rat% 6.0	5.1	40.2	CINE CLUB (DOM)3 CHINA SALESMAN	4.7	37.0		0.3	2.0	19:00 rat% 0.1	0.1	1.0	12.4	6.4	30.4
19:15		1.6	12.7	CENTRO A LA OLLA (DO	0.2	1.5		1.2	9.8		4.8	39.2		4.1	33.6		0.2	1.9		0.2	1.3	12.0	7.4	31.3
19:30		1.5	11.1		0.1	1.0		1.3	9.6		5.2	39.4		4.9	36.7		0.2	1.8	SOY CASTA (DOM T)	0.0	0.3	13.0	7.1	31.7
19:45	20:00 rch% 4.7	1.5	10.5	20:01 rch% 1.0	0.2	1.1	20:00 rch% 4.3	1.2	9.0	CINE DEL DOM. IV DEPREDADORES	6.0	43.1	19:38 rch% 11.4	4.7	34.0	20:00 rch% 1.2	0.3	2.3		0.0	0.0	13.6	6.8	31.6
20:00	20:00 rat% 1.2	1.5	9.6	GRANDES DE NUES 0.1	0.1	0.7	20:00 rat% 0.9	1.4	9.2		6.4	41.7	19:38 rat% 5.5	5.6	36.4	20:00 rat% 0.2	0.4	2.3		0.0	0.0	15.0	6.8	34.1
20:15		1.4	9.2	20:28 rat% 0.3	0.2	1.2	IMAGEN DE MODA (DOM	0.9	6.2		6.7	43.7		5.8	37.9	ENTRE NOS (DOM N)	0.3	1.9	20:31 rch% 0.4	0.0	0.0	15.2	7.8	36.0
20:30		1.4	9.4		0.3	1.7		0.8	5.2	20:47 rch% 13.1	7.2	47.0		5.4	35.6		0.2	1.0	20:31 rat% 0.0	0.0	0.1	15.1	8.5	38.0
20:45		1.7	10.9		0.4	2.4	21:07 rch% 3.4	0.7	4.7	20:47 rat% 9.6	6.6	43.4	CINE SHAMPOO V 007 SIN TIEMPO PARA	5.7	37.6	21:00 rch% 1.2	0.1	0.9		0.0	0.1	15.1	8.3	38.4
21:00	GPS (DOM N)	1.5	9.6	PULSANDO LA VIDA (DO	0.3	2.0	21:07 rat% 0.7	0.6	3.6		7.3	47.2		5.6	36.3	21:00 rat% 0.3	0.2	1.3	COMUNISTAS (DOM N)	0.0	0.0	15.5	8.1	37.9
21:15		1.0	6.2		0.3	1.8	CON TODO RESPETO (DO	0.7	4.2		8.6	51.2		5.8	34.7	CULPABLE O INOCENTE	0.3	1.8		0.0	0.0	16.6	7.9	38.4
21:30		0.9	4.9		0.3	1.7		0.8	4.5	PASAPALABRA (DOM N)	9.6	53.5		6.0	33.2		0.4	2.0		0.0	0.1	17.9	7.3	38.4
21:45		0.9	5.0	21:59 rch% 1.3	0.3	1.5	22:01 rch% 1.7	0.8	4.5		10.7	58.3		5.4	29.6	21:59 rch% 0.9	0.2	1.1	21:57 rch% 0.5	0.0	0.1	18.4	7.0	39.0
22:00		0.8	4.3	21:59 rat% 0.1 MOTORES (DOM)	0.1	0.5	22:01 rat% 0.6	0.8	4.3		12.1	63.4		5.0	26.2	21:59 rat% 0.2	0.2	1.3	21:57 rat% 0.0	0.0	0.0	18.8	6.6	38.6
22:15	22:30 rch% 6.5	0.6	3.2	22:31 rch% 0.5	0.1	0.6		0.9	4.3	22:24 rch% 20.8	13.5	67.8		4.5	22.7	EDITANDO TELE XL (DO	0.3	1.3		0.0	0.0	19.6	6.7	38.9
22:30	22:30 rat% 0.7	0.6	3.0	22:31 rat% 0.1	0.2	0.9		0.7	3.6	DIRECTV DGO ESP 14.0	14.2	72.7		3.6	18.4		0.3	1.5		0.0	0.0	19.3	6.9	38.8
22:45	ENTREVISTAS DE PELIC	0.7	3.8	GIROS (DOM N)	0.0	0.2		0.5	2.9	22:40 rat% 14.7 GRAN HERMANO GALA EL	14.8	77.2		2.9	15.4	23:00 rch% 0.8	0.1	0.5	QR (DOM N)	0.0	0.0	19.0	6.3	37.0
23:00		0.8	4.0	23:24 rch% 0.9	0.1	0.5		0.4	2.3	23:13 rch% 16.6	14.6	77.4		2.9	15.2	23:00 rat% 0.1	0.1	0.5		0.0	0.0	18.6	6.3	35.4
23:15	23:29 rch% 2.3	0.6	3.4	23:24 rat% 0.3	0.2	1.1		0.4	2.3	23:13 rat% 12.3	14.6	78.5		2.6	14.2	PERIODISMO PURO (DOM	0.1	0.5		0.0	0.0	18.5	5.7	33.4
23:30	23:29 rat% 0.6	0.6	3.3	DOCUMENTALES TV PUB(CELIA Y MIGUEL CAMIN	0.4	2.1		0.4	2.4	GRAN HERMANO GALA EL	14.0	78.6		2.3	12.9		0.1	0.5		0.0	0.1	17.6	5.1	30.9
23:45	MODO SELFIE (DOM)	0.6	4.3		0.3	2.1	0:02 rch% 3.7	0.5	3.3	0:08 rch% 16.7	10.3	72.5	0:01 rch% 8.2	2.5	17.4	23:59 rch% 0.3	0.1	0.4	23:59 rch% 0.2	0.0	0.0	14.0	4.4	26.3
00:00	0:15 rch% 1.7	0.6	6.0	0:25 rch% 0.8	0.2	2.2	TENES QUE IR (D 0.2	0.3	2.9	DIRECTV DGO ESP 5.9	7.3	72.2	0:01 rat% 1.5	1.7	16.6	23:59 rat% 0.0	0.0	0.1	TEVE COMPRAS (D 0.0	0.0	0.0	10.0	3.5	21.5
00:15	0:15 rat% 0.4	0.7	10.0		0.2	2.6		0.2	2.2	PASION POR EL V 3.5	4.3	62.8	PASION POR EL FUTBOL	1.5	22.3	PARES DE COMEDIA (DO	0.0	0.0	0:30 MEDICAL HAIR (D 0.0	0.0	0.0	6.8	2.9	18.0
00:30		0.3	7.6	MEDICAL HAIR (D 0.1	0.1	2.9	LO MEJOR DEL 9 0.1	0.1	3.1	0:42 rat% 1.0	2.6	57.9	0:46 rch% 3.5	1.3	28.5		0.0	0.0	0:58 rch% 0.0	0.0	0.0	4.6	2.8	15.0
00:45		0.3	12.2		0.1	4.1		0.1	5.2		1.5	56.4	CUCINARE (DOM D 0.6	0.6	22.1	1:00 rch% 0.1	0.0	0.0		0.0	0.0	2.7	2.7	13.4
01:00	LAM (DOM D)	0.4	20.6				1:00 rat% 0.0	0.1	3.6	TEVE COMPRAS (DOM D)	1.5	69.1		0.0	1.3	1:04 rat% 0.0	0.0	0.0	1:00 rat% 0.0	0.0	0.0	2.1	2.1	11.0
01:15		0.4	25.9				TEVE COMPRAS (DOM D)	0.0	1.0		1.0	65.9				TEVE COMPRAS (DOM D)	0.0	0.0	EL VALOR DE TUS JIDO	0.0	0.0	1.4	1.6	9.0
01:30		0.4	40.8					0.0	0.0		0.5	47.9					0.0	0.0		0.0	0.0	0.9	1.6	8.0
01:45	Sigue rch% 2.2	0.4	43.3				Sigue rch% 0.4	0.0	0.0	Sigue rch% 3.1	0.4	44.7				Sigue rch% 0.0	0.0	0.0	Sigue rch% 0.0	0.0	0.0	0.8	1.5	6.8

