



iabchile

Diciembre 2009

Superposición y Alcance de los
visitantes asociados a IAB Chile
durante noviembre de 2009

● Visitante Único mes de noviembre

Les entregamos a continuación el indicador de superposición y alcance de los visitantes de los sitios asociados a IAB Chile.

A nivel total, durante el mes de noviembre esta cifra alcanzó 19.914.647, la cifra indicada incluye los visitantes nacionales y extranjeros. Este valor considera sólo los visitantes que aceptan cookies.

El cuadro siguiente muestra la superposición entre los sitios asociados a IAB Chile durante el mes de noviembre, las cifras presentes en este cuadro reflejan a los visitantes que si aceptan cookies.

Superposición x volumen de Visitantes Únicos IAB CHILE - noviembre 2009

	Betazeta	Bligoo	Canal 13	Chile.com	Chilevisión	Claxon	Cooperativa	Diario Financiero	Red Emol	Entel	Etc TV	Infinita	La Gran Guía	La Nación	La Tercera	MapCity	Mega	Publiguias	Salo	Terra	TVN	Universia	VTR	
Betazeta	2.245.640	186.432	152.071	75.148	147.077	67.434	114.438	24.068	522.871	109.092	6.501	10.966	113.478	112.174	408.406	125.822	43.130	127.505	9.644	456.253	133.535	50.770	183.230	
Bligoo		2.050.007	174.538	112.381	173.536	73.838	123.273	29.112	540.257	144.020	7.495	12.927	138.931	133.585	452.388	131.775	50.335	142.180	9.513	1.776.093	169.975	75.092	203.820	
Canal 13			1.377.565	106.631	305.934	150.594	175.687	29.570	743.420	153.346	8.838	26.851	190.657	147.906	579.250	174.328	122.356	171.404	9.659	547.421	337.594	68.081	220.308	
Chile.com				580.177	99.748	45.095	78.198	18.403	330.685	102.838	3.860	9.699	90.686	84.279	278.074	84.639	31.253	95.161	5.632	254.359	101.555	40.686	103.790	
Chilevisión					1.616.635	123.477	153.490	20.742	711.606	136.220	11.822	16.771	177.770	134.490	578.316	146.390	156.103	147.499	12.285	580.438	344.772	64.343	216.533	
Claxon (Iberoamericana)						612.438	95.369	12.465	341.628	62.905	4.080	27.554	81.203	63.205	285.531	76.379	41.954	80.640	4.246	249.445	121.851	30.864	97.556	
Cooperativa							939.229	29.220	589.737	109.301	4.411	20.053	111.232	160.083	473.440	117.220	46.604	116.628	6.117	420.438	155.092	46.166	150.955	
Diario Financiero								188.556	142.300	26.023	465	4.986	31.777	37.150	106.207	34.834	6.598	35.214	767	77.867	24.117	10.473	33.947	
Red Emol									8.077.741	507.423	21.265	61.347	600.894	579.355	3.070.862	641.957	204.914	654.945	25.506	2.467.897	746.297	204.196	779.234	
Entel										1.333.743	5.365	16.306	124.551	118.094	403.188	117.165	42.337	132.589	6.430	387.593	150.341	47.100	157.824	
Etc TV											74.593	472	5.215	3.962	19.031	5.190	4.221	4.823	1.684	19.044	8.833	2.633	12.736	
Infinita												98.480	15.694	49.548	13.916	6.205	16.502	450	41.421	19.693	5.040	16.593		
La Gran Guía													962.449	107.422	440.563	188.851	62.060	287.095	6.019	391.639	336.936	51.327	172.550	
La Nación														914.404	484.986	108.685	39.624	114.919	5.370	375.322	140.874	49.180	140.277	
La Tercera															5.545.239	462.110	170.232	462.594	23.020	1.794.859	584.763	160.254	565.212	
MapCity																1.045.436	44.239	241.159	5.936	411.190	143.820	56.693	190.049	
Mega																	371.496	46.501	3.986	163.109	136.313	19.222	68.658	
Publiguias																		1.050.370	5.834	415.797	166.645	53.432	190.617	
Salo																			87.638	23.664	9.072	3.042	11.633	
Terra																				6.437.662	550.610	159.481	561.590	
TVN																					1.385.290	63.007	214.358	
Universia																						367.406	64.334	
VTR																								1.791.380

Visitantes Únicos Totales IAB CHILE: 19.914.647

● Visitante Único mes de noviembre

El siguiente cuadro muestra el alcance individual y por pares de sitios del mes de noviembre de los sitios asociados a IAB Chile.

