

**AUDIENCIA RADIAL DE EMISORAS FM/AM  
- LIMA METROPOLITANA -**

PROMEDIO: LUNES A DOMINGO DE 00:00 - 24:00 hrs.

GRUPO OBJETIVO : Hombres y mujeres de 11 años a más / NSE Total

R K G	EMISORAS	2010		2011		2012	
		Rtg.	Mls.	Rtg.	Mls.	Rtg.	Mls.
<b>Audiencia Promedio por 1/2 Hora</b>		<b>15.1</b>	<b>1101.8</b>	<b>14.6</b>	<b>1075.9</b>	<b>14.5</b>	<b>1085.8</b>
01	R.P.P. (FM/AM)	1.7	121.2	1.6	116.6	1.4	107.6
02	Moda (FM)	1.0	74.3	1.1	77.6	1.0	73.5
03	Ritmo Romantica (FM)	0.8	59.4	0.8	60.1	0.9	66.1
04	Panamericana (FM/AM)	0.8	55.8	0.8	60.3	0.8	62.2
05	Felicidad (FM/AM)	0.8	60.2	0.8	57.4	0.8	61.4
06	La Karibeña (FM)	0.8	54.8	0.7	50.5	0.8	60.1
07	Radiomar Plus (FM/AM)	0.7	51.7	0.7	53.7	0.7	54.1
08	La Inolvidable (FM/AM)	0.8	59.5	0.7	51.4	0.7	53.2
09	Nueva Q Fm (FM/AM)	0.5	38.1	0.5	39.4	0.7	49.2
10	Onda Cero (FM/AM)	0.5	33.9	0.6	46.3	0.5	41.0
11	La Zona (FM)	--	--	--	--	0.5	36.7
12	Fm Capital (FM)	0.4	28.6	0.5	38.2	0.4	33.3
13	Okey (FM)	0.6	40.9	0.5	36.8	0.4	30.2
14	Planeta (FM)	0.4	27.8	0.4	29.3	0.4	29.7
15	Oasis (FM)	0.4	32.2	0.4	26.9	0.4	28.1
16	Union (FM)	0.3	20.1	0.3	24.0	0.4	26.6
17	Studio 92 (FM)	0.4	32.0	0.4	26.9	0.3	24.8
18	Oxigeno (FM)	0.4	26.3	0.3	25.4	0.3	24.7
19	Bravaza (FM)	--	--	--	--	0.3	19.1
20	Exitosa (FM)	0.1	6.4	0.2	12.4	0.2	18.2
21	Corazon (FM)	-	-	-	-	0.2	17.5
22	Magica (FM)	0.2	16.8	0.2	17.5	0.2	15.9
23	La Kalle (FM)	0.6	43.5	0.4	27.0	0.2	14.3
24	Viva Fm (FM)	0.2	12.0	0.2	11.8	0.1	9.7
25	Comas (FM)	0.1	6.7	0.1	6.0	0.1	7.1
26	Ot Emisoras (FM)	1.9	148.4	1.7	126.9	1.1	77.3
27	Ot Emisoras (AM)	0.7	51.0	0.7	53.6	0.6	44.3

FUENTE: Estudios de Audiencia Radial en Lima Metropolitana - Promedio anual del 2010 al 2012