RATING

KANTAR IBOPE MEDIA

FECHA: DOM. 18/ 5/2025
BASE: 947 HOGARES

PLANILLA OVERNIGHT — TV Área Gran Buenos Aires - **Total Hogares: Rating%, Reach% y Share%**

Hora	América	Rat %	Shr %	TV Pública	Rat %	Shr %	elnueve	Rat %	Shr %	TELEFE	Rat %	Shr %	eltrece	Rat %	Shr %	NET TV	Rat %	Shr %	Bravo TV	Rat %	Shr %	Rat % Ab.	Rat % Nw.	Rat % Enc.
18:15	AMERICA NOTICIAS ED.	1.1	9.7		0.3	2.8		1.1	9.8		4.4	39.5		4.0	35.6		0.1	1.3		0.1	1.3	11.1	12.7	33.2
18:30		1.1	9.7		0.3	2.4		1.2	10.2		5.0	42.4		3.9	33.0	EDITANDO TELE XL(DOM	0.1	1.2		0.1	1.3	11.9	14.1	35.3
18:45		1.1	8.4		0.2	1.4		1.3	9.7		5.7	42.5	19:00 rch% 9.3	4.7	35.6	19:00 rch% 0.8	0.2	1.3	18:59 rch% 0.3	0.1	1.1	13.3	14.2	37.5
19:00		1.4	11.1		0.3	2.3		1.1	9.3	19:14 rch% 11.2	6.0	49.2	19:00 rat% 2.6	3.1	25.6	19:00 rat% 0.1	0.2	1.4	18:59 rat% 0.1	0.1	1.0	12.1	14.9	38.2
19:15		1.3	12.3		0.4	3.6	TLN DEMOCRACIA 2025	1.4	13.3	19:14 rat% 5.4	5.1	46.8	DECISION 25	2.3	21.3		0.2	1.7		0.1	1.1	10.8	16.4	38.7
19:30		1.0	9.7		0.5	4.9		1.3	13.2	CINE DEL DOM. IV	4.6	45.6		2.5	24.2		0.1	1.2	SOY CASTA (DOM T)	0.1	1.1	10.2	15.8	37.7
19:45	20:06 rch% 5.7	1.2	11.3	TELEV PUBL NOT (ESPE	0.5	4.3		1.2	11.3	AMENAZA EN LO PROFUN	5.2	48.7	20:00 rch% 9.0	2.4	22.8		0.0	0.1		0.1	1.3	10.6	16.0	38.1
20:00	20:06 rat% 1.1	1.3	12.3		0.5	4.2		1.4	12.5		5.6	51.3	20:00 rat% 3.8	1.9	18.0		0.1	0.5		0.1	1.1	10.8	15.2	38.3
20:15		1.3	11.1		0.2	2.0		1.3	11.0		5.7	49.4		2.9	24.8		0.1	0.9	20:29 rch% 0.5	0.1	0.7	11.5	13.2	37.9
20:30		1.6	12.3		0.3	2.6		1.3	9.7	20:45 rch% 12.5	6.0	46.1	EL MUNDO DEL ESPEC (BESTIA	3.7	28.3	LEGISLATIVAS CABA	0.1	0.9	20:29 rat% 0.0	0.0	0.1	13.0	12.6	39.7
20:45		1.6	11.8		0.5	3.6		1.1	8.2	20:45 rat% 9.1	6.0	44.8		4.0	29.7		0.2	1.4		0.1	0.6	13.3	12.2	40.0
21:00	GPS (DOM N)	1.4	9.8		0.4	2.8		1.1	8.0		6.5	47.0		4.4	31.6		0.1	0.7	COMUNISTAS (DOM N)	0.0	0.2	13.8	12.8	38.7
21:15		1.4	8.4		0.3	2.1		0.8	5.0		8.0	49.0	21:31 rch% 11.8	5.6	34.4		0.1	0.5		0.1	0.6	16.3	12.6	39.0
21:30		1.3	7.8		0.5	3.3		0.8	4.9	PASAPALABRA (DOM N)	9.2	55.3	21:31 rat% 4.0	4.7	28.3		0.1	0.4		0.0	0.0	16.6	11.5	37.8
21:45		0.6	3.8	22:00 rch% 6.1	0.3	1.9	22:01 rch% 11.2	0.9	5.2		10.2	61.1		4.7	27.8	22:04 rch% 2.8	0.0	0.2	22:01 rch% 0.3	0.0	0.0	16.7	10.3	37.5
22:00		0.5	3.1	MOTORES (DOM) 0.2	0.2	1.1	22:01 rat% 0.4	0.5	2.9		12.0	68.7		4.2	24.0	22:04 rat% 0.1	0.0	0.1		0.0	0.1	17.5	9.1	36.2
22:15	22:30 rch% 5.7	0.6	3.1		0.1	0.7		0.4	1.9	22:23 rch% 20.7	13.1	68.7		4.7	24.9	EDITANDO TELE XL (DO	0.1	0.4		0.1	0.3	19.0	8.2	36.6
22:30	22:30 rat% 0.7	0.6	3.0	22:30 rat% 0.1	0.1	0.5		0.4	2.0	DIRECTV DGO ESP 13.7	14.1	69.7	EL MUNDO DEL ESPEC (LOS INFILTRADOS	4.9	24.2	22:53 rch% 1.0	0.1	0.5		0.0	0.1	20.0	7.6	36.9
22:45	ENTREVISTAS DE PELIC 23:09 rch% 1.7	0.7	3.6	GIROS (DOM N)	0.1	0.5	OPINION PUBLICA (DOM	0.5	2.7	GRAN HERMANO GA 14.0	14.0	71.7		4.1	21.2	22:53 rat% 0.0	0.0	0.2	QR (DOM N)	0.0	0.0	19.3	7.0	35.5
23:00	23:09 rat% 0.7	0.9	4.8	23:24 rch% 0.6	0.1	0.7		0.4	2.1	23:09 rat% 12.6	14.0	73.4		3.6	19.1		0.0	0.0		0.0	0.0	18.8	5.8	33.1
23:15		0.8	4.4	23:24 rat% 0.2	0.2	1.2		0.4	2.2		14.2	75.7		3.1	16.5	PERIODISMO PURO (DOM	0.0	0.1		0.0	0.0	18.5	5.1	31.4
23:30	MODO SELFIE (DOM)	0.6	3.5	SE SIENTE ARGENTINA FESTIVAL SOJAR	0.3	1.7		0.4	2.4	GRAN HERMANO GALA EL	13.5	76.4		2.8	15.9		0.0	0.1		0.0	0.0	17.6	4.0	29.4
23:45	0:12 rch% 2.5	0.6	3.9		0.2	1.3	0:02 rch% 2.9	0.3	2.1		11.9	73.2	23:58 rch% 11.6	3.1	19.4	0:00 rch% 0.3	0.0	0.0	23:59 rch% 0.3	0.0	0.0	16.1	3.0	27.3
00:00		0.6	5.3	0:21 rch% 1.0	0.2	1.3	TENES QUE IR (D 0.2	0.3	2.4	0:12 rch% 17.1	9.4	78.2		1.5	12.6	0:00 rat% 0.1	0.0	0.2	TEVE COMPRAS (D 0.0	0.0	0.0	12.0	2.1	22.0
00:15	PEDALEARG (DOM 0.7	0.7	9.3	0:23 MEDICAL HAIR (D 0.1	0.2	3.1		0.1	2.0	PASION POR EL V 4.1	3.3	72.9	CUCINARE (DOM D 1.5	0.7	10.2	PARES DE COMEDIA (DO	0.2	2.4		0.0	0.0	7.2	2.2	18.1
00:30	TECNO TENDENCIA 0.7	0.7	16.0	0:53 rch% 0.3	0.1	2.6	LO MEJOR DEL 9 0.2	0.2	5.4	0:44 rat% 1.4	2.1	73.3					0.1	2.7	0:30 MEDICAL HAIR (D 0.0	0.0	0.0	4.5	2.2	14.3
00:45		0.7	21.9		0.1	4.8		0.1	3.6		2.1	69.7				1:00 rch% 0.6	0.0	0.0	0:58 rch% 0.0	0.0	0.0	3.0	2.1	12.3
01:00	1:02 rat% 0.3	0.3	16.2				1:00 rat% 0.0	0.0	0.0	TEVE COMPRAS (DOM D)	1.6	77.3				1:00 rat% 0.0	0.0	1.2	1:00 rat% 0.0	0.0	0.0	2.1	1.4	10.4
01:15	LAM (DOM D)	0.3	16.5				TEVE COMPRAS (DOM D)	0.0	0.0		1.5	77.6				TEVE COMPRAS (DOM D)	0.0	0.0	EL VALOR DE TUS J/DO	0.0	0.0	1.9	1.1	9.4
01:30		0.3	23.2					0.0	0.0		1.0	69.1					0.0	0.0		0.0	0.0	1.5	0.6	7.8
01:45	Sigue rch% 1.0	0.3	24.7				Sigue rch% 0.0	0.0	0.0	Sigue rch% 3.0	0.8	64.3				1:59 rch% 0.3	0.0	1.8	Sigue rch% 0.0	0.0	0.0	1.2	0.6	7.2

RATING

KANTAR IBOPE MEDIA

FECHA: DOM. 25/ 5/2025
BASE: 937 HOGARES

PLANILLA OVERNIGHT — TV Área Gran Buenos Aires - **Total Hogares: Rating%, Reach% y Share%**