Alcance Usuarios Únicos IAB Chile - noviembre 2009

Alcance individual y cruces (no duplicado)

	Betazeta	Bligoo	Canal 13	Chile.com	Chilevisión	Claxon	Cooperativa	Diario Financiero	Red Emol	Entel	Etc TV	Infinita	La Gran Guía	La Nación	La Tercera	MapCity	Mega	Publiguias	Salo	Terra	TVN	Universia	VTR
Betazeta	11.28%	20.63%	17.43%	13.81%	18.66%	14.01%	15.42%	11.83%	29.21%	17.43%	11.62%	11.72%	15.54%	15.30%	37.07%	15.89%	12.93%	15.91%	11.67%	41.31%	17.56%	12.87%	19.35%
Bligoo		10.29%	16.33%	12.64%	17.54%	13.00%	14.39%	11.09%	48.14%	16.27%	0.34%	10.72%	14.43%	14.21%	35.87%	14.88%	11.91%	14.85%	10.69%	33.70%	16.40%	11.76%	18.27%
Canal 13			6.92%	9.30%	13.50%	9.24%	10.75%	7.72%	43.75%	12.84%	7.25%	7.28%	10.79%	10.77%	24.94%	11.29%	8.17%	11.33%	7.31%	36.49%	12.18%	8.42%	14.81%
Chile.com				2.91%	10.53%	5.76%	7.24%	3.77%	41.81%	9.09%	3.27%	3.36%	7.29%	7.08%	29.36%	7.74%	4.62%	7.71%	3.33%	33.96%	9.36%	4.55%	11.39%
Chilevisión					8.12%	10.57%	12.06%	8.96%	45.11%	14.13%	8.43%	8.53%	12.06%	12.03%	33.06%	12.63%	9.20%	12.65%	8.50%	37.53%	13.34%	9.64%	16.03%
Claxon (Iberoamericana)						3.08%	7.31%	3.96%	41.92%	9.46%	3.43%	3.43%	7.50%	7.35%	29.49%	7.94%	4.73%	7.94%	3.49%	34.15%	9.42%	4.77%	11.58%
Cooperativa							4.72%	5.52%	42.32%	10.86%	5.07%	5.11%	8.99%	8.50%	30.18%	9.38%	6.35%	9.40%	5.13%	34.93%	10.89%	6.33%	12.95%
Diario Financiero								0.95%	40.79%	7.51%	1.32%	1.42%	5.62%	5.35%	26.04%	6.02%	0.52%	6.04%	1.38%	32.88%	7.78%	2.74%	9.77%
Red Emol									40.56%	44.71%	40.83%	40.75%	42.38%	42.24%	52.99%	42.59%	41.40%	42.55%	40.87%	60.50%	43.77%	41.38%	45.64%
Entel										6.70%	7.04%	7.11%	10.90%	10.70%	32.52%	11.36%	8.35%	11.31%	7.11%	37.08%	12.90%	8.31%	14.90%
Etc TV											0.37%	0.87%	5.18%	4.95%	28.12%	5.60%	2.22%	5.62%	0.81%	32.61%	7.29%	2.21%	9.31%
Infinita												0.49%	5.25%	5.00%	28.09%	5.67%	2.33%	5.69%	0.93%	32.61%	7.35%	2.31%	9.41%
La Gran Guía													4.83%	8.89%	30.47%	9.13%	6.39%	8.67%	5.24%	35.19%	10.10%	6.42%	12.96%
La Nación														4.59%	30.00%	9.30%	6.26%	9.29%	5.00%	35.03%	10.84%	6.19%	12.88%
La Tercera															27.85%	30.77%	28.86%	30.80%	28.17%	51.16%	25.99%	28.89%	34.00%
MapCity																5.25%	6.89%	9.31%	5.66%	35.51%	11.48%	6.81%	13.29%
Mega																	1.87%	6.91%	2.29%	33.37%	8.14%	3.61%	10.52%
Publiguias																		5.27%	5.69%	35.51%	11.39%	6.85%	13.31%
Salo																			0.44%	32.65%	7.35%	2.27%	9.38%
Terra																				32.33%	36.52%	33.37%	38.50%
TVN																					6.96%	8.48%	14.88%
Universia																						1.84%	10.52%
VTR																							9.00%

Visitantes Únicos Totales IAB CHILE: 19.914.647

FÓRMULA:

$$\frac{(Vs1 + Vs2) - \text{Visitantes Repetidos}}{\text{Visitantes Únicos AMI}}$$
 con
 Vs1 (Vs2) : Visitantes Únicos del sitio 1 (sitio 2)