

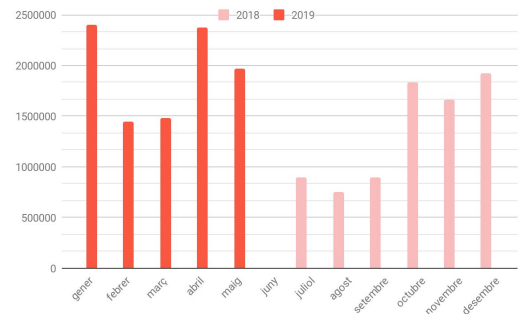
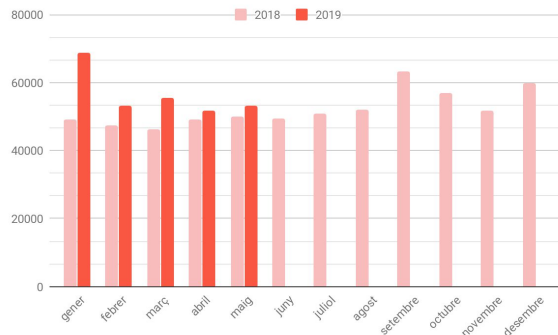
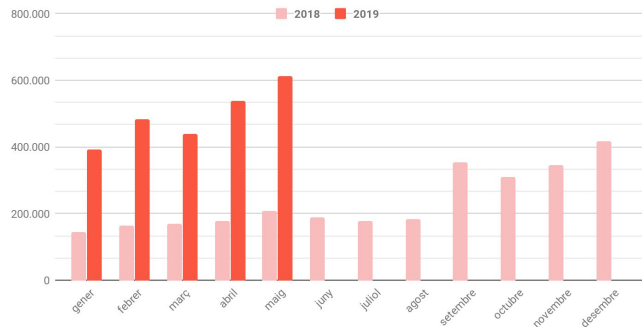
consum web  
en usuaris únics  
▲ **13,54%**

**611K**

consum HbbTV  
en dispositius únics  
▲ **2,94%**

**53,7K**

vídeo no lineal  
en minuts  
▼ **-17,10%** **1,9M**



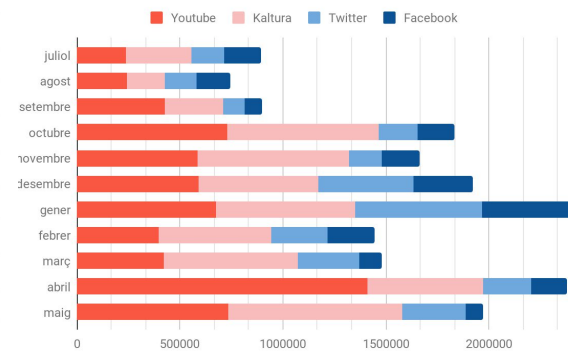
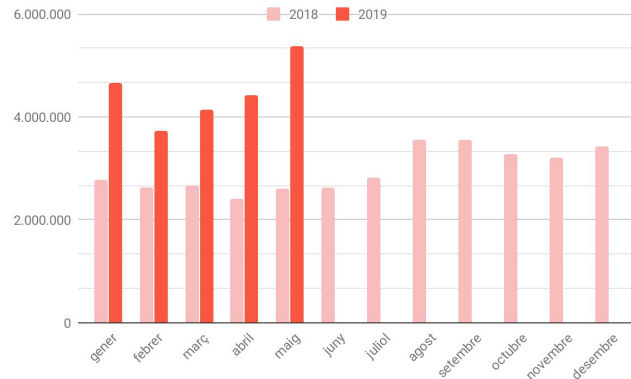