Hora	América	Rat %	Shr %	TV Pública	Rat %	Shr %	elnueve	Rat %	Shr %	TELEFE	Rat %	Shr %	eltrece	Rat %	Shr %	NET TV	Rat %	Shr %	Bravo TV	Rat %	Shr %	Rat % Ab.	Rat % Nw.	Rat % Enc.
18:15	IN FAMA (DOM)	1.0	9.3	UTUCO (DOM T)	0.2	2.4	IMPLACABLES (DOM)	1.4	13.4	18:18 rat% 5.4	4.8	47.5	CINE SHAMPOO IV AHORA SON 13	2.3	22.6	18:30 rch% 2.0	0.5	4.7		0.0	0.0	10.2	6.1	31.8
18:30		1.4	13.2		0.2	1.4		1.4	12.6		4.5	41.1		3.2	29.4	18:30 rat% 0.3	0.3	2.3		0.0	0.0	10.9	6.7	32.0
18:45		1.9	15.5	18:58 rch% 0.7	0.1	1.1		1.9	15.9		4.5	36.8		3.5	28.8		0.2	2.0	18:59 rch% 0.2	0.0	0.0	12.2	6.9	33.3
19:00		1.5	11.9	19:00 rat% 0.3	0.3	2.1		2.1	16.5		4.9	38.0		3.8	29.7	CINE CLUB (DOM)3 LA MUJER DE ROJO	0.2	1.7	19:00 rat% 0.0	0.0	0.1	12.7	7.1	33.8
19:15		1.5	11.1	CENTRO A LA OLLA (DO	0.4	2.7		2.2	16.6	CINE DEL DOMINGO (3) LA CURA MORTAL	5.3	38.9		3.8	28.3		0.3	2.0		0.1	0.5	13.5	7.4	34.4
19:30		1.6	11.3		0.3	2.3		2.2	15.5		5.6	39.4		4.1	29.3		0.3	2.3	SOY CASTA (DOM T)	0.0	0.0	14.1	7.4	34.7
19:45	20:01 rch% 6.1	1.8	12.2	20:01 rch% 1.3	0.2	1.6	20:01 rch% 5.5	1.9	13.4		5.8	40.1	19:59 rch% 11.9	4.4	30.5	20:00 rch% 2.2	0.3	2.1		0.0	0.0	14.4	7.8	35.2
20:00	20:01 rat% 1.6	1.8	12.5	20:01 rat% 0.2	0.3	1.8	20:01 rat% 1.8	1.7	12.1		6.3	43.7	19:59 rat% 5.0	4.2	29.4	20:00 rat% 0.2	0.1	0.4		0.0	0.0	14.3	9.1	36.5
20:15		1.6	11.6		0.2	1.5	IMAGEN DE MODA (DOM	1.8	13.5		6.0	44.6		3.8	27.9	ENTRE NOS (DOM N)	0.1	0.8	20:30 rch% 0.3	0.0	0.0	13.5	9.7	36.4
20:30		1.8	12.3	GRANDES PREMIOS REUT	0.2	1.6		1.9	13.1	20:46 rch% 15.5	6.3	42.3		4.3	29.2		0.2	1.4	20:30 rat% 0.1	0.0	0.0	14.7	10.1	37.2
20:45		1.6	10.0		0.1	0.6	21:01 rch% 4.5	1.8	11.1	20:46 rat% 10.2	6.7	42.1	CINE SHAMPOO V CAOS EL INICIO	5.5	34.5	21:01 rch% 1.8	0.3	1.7		0.0	0.0	15.8	9.7	37.7
21:00	GPS (DOM N)	1.9	11.4	21:23 rch% 1.6	0.1	0.8	21:01 rat% 1.3	1.5	8.7		7.6	44.6		5.6	32.7	21:01 rat% 0.1	0.2	1.1		0.1	0.8	16.6	8.7	37.8
21:15		2.0	10.4		0.2	1.3	CON TODO RESPETO (DO	1.3	7.1		9.2	48.7		5.7	30.5	CULPABLE O INOCENTE	0.2	1.1		0.2	1.0	18.5	7.5	39.0
21:30		1.6	8.2	FRANCAMENTE ARG 0.3	0.3	1.4		1.3	7.0	PASAPALABRA (DOM N)	9.8	51.9		5.7	29.9		0.2	1.1		0.1	0.5	18.8	7.9	39.5
21:45		1.5	7.5		0.4	1.8	22:00 rch% 3.0	1.2	5.8		11.6	57.8	21:47 rch% 12.8	5.4	27.0	22:00 rch% 1.1	0.0	0.1	21:59 rch% 0.6	0.0	0.0	19.9	7.4	39.8
22:00		1.4	6.6	22:00 rat% 0.1	0.2	0.8	22:01 rat% 0.8	1.0	4.9		13.5	64.1	21:47 rat% 4.2	4.7	22.2	22:00 rat% 0.1	0.1	0.4		0.2	0.8	20.9	7.0	39.9
22:15	22:31 rch% 7.3	1.1	5.0	MOTORES (DOM) 22:33 rch% 0.5	0.0	0.0		0.8	3.8		14.2	67.7		4.5	21.6		0.1	0.6		0.3	1.3	20.7	6.4	38.9
22:30	22:31 rat% 0.8 ENTREVISTAS DE PELIC	0.9	4.5	22:33 rat% 0.1	0.0	0.2		0.9	4.5	DIRECTV DGO ESP 13.9	13.9	69.2		3.9	19.3	CINE NET (DOM N) LA BATALLA POR NUEVA	0.1	0.3		0.4	2.0	20.0	6.5	37.0
22:45	23:02 rch% 1.7	0.7	3.3	GIROS (DOM N)	0.2	0.8		0.8	3.8	GRAN HERMANO GA 14.0	14.3	70.2	EL MUNDO DEL ESPEC (AMBULANCIA	4.1	20.2		0.1	0.3	QR (DOM N)	0.3	1.4	20.3	6.5	35.8
23:00	23:02 rat% 0.5	0.5	2.7	23:26 rch% 0.6	0.1	0.5		0.9	4.5		13.7	70.1		4.1	21.0		0.0	0.0		0.2	1.2	19.5	5.9	33.4
23:15	MODO SELFIE (DOM)	0.4	2.3	23:26 rat% 0.1	0.2	1.1		0.7	3.9	23:12 rat% 11.7	13.2	70.2		4.0	21.3	23:28 rch% 0.6	0.0	0.0		0.2	1.3	18.8	5.0	32.2
23:30		0.5	2.6	UNISONO LA MUSICA (D	0.1	0.8		0.7	3.6	GRAN HERMANO GALA EL	12.8	70.2		3.9	21.2	23:28 rat% 0.1 EDITANDO TELE XL (DO	0.1	0.7		0.2	1.0	18.2	4.3	30.4
23:45	0:06 rch% 1.7	0.5	3.3		0.0	0.0	0:02 rch% 3.7	0.5	3.4		10.8	67.9	0:02 rch% 11.1	3.8	24.0	0:03 rch% 0.6	0.1	0.9	23:55 rch% 0.7	0.1	0.4	15.8	4.1	27.5
00:00	0:06 rat% 0.5	0.4	3.5	0:19 rch% 0.8	0.0	0.2	TENES QUE IR (D 0.4	0.5	4.1	0:13 rch% 16.4	9.0	73.6	0:02 rat% 1.7	2.3	18.4	0:03 rat% 0.0	0.0	0.1	23:59 TEVE COMPRAS (D 0.0	0.0	0.0	12.2	3.5	22.8
00:15		0.4	6.0	0:21 MEDICAL HAIR (D 0.0	0.1	1.0		0.3	4.7	PASION POR EL V 3.3	4.4	63.5	PASION POR EL FUTBOL	1.7	24.6	PARES DE COMEDIA (DO	0.0	0.0	0:26 rch% 0.1	0.0	0.2	6.9	2.9	17.4
00:30		0.5	10.4	0:51 rch% 0.2	0.0	0.4	LO MEJOR DEL 9 0.3	0.3	5.1		3.0	58.5	0:44 rch% 4.8	1.3	25.5		0.0	0.0	0:30 MEDICAL HAIR (D 0.0	0.0	0.0	5.1	2.9	15.2
00:45	LAM (DOM D)	0.6	17.3		0.0	0.0		0.3	8.8	0:44 rat% 1.0	1.9	53.1	CUCINARE (DOM D 0.8	0.7	20.9	0:59 rch% 0.0	0.0	0.0	0:58 rch% 0.0	0.0	0.0	3.5	2.7	13.0
01:00		0.6	31.6				1:00 rat% 0.1	0.2	8.9		1.1	59.2				1:00 rat% 0.0	0.0	0.0	1:00 rat% 0.0	0.0	0.0	1.9	2.9	10.7
01:15		0.5	37.0				TEVE COMPRAS (DOM D)	0.1	7.9	TEVE COMPRAS (DOM D)	0.7	55.0				TEVE COMPRAS (DOM D)	0.0	0.0	EL VALOR DE TUS J/DO	0.0	0.0	1.4	1.8	8.7
01:30		0.5	41.3					0.0	3.6		0.7	55.1					0.0	0.0		0.0	0.0	1.2	1.3	8.2
01:45	Sigue rch% 0.9	0.3	30.7				Sigue rch% 0.3	0.0	0.7	Sigue rch% 3.0	0.7	68.7				Sigue rch% 0.0	0.0	0.0	Sigue rch% 0.2	0.0	0.0	1.1	1.5	8.3

