

CONSUMO DO RÁDIO DIGITAL NO RS

 YouTube

 Spotify®

facebook

Instagram



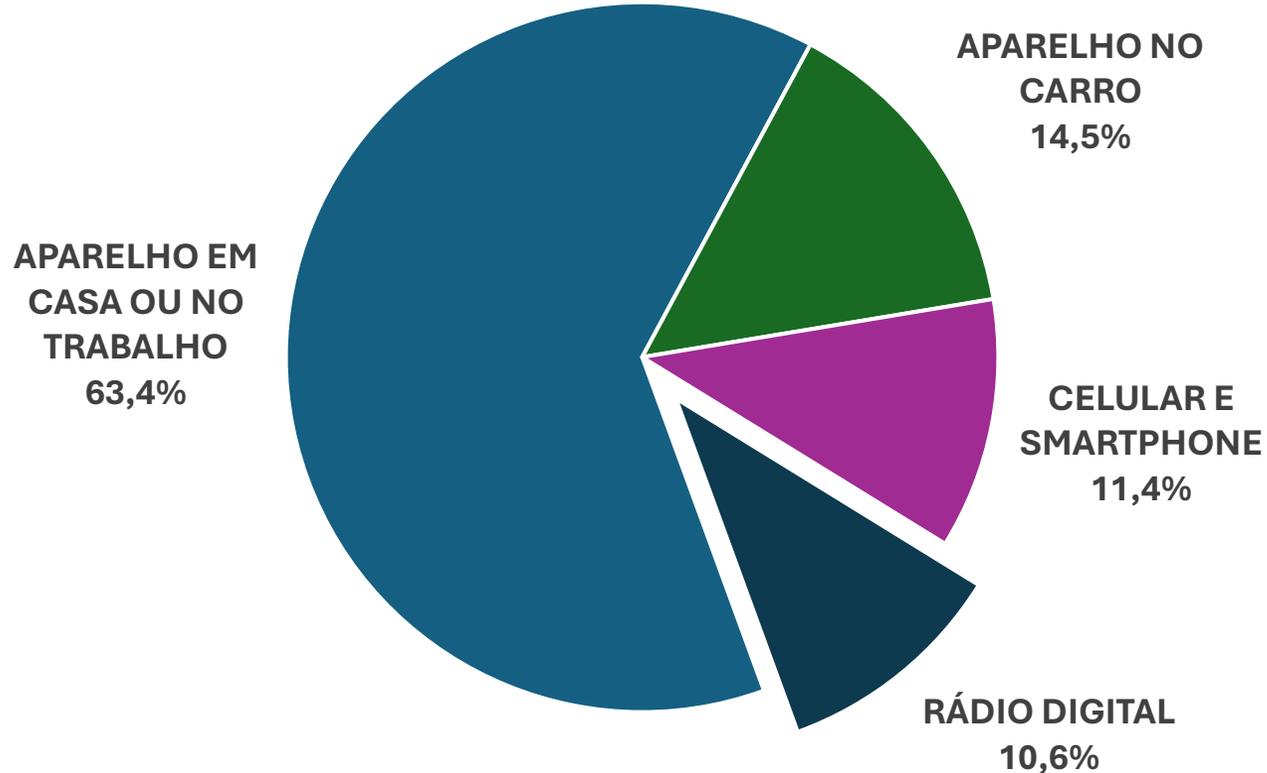
 amazon alexa



 iRPP
RÁDIOS

O RÁDIO DIGITAL:

PARTICIPAÇÃO NO MEIO RÁDIO:



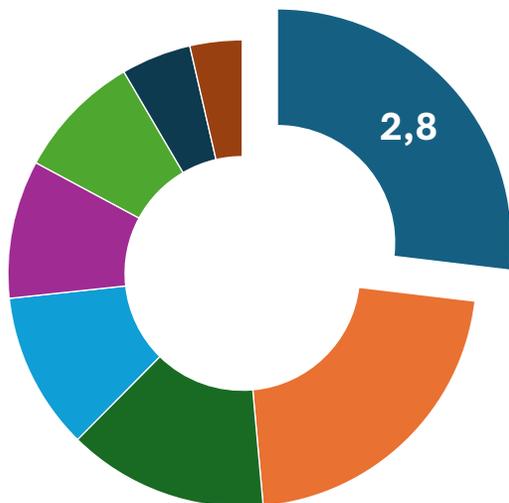
Para as análises a seguir foram consideradas apenas as formas “não tradicionais” de se ouvir Rádio. São elas:

- Youtube
- Spotify
- Computador / Notebook / Tablet
- TV por Assinatura
- Nos aplicativos ou sites de Emissoras
- Alexa
- Facebook
- Instagram

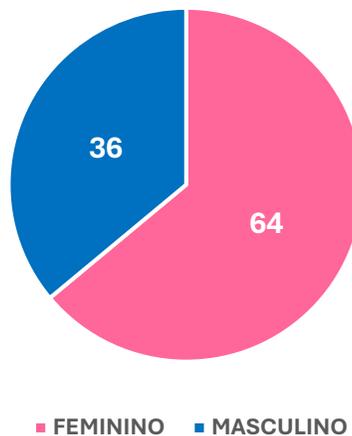


YOUTUBE

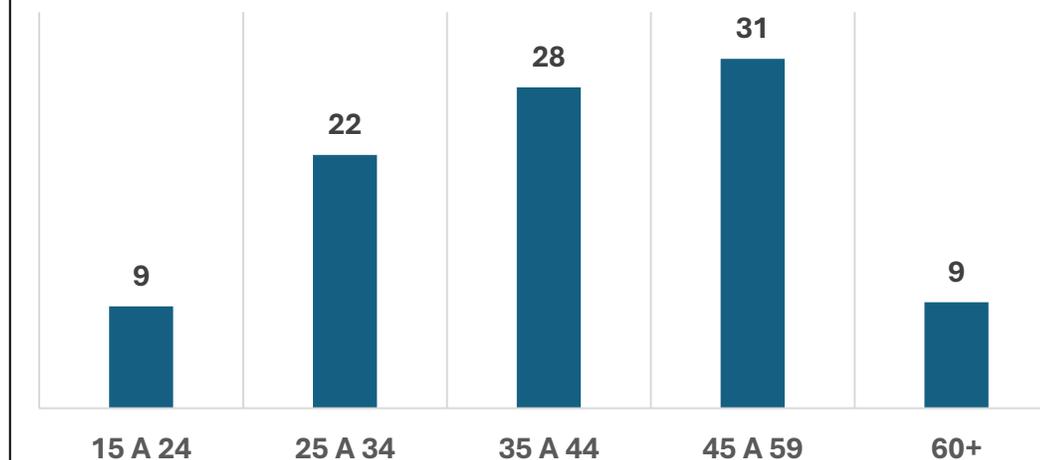
SHARE (%)



GÊNERO



FAIXAS ETÁRIAS



OUVINTES POR MINUTO: 38.170

ALCANCE MÁXIMO: 803.988

TEMPO MÉDIO: 132

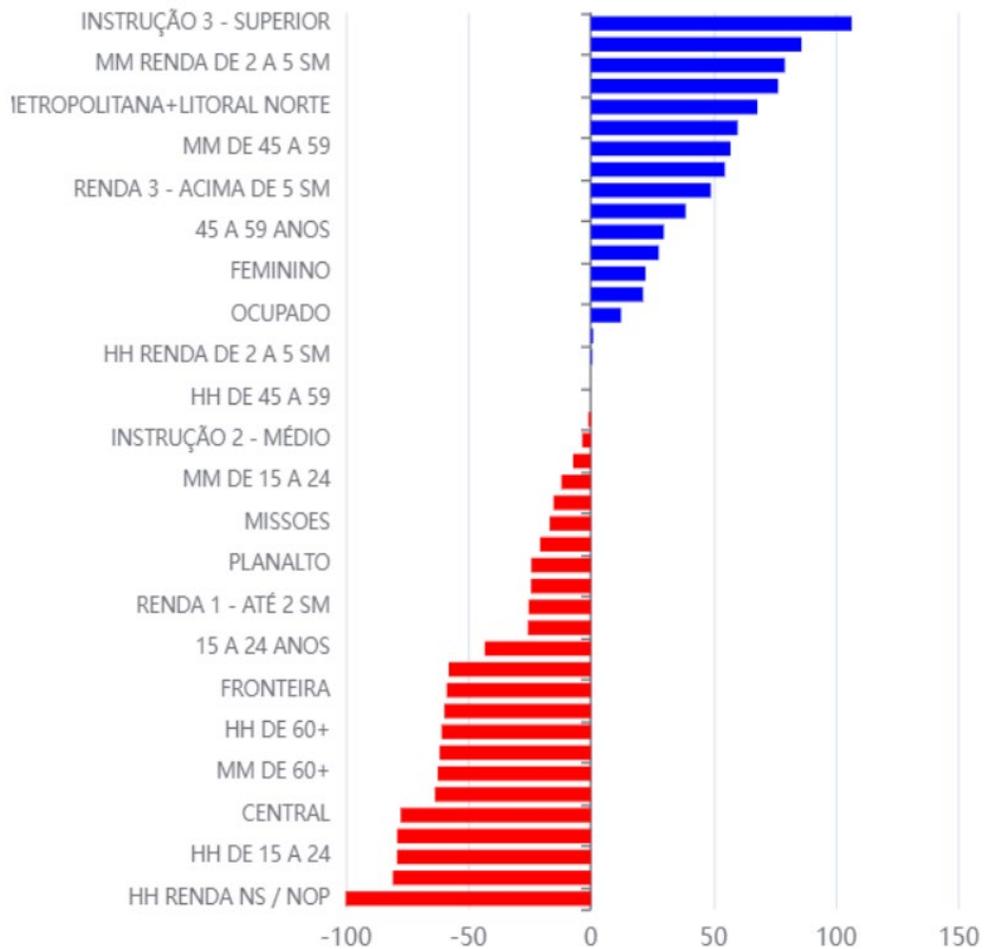
RENDA FAMILIAR (SALÁRIOS MÍNIMOS)





YOUTUBE

Maiores e Menores Afinidades



Audiência Hora a Hora

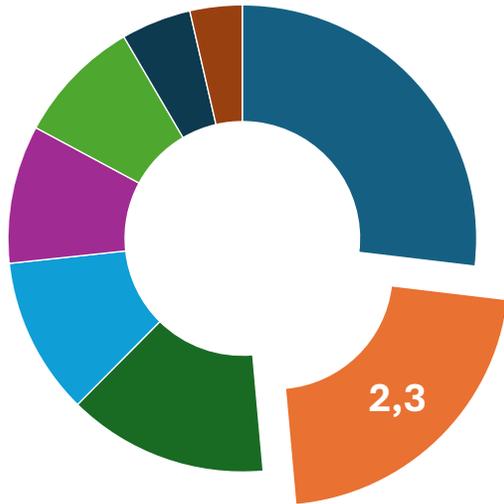




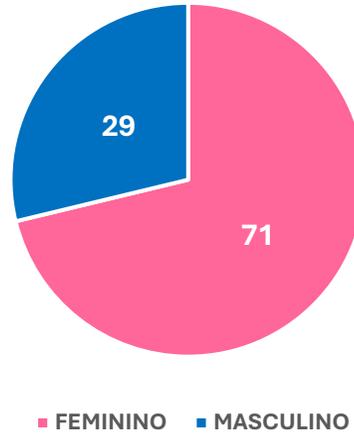
SPOTIFY



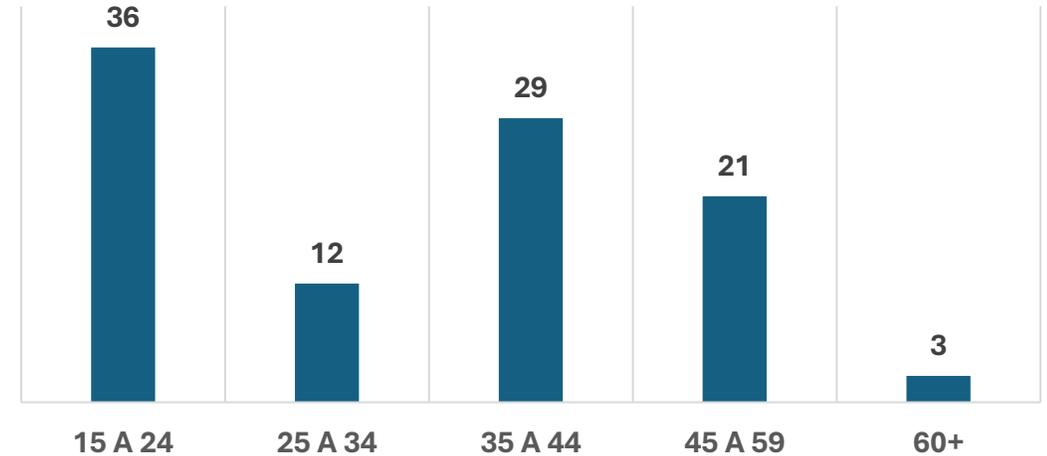
SHARE (%)



GÊNERO



FAIXAS ETÁRIAS



OUVINTES POR MINUTO: 30.831

ALCANCE MÁXIMO: 543.860

TEMPO MÉDIO: 169

RENDA FAMILIAR (SALÁRIOS MÍNIMOS)

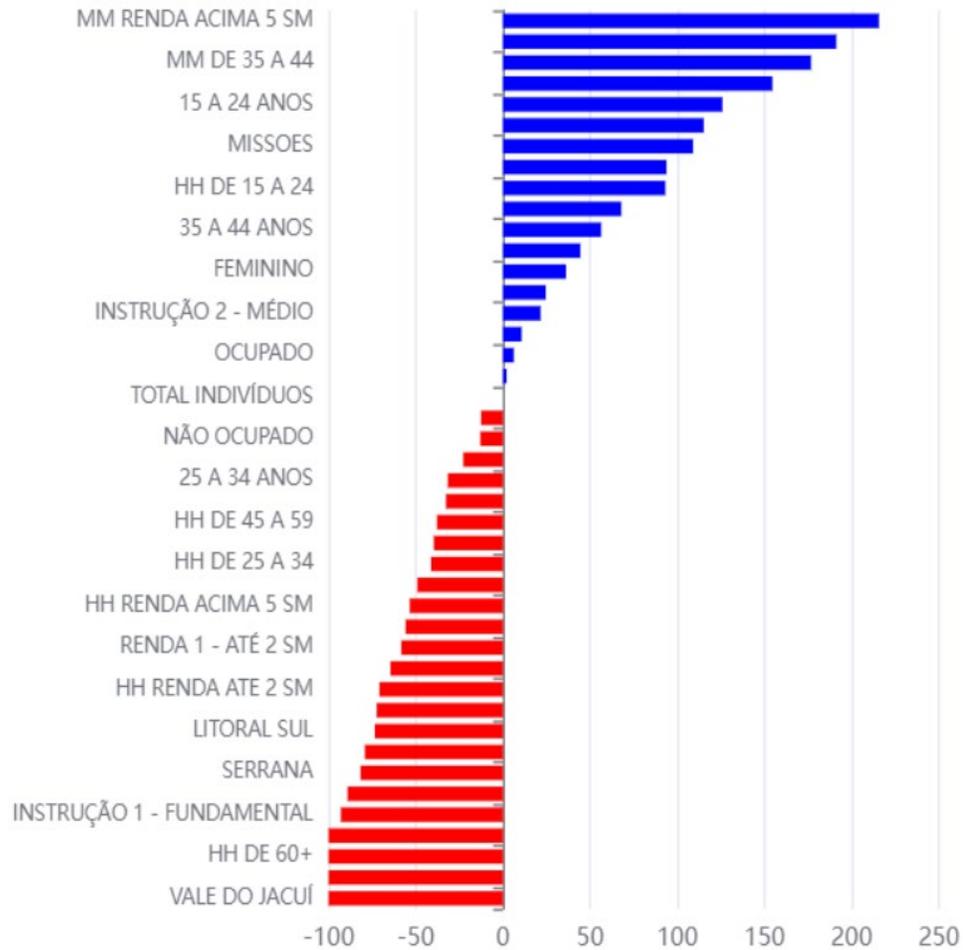




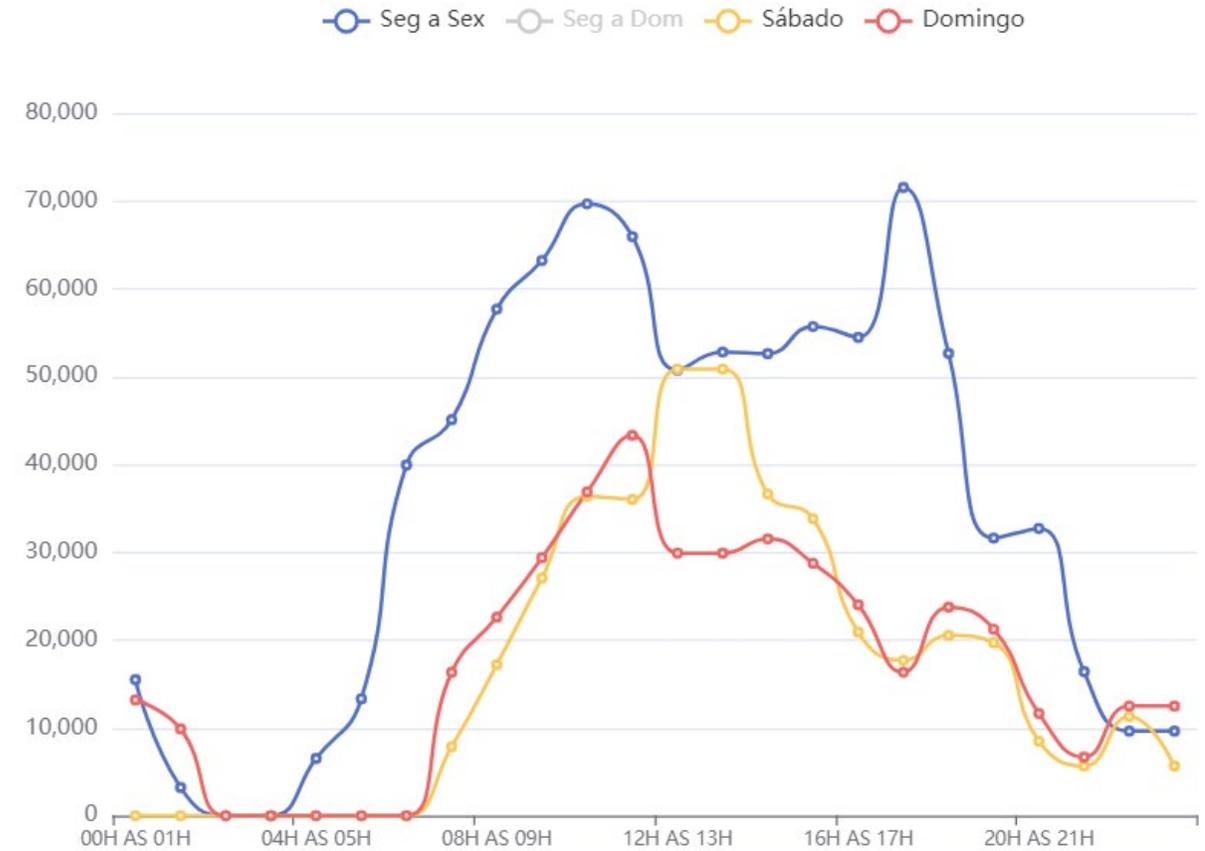
SPOTIFY



Maiores e Menores Afinidades

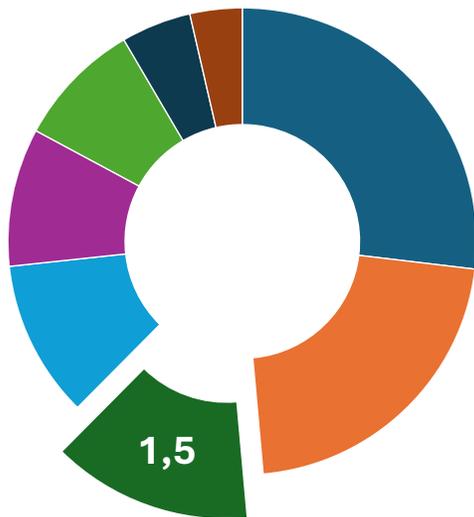


Audiência Hora a Hora

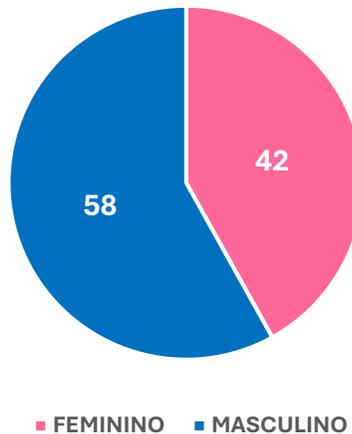


NO COMPUTADOR / NOTEBOOK / TABLET

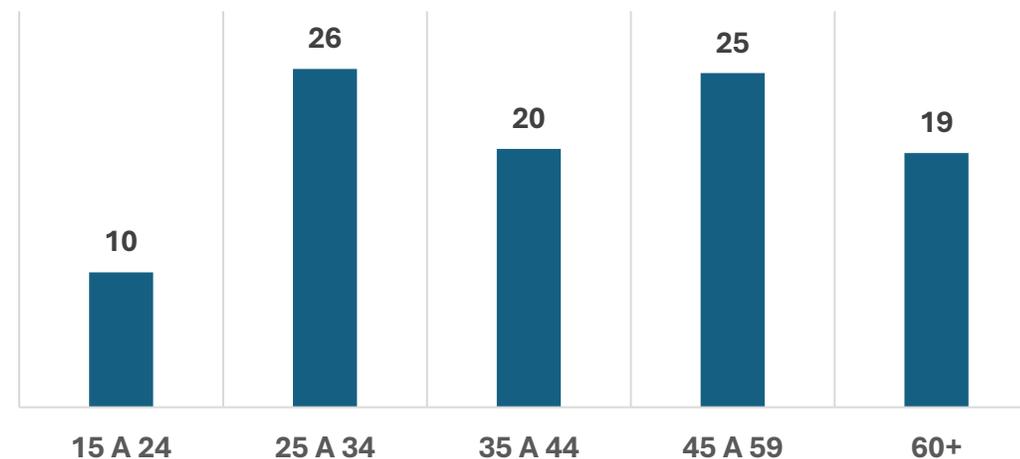
SHARE (%)



GÊNERO



FAIXAS ETÁRIAS



OUVINTES POR MINUTO: 19.610

ALCANCE MÁXIMO: 356.945

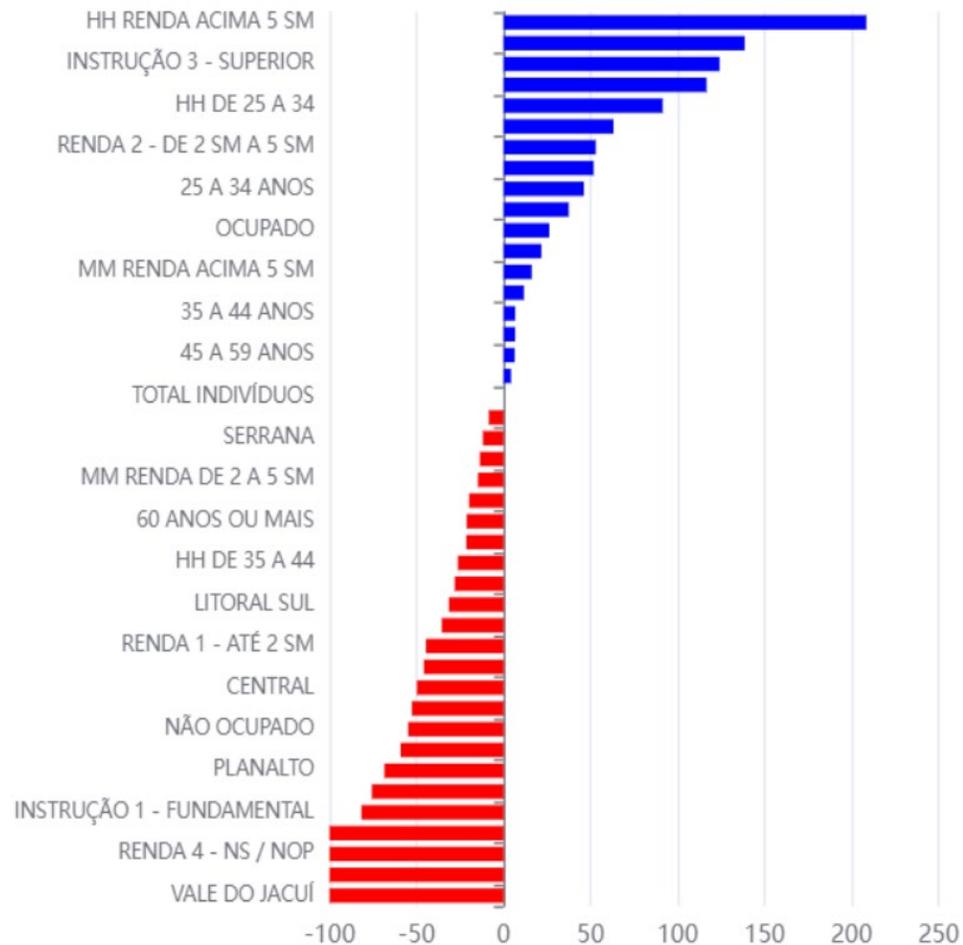
TEMPO MÉDIO: 144

RENDA FAMILIAR (SALÁRIOS MÍNIMOS)



NO COMPUTADOR / NOTEBOOK / TABLET

Maiores e Menores Afinidades

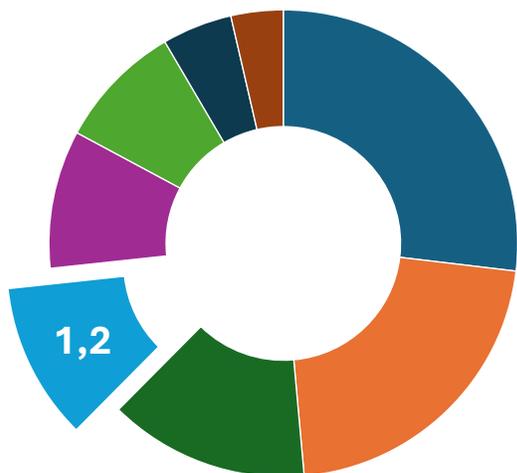


Audiência Hora a Hora

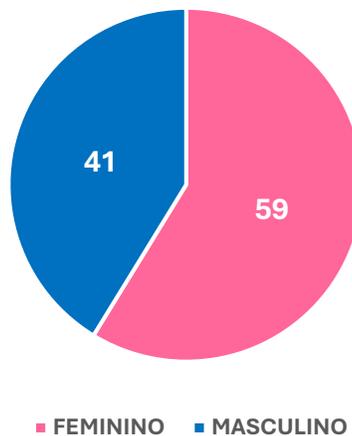


TV POR ASSINATURA

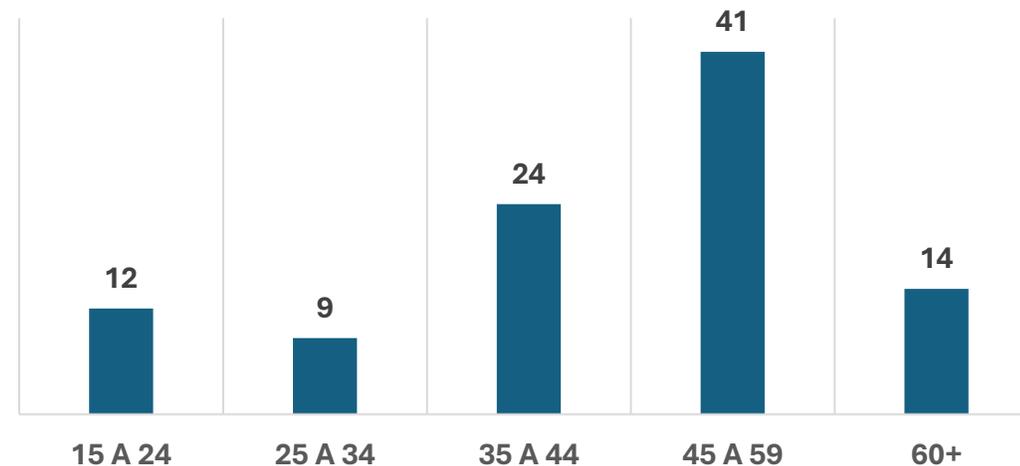
SHARE (%)



GÊNERO



FAIXAS ETÁRIAS



OUVINTES POR MINUTO: 15.519

ALCANCE MÁXIMO: 383.789

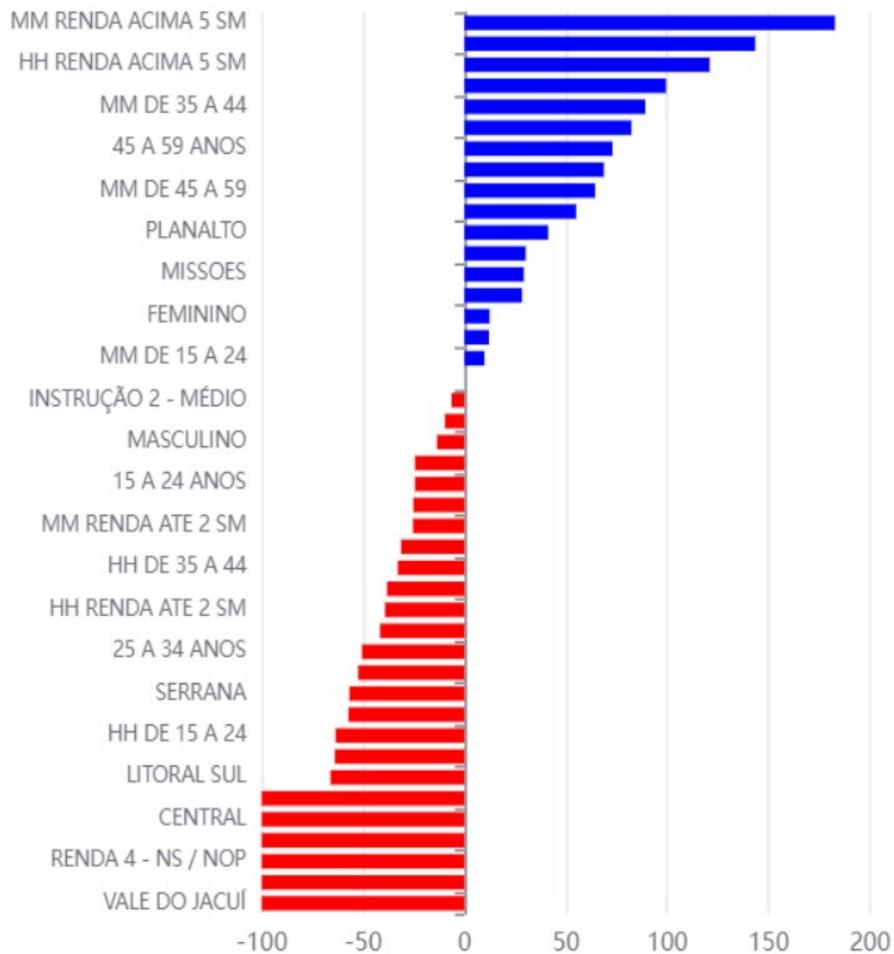
TEMPO MÉDIO: 104

RENDA FAMILIAR (SALÁRIOS MÍNIMOS)



TV POR ASSINATURA

Maiores e Menores Afinidades

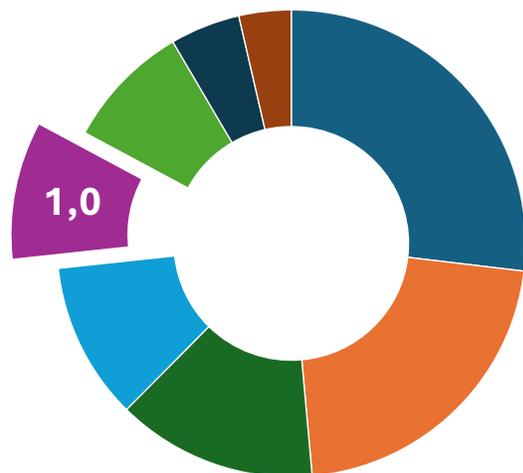


Audiência Hora a Hora

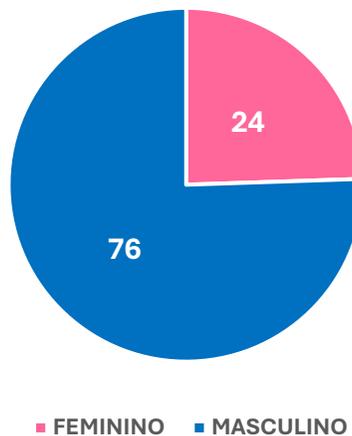


NOS APLICATIVOS OU SITES DE EMISSORAS

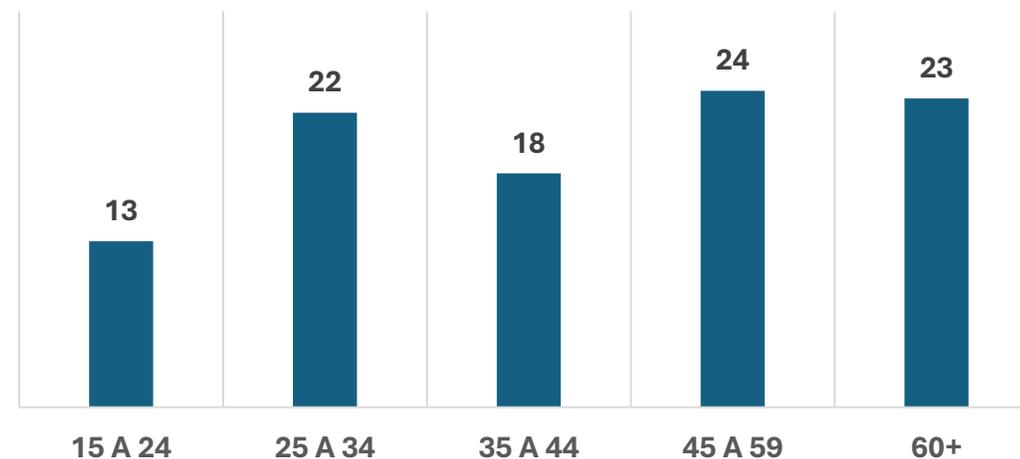
SHARE (%)



GÊNERO



FAIXAS ETÁRIAS



OUVINTES POR MINUTO: 13.551

ALCANCE MÁXIMO: 201.105

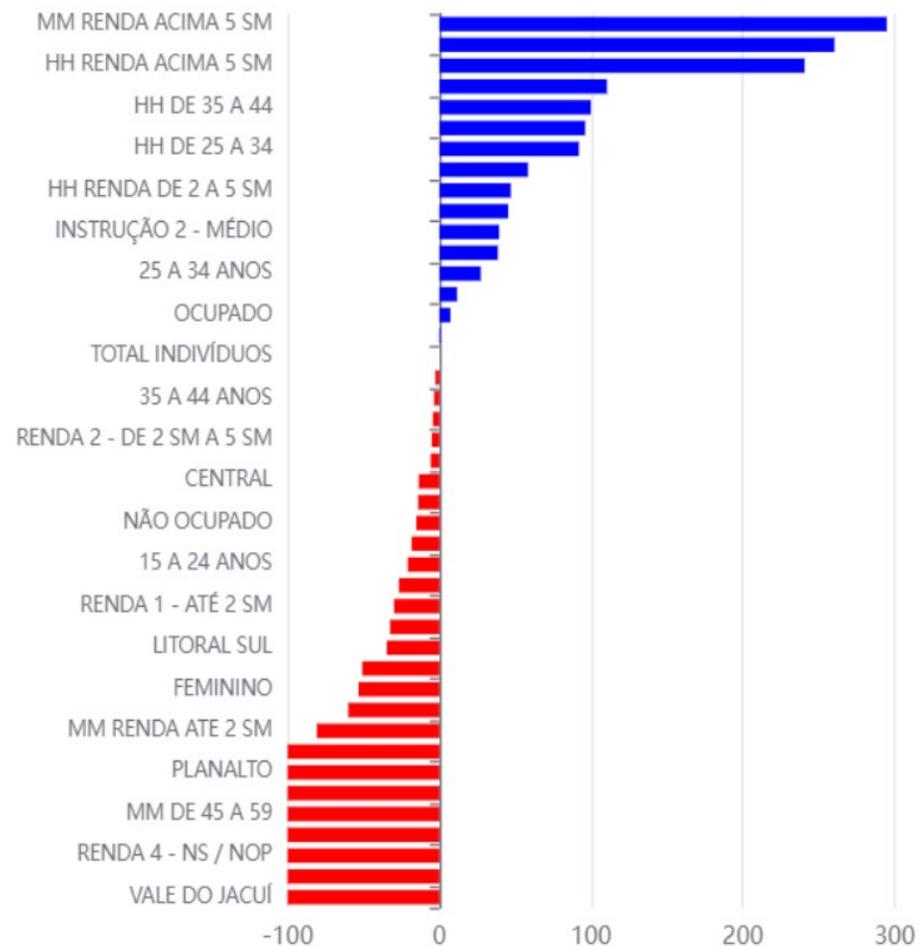
TEMPO MÉDIO: 184

RENDA FAMILIAR (SALÁRIOS MÍNIMOS)



NOS APLICATIVOS OU SITES DE EMISSORAS

Maiores e Menores Afinidades



Audiência Hora a Hora

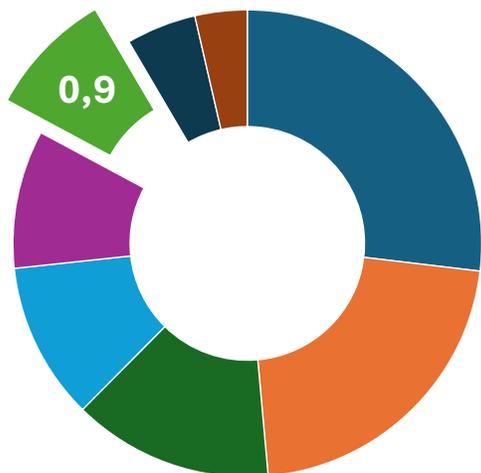




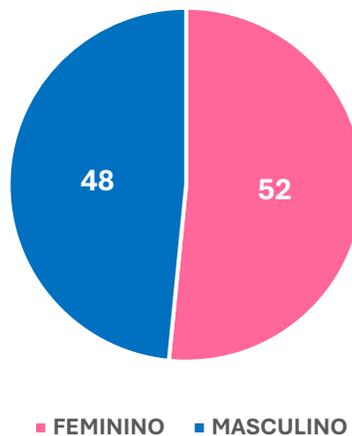
ALEXA



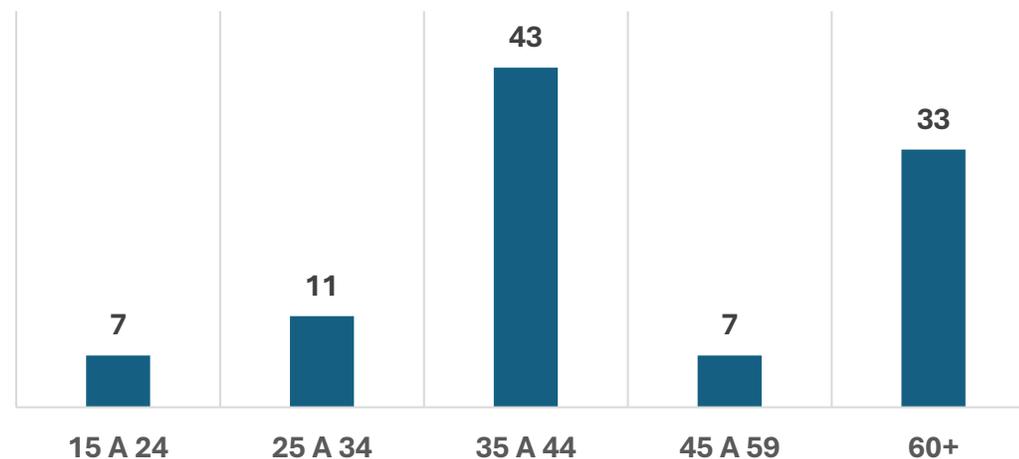
SHARE (%)



GÊNERO



FAIXAS ETÁRIAS



OUVINTES POR MINUTO: 12.378

ALCANCE MÁXIMO: 162.739

TEMPO MÉDIO: 178

RENDA FAMILIAR (SALÁRIOS MÍNIMOS)

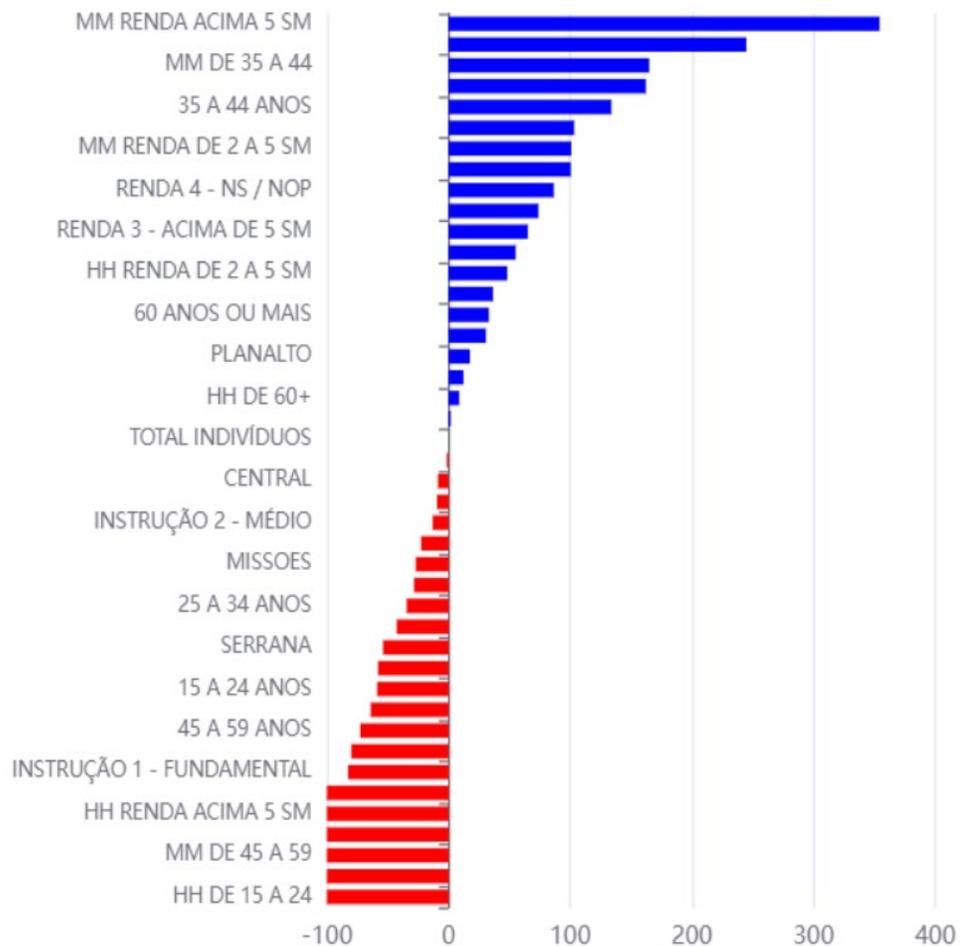




ALEXA



Maiores e Menores Afinidades



Audiência Hora a Hora

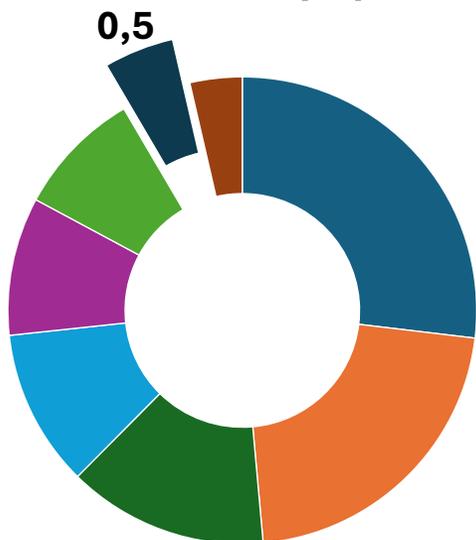




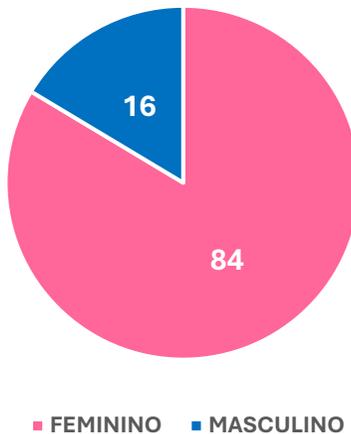
FACEBOOK



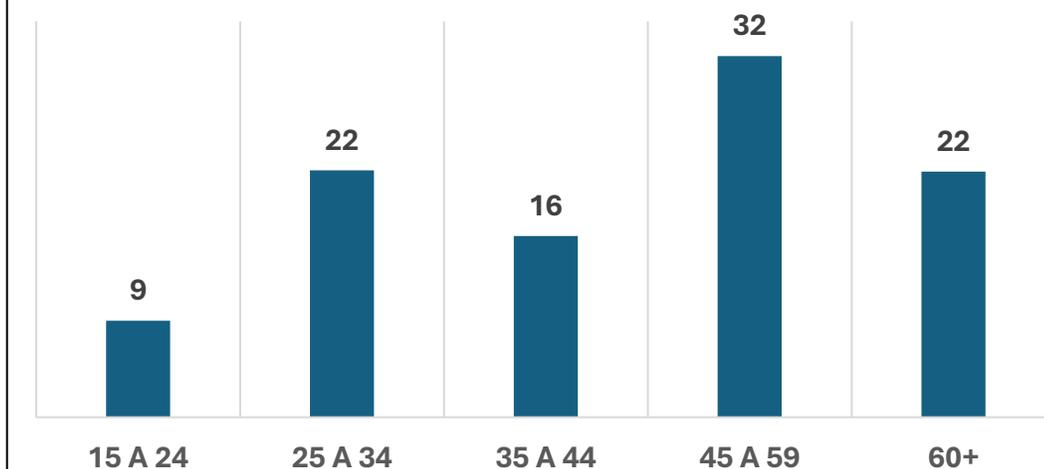
SHARE (%)



GÊNERO



FAIXAS ETÁRIAS



OUVINTES POR MINUTO: 6.858

ALCANCE MÁXIMO: 293.968

TEMPO MÉDIO: 125

RENDA FAMILIAR (SALÁRIOS MÍNIMOS)

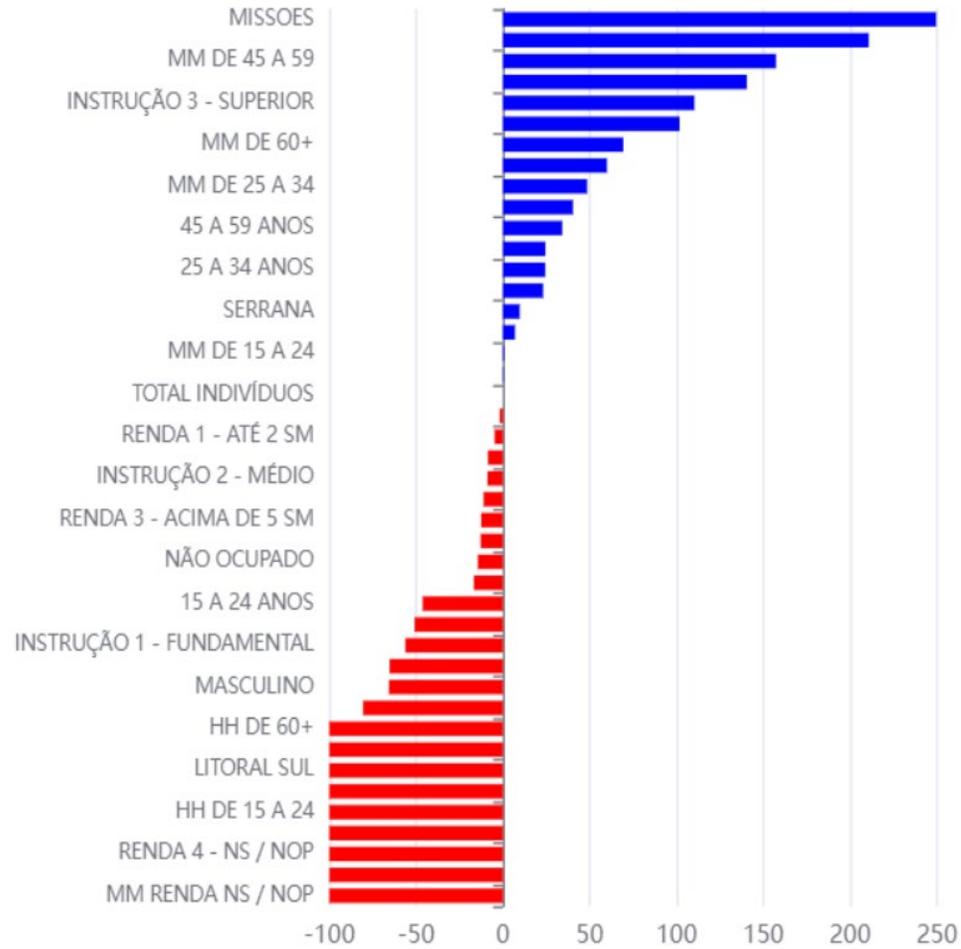




FACEBOOK



Maiores e Menores Afinidades



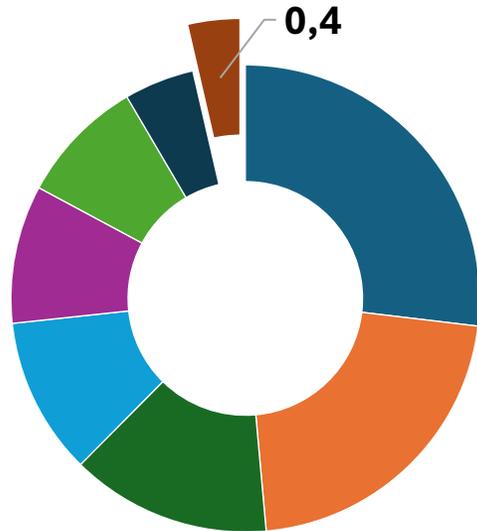
Audiência Hora a Hora



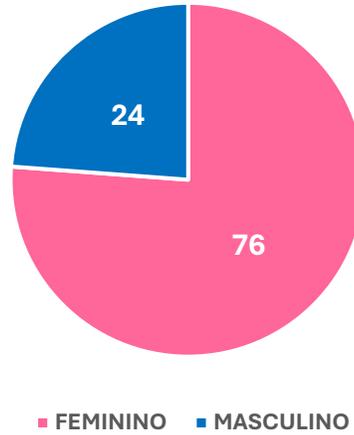


INSTAGRAM

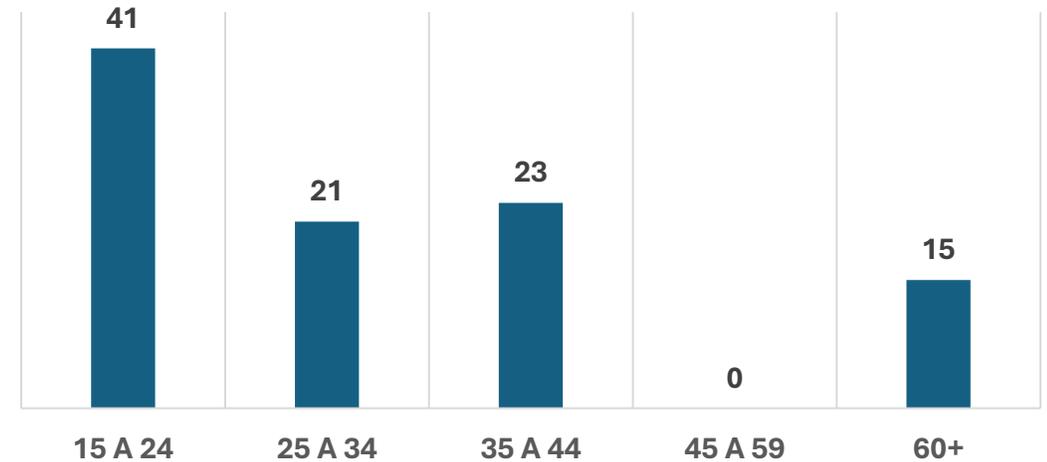
SHARE (%)



GÊNERO



FAIXAS ETÁRIAS



OUVINTES POR MINUTO: 5.118

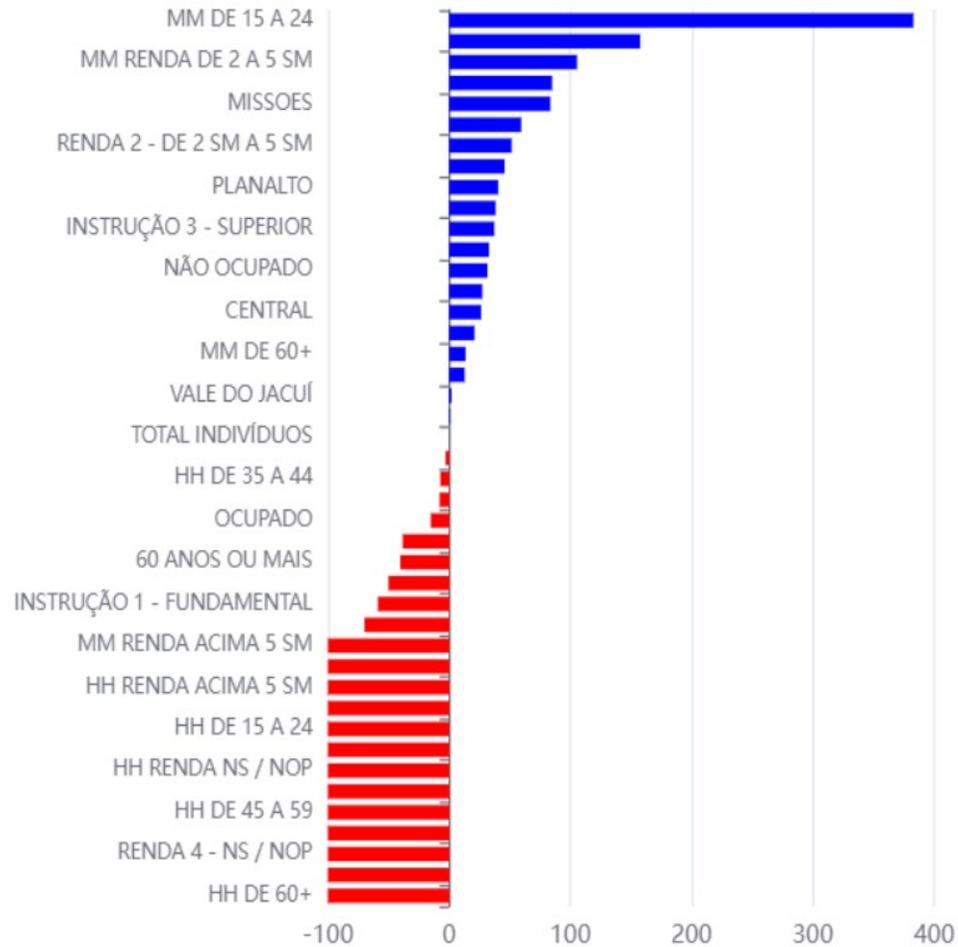
ALCANCE MÁXIMO: 164.340

TEMPO MÉDIO: 95

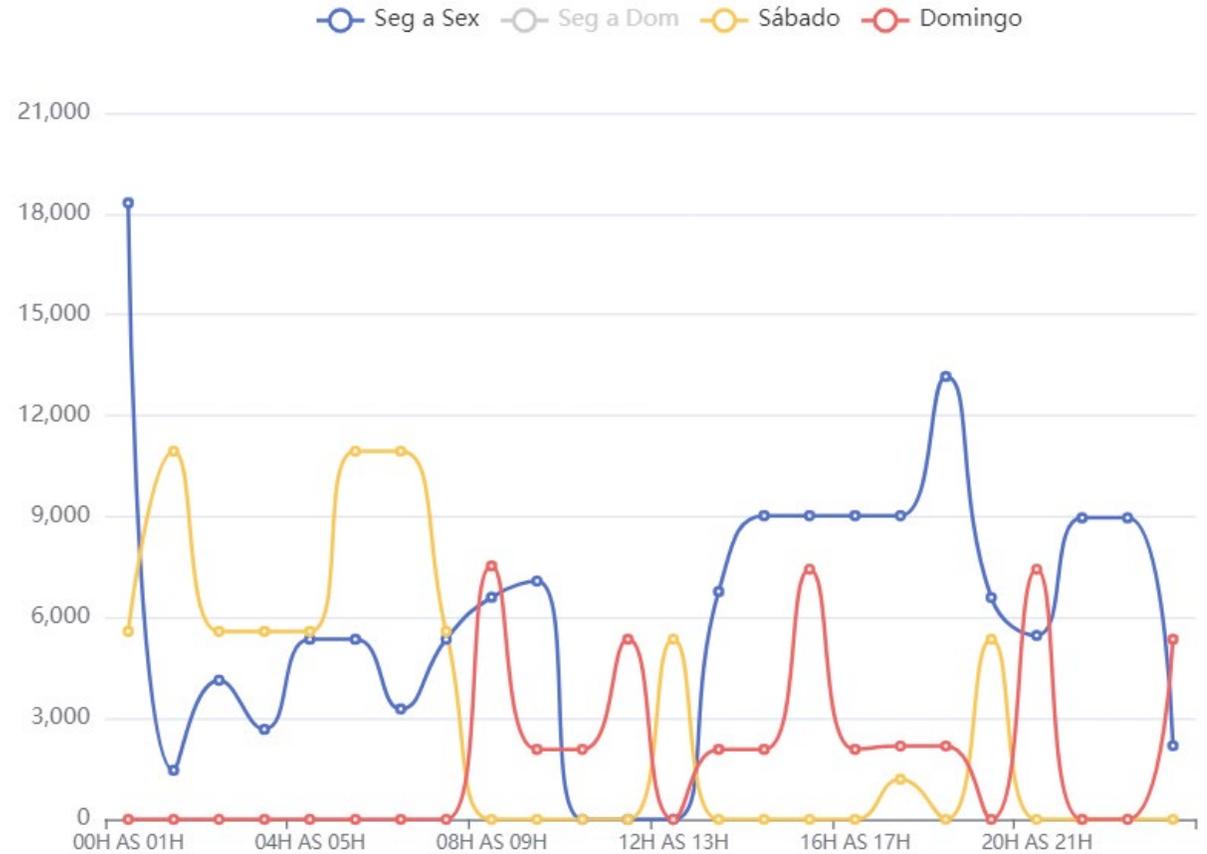
RENDA FAMILIAR (SALÁRIOS MÍNIMOS)



Maiores e Menores Afinidades



Audiência Hora a Hora



**MUITO OBRIGADO!
AGUARDAMOS SEU CONTATO:**

Domício Torres

Contato do WhatsApp