RATING

KANTAR IBOPE MEDIA

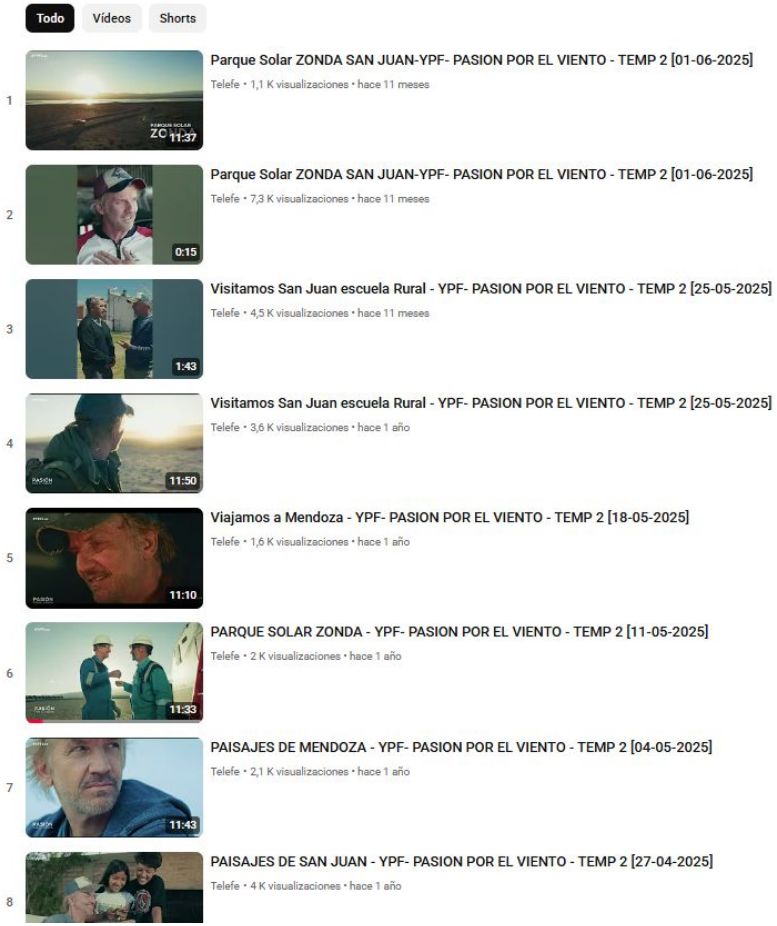
FECHA: DOM. 1/ 6/2025
BASE: 931 HOGARES

PLANILLA OVERNIGHT — TV Área Gran Buenos Aires - **Total Hogares: Rating%, Reach% y Share%**

Hora	América	Rat %	Shr %	TV Pública	Rat %	Shr %	elnueve	Rat %	Shr %	TELEFE	Rat %	Shr %	eltrece	Rat %	Shr %	NET TV	Rat %	Shr %	Bravo TV	Rat %	Shr %	Rat % Ab.	Rat % Nw.	Rat % Enc.
18:15		1.0	10.0	UTUCO (DOM T)	0.1	0.6		0.9	8.8		3.8	37.4		4.0	39.3	18:30 rch% 1.6	0.3	3.2		0.1	0.8	10.1	4.3	32.2
18:30		0.8	8.1		0.0	0.5		1.1	11.2		4.4	43.2		3.4	33.5	18:30 rat% 0.2	0.3	2.9		0.1	0.8	10.2	4.5	33.5
18:45	IN FAMA (DOM)	0.9	8.4	19:00 rch% 0.4	0.0	0.1	IMPLACABLES (DOM)	1.0	9.9	18:59 rch% 9.4	4.5	43.2		3.7	35.8		0.2	1.8	19:01 rch% 0.3	0.1	0.8	10.3	5.1	35.0
19:00		1.2	11.5	19:00 rat% 0.2	0.1	1.2		1.1	10.5	18:59 rat% 4.0	3.8	36.3	CINE SHAMPOO IV	3.9	38.1	CINE CLUB (DOM)3	0.2	2.2	19:01 rat% 0.0	0.0	0.1	10.3	5.3	35.4
19:15		1.2	10.9	CENTRO A LA OLLA (DO	0.2	1.8		1.3	11.7		3.8	33.8	EL ROBO PERFECTO	4.5	39.5	LA MUJER DE ROJO	0.3	2.4		0.0	0.0	11.3	6.2	34.9
19:30		1.1	9.0		0.2	1.9		1.7	14.4	CINE DEL DOM. IV	4.1	34.8		4.5	38.0		0.2	2.0	SOY CASTA (DOM T)	0.0	0.0	11.9	7.4	35.3
19:45	19:59 rch% 4.9	1.4	10.9	20:00 rch% 1.8	0.2	1.4	20:01 rch% 4.3	1.9	14.4	AD ASTRA HACIA LAS E	4.2	32.2		5.1	39.1		0.3	2.0		0.0	0.0	13.0	7.2	34.9
20:00	19:59 rat% 1.6	1.5	11.6	20:00 rat% 0.7	0.5	3.4	20:01 rat% 1.1	1.2	8.9		4.0	29.9		6.1	45.6	20:00 rat% 0.1	0.1	0.7		0.0	0.0	13.3	8.0	34.7
20:15		2.1	15.0		0.7	4.8	IMAGEN DE MODA (DOM	1.1	8.0		3.8	26.8	20:33 rch% 13.2	6.3	44.9	ENTRE NOS (DOM N)	0.1	0.6	20:31 rch% 0.1	0.0	0.0	14.0	8.0	35.0
20:30		2.1	14.2	SE SIENTE ARGENTINA	0.7	5.2		1.3	9.0	20:49 rch% 12.7	4.1	28.3	20:33 rat% 5.9	6.0	41.8		0.1	1.0	20:31 rat% 0.1	0.1	0.4	14.5	7.6	35.3
20:45		1.8	12.6		0.6	4.2	21:02 rch% 3.8	0.9	6.5	20:49 rat% 8.1	5.2	36.0		5.7	39.2	21:00 rch% 0.9	0.1	0.8		0.1	0.7	14.4	7.9	35.1
21:00	GPS (DOM N)	1.6	10.5		0.7	4.5	21:02 rat% 0.8	0.8	5.4	PASAPALABRA (DOM N)	6.0	38.7	CINE SHAMPOO V	6.0	38.8	21:00 rat% 0.2	0.1	0.8		0.2	1.3	15.4	7.8	36.1
21:15		1.7	10.3		0.8	4.9	CON TODO RESPETO (DO	0.8	4.8		7.0	41.3	65 AL BORDE DE LA EX	6.1	36.0	CULPABLE O INOCENTE	0.2	1.4		0.2	1.2	16.7	6.2	36.1
21:30		1.9	10.9		0.7	3.9		0.9	5.3		7.8	44.3		6.0	33.7		0.2	1.3	COMUNISTAS (DOM N)	0.1	0.6	17.5	6.1	35.5
21:45		1.6	8.8	MUSEO DEL TURIS 0.3	0.3	1.5	22:00 rch% 2.2	0.8	4.2		9.3	51.3	22:01 rch% 12.8	5.9	32.7	22:01 rch% 0.9	0.2	1.1		0.1	0.5	17.8	6.7	36.0
22:00		1.1	5.9	22:01 rat% 0.1	0.1	0.6	22:00 rat% 0.5	0.4	2.3		10.8	56.7	22:01 rat% 5.0	6.2	32.2	22:01 rat% 0.1	0.2	1.1	22:00 rat% 0.1	0.2	1.1	18.8	6.3	35.4
22:15		0.8	4.0	MOTORES (DOM) 22:32 rch% 0.5	0.0	0.2		0.5	2.7	DIRECTV DGO ESP 12.4	11.8	61.8		5.6	29.4	EDITANDO TELE XL (DO	0.2	0.9		0.2	1.0	18.9	5.6	34.4
22:30	ENTREVISTAS DE 0.6	0.6	2.9	22:32 rat% 0.0	0.0	0.0		0.4	2.3		12.6	65.6		5.4	28.3		0.1	0.5		0.1	0.5	19.2	4.9	33.5
22:45		0.5	2.9	GIROS (DOM N)	0.0	0.2	OPINION PUBLICA (DOM	0.5	2.4	22:45 rat% 13.2	12.8	66.6	EL MUNDO DEL ESPEC (	5.3	27.5		0.0	0.0	QR (DOM N)	0.1	0.4	19.2	4.2	33.0
23:00	23:00 rat% 0.5	0.5	2.7		0.0	0.0		0.7	3.4	GRAN HERMANO GALA EL	13.2	68.7	EL JUSTICIERO 2	4.8	24.7		0.0	0.0		0.1	0.4	19.2	3.9	31.8
23:15	MODO SELFIE (DOM)	0.5	2.7	23:31 rch% 0.4	0.0	0.1		0.6	3.2	23:38 rch% 16.7	13.4	70.8		4.3	22.8	PERIODISMO PURO (DOM	0.0	0.0		0.1	0.4	19.0	3.8	31.0
23:30		0.5	2.7	23:31 rat% 0.0	0.0	0.1		0.4	2.4	23:38 rat% 11.2	13.4	71.6		4.3	22.8		0.0	0.0		0.1	0.5	18.7	3.6	29.5
23:45	0:03 rch% 1.4	0.5	3.0	SE SIENTE ARG (DOM)	0.0	0.1	0:01 rch% 2.7	0.4	2.1	GRAN HERMANO GALA EL	12.0	70.2	23:58 rch% 11.0	4.1	24.1	0:00 rch% 0.1	0.0	0.0	0:00 rch% 0.3	0.1	0.5	17.1	3.1	27.1
00:00	0:03 rat% 0.3	0.3	2.6	0:28 rch% 0.7	0.1	0.6	TENES QUE IR (D 0.5	0.5	4.0	0:10 rch% 14.5	8.4	73.0	23:58 rat% 1.7	2.2	18.8	0:00 rat% 0.0	0.0	0.2	TEVE COMPRAS (D 0.1	0.1	0.7	11.5	2.7	21.4
00:15		0.3	3.5	0:29 MEDICAL HAIR (D 0.1	0.1	1.0		0.5	6.2	PASION POR EL V 4.1	5.1	69.1	PASION POR EL FUTBOL	1.4	18.9	PARES DE COMEDIA (DO	0.0	0.1		0.1	1.2	7.4	2.1	16.0
00:30		0.2	5.0	0:59 rch% 0.1	0.1	2.3	LO MEJOR DEL 9 0.4	0.3	5.3		2.9	58.3	0:44 rch% 5.3	1.3	26.7		0.0	0.7	0:31 rat% 0.1	0.1	1.7	5.0	1.8	12.8
00:45	LAM (DOM D)	0.3	8.2		0.1	3.3		0.5	12.2	0:43 rat% 1.0	1.6	44.3	CUCINARE (DOM D 1.0	1.0	26.0	0:59 rch% 0.5	0.1	1.4	CHICAS GUAPAS (DOM D 1:02 rch% 0.2	0.2	4.6	3.7	1.7	11.1
01:00		0.4	20.1				1:00 rat% 0.1	0.3	19.2		0.9	51.9				1:01 rat% 0.0	0.0	0.0	1:02 rat% 0.1	0.1	4.8	1.8	1.4	9.1
01:15		0.4	27.4				TEVE COMPRAS (DOM D)	0.0	2.3	TEVE COMPRAS (DOM D)	0.8	63.8				TEVE COMPRAS (DOM D)	0.0	0.0	EL VALOR DE TUS J(DO	0.1	6.5	1.3	1.4	8.7
01:30		0.4	30.9					0.0	0.0		0.8	62.3					0.0	0.0		0.1	6.8	1.3	1.5	8.5
01:45	Sigue rch% 1.3	0.4	32.7				Sigue rch% 0.7	0.0	0.0	Sigue rch% 3.2	0.7	59.7				Sigue rch% 0.0	0.0	0.0	Sigue rch% 0.1	0.1	7.6	1.1	1.3	7.8

VISUALIZACIONES

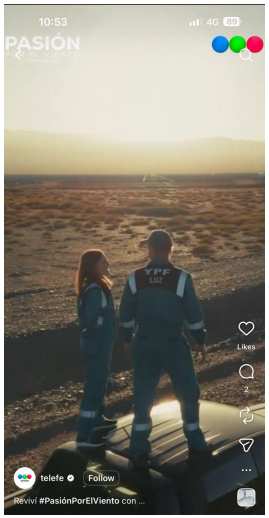


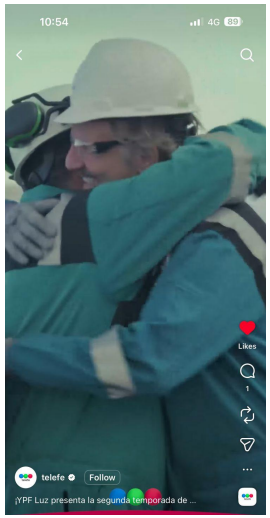


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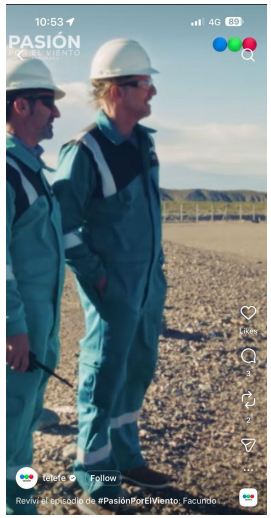
REDES

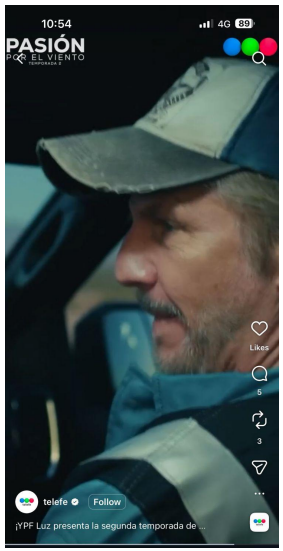

10:53
telefe
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Reviví #PasiónPorElViento con ...

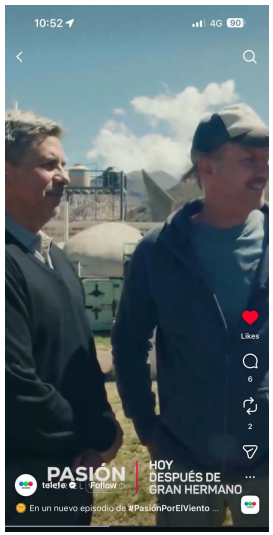

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¡YPF Luz presenta la segunda temporada de ...

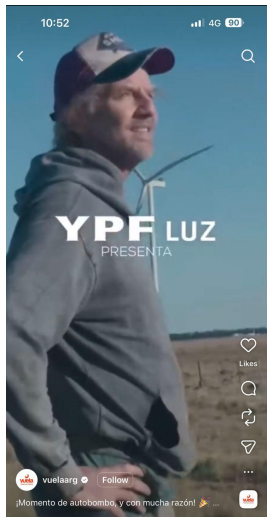

10:52
PASIÓN
ESTE DOMINGO
DESPUÉS DE
GRAN HERMANO
@facundoaranatagle viaja a San Juan en ...

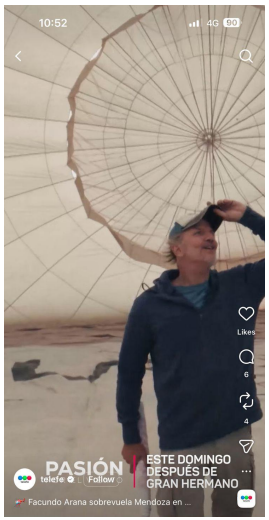

10:54
PASIÓN
POR EL VIENTO
TEMPORADA 2
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Descubrí las historias que nacen de la energía del ...


10:53
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Reviví el episodio de #PasiónPorElViento, Facundo ...

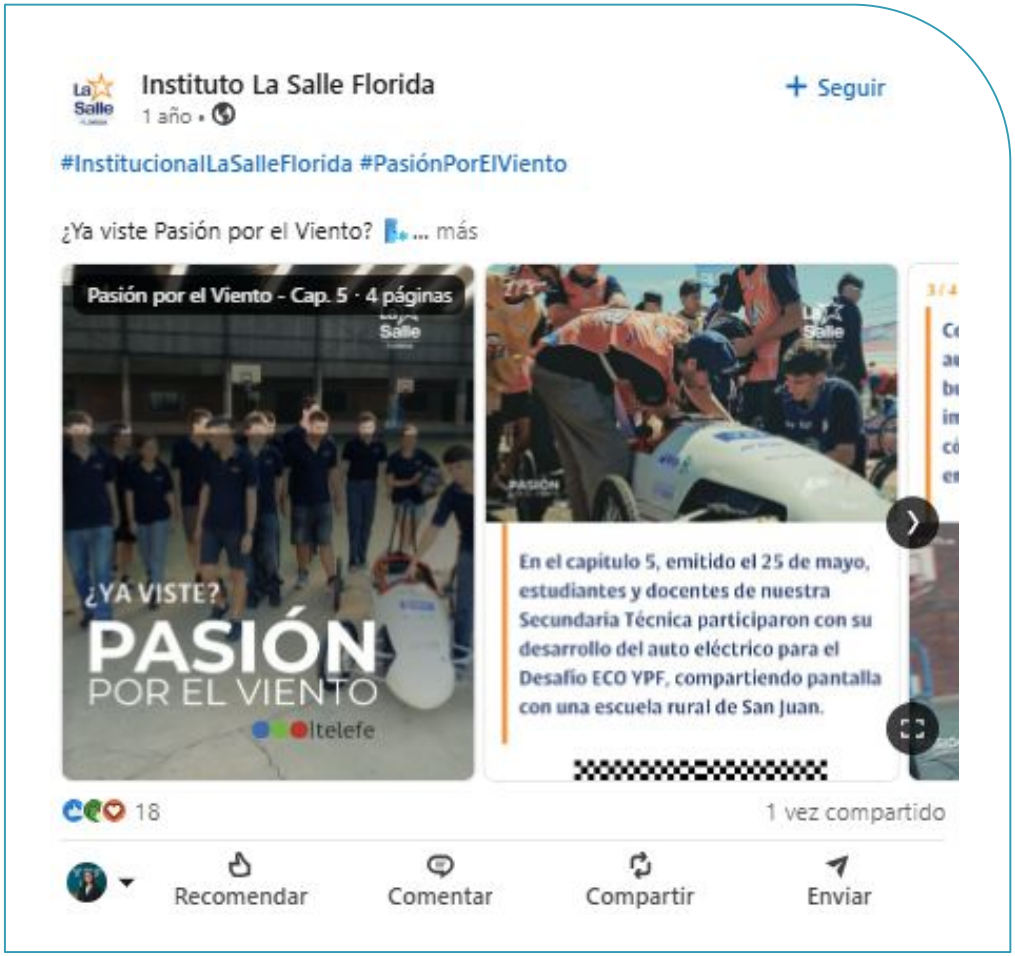

10:54
PASIÓN
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¡YPF Luz presenta la segunda temporada de ...

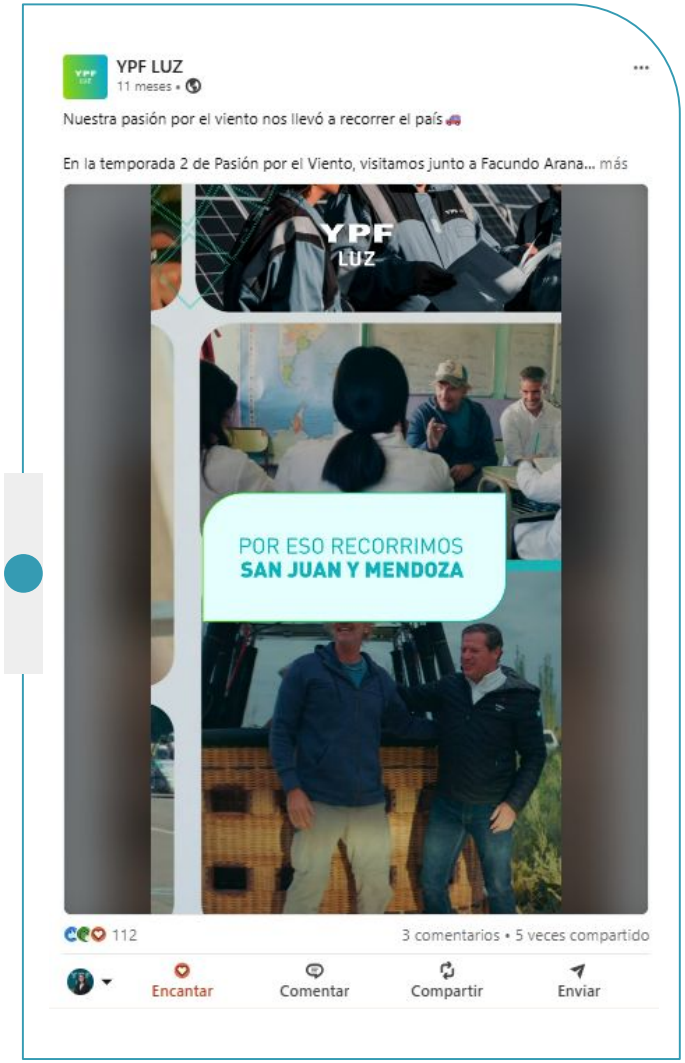

10:52
PASIÓN
HOY
DESPUÉS DE
GRAN HERMANO
En un nuevo episodio de #PasiónPorElViento ...


10:52
YPF LUZ
PRESENTA
vuelaarg
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¡Momento de autobombo, y con mucha razón!


10:52
PASIÓN
ESTE DOMINGO
DESPUÉS DE
GRAN HERMANO
Facundo Arana sobrevuela Mendoza en ...

REDES


Instituto La Salle Florida
1 año •
+ Seguir
#InstitucionalLaSalleFlorida #PasiónPorElViento
¿Ya viste Pasión por el Viento? ... más
Pasión por el Viento - Cap. 5 · 4 páginas
¿YA VISTE?
PASIÓN
POR EL VIENTO
Telefe
En el capitulo 5, emitido el 25 de mayo, estudiantes y docentes de nuestra Secundaria Técnica participaron con su desarrollo del auto eléctrico para el Desafío ECO YPF, compartiendo pantalla con una escuela rural de San Juan.
18
1 vez compartido
Recomendar
Comentar
Compartir
Enviar


YPF LUZ
11 meses •
Nuestra pasión por el viento nos llevó a recorrer el país
En la temporada 2 de Pasión por el Viento, visitamos junto a Facundo Arana... más
YPF LUZ
POR ESO RECORRIMOS
SAN JUAN Y MENDOZA
112
3 comentarios • 5 veces compartido
Encantar
Comentar
Compartir
Enviar

NOTICIAS



PRODU

CONECTA 10 | MAGALUF

viernes 29 de mayo

TELEVISIÓN MERCADEO TECNOLOGÍA CINE SOSTENIBILIDAD U.S. HISPANIC PAÍSE

TELEVISIÓN

Con más de 60% de share debutó por Telefe *Pasión por el viento* 2, producido por Vermut Content para YPF Luz

28 de abril de 2025

El actor Facundo Arana es el conductor de *Pasión por el viento*

Con 3,1 de rating y más de 60% de share se estrenó por la pantalla de Telefe este domingo 27 de abril, luego de *Gran Hermano*, la segunda temporada de *Pasión por el viento*, un *brand content* producido por Vermut Content, para YPF, con la conducción de Facundo Arana. Cuenta con la planificación y gestión comercial de Total Media.

El programa busca generar conciencia sobre la importancia de las energías limpias y cómo estas pueden marcar la diferencia en el futuro de Argentina. La primera temporada, que se estrenó en 2024 y se emitía a las 00:30am, también marcó un promedio de 3 puntos de rating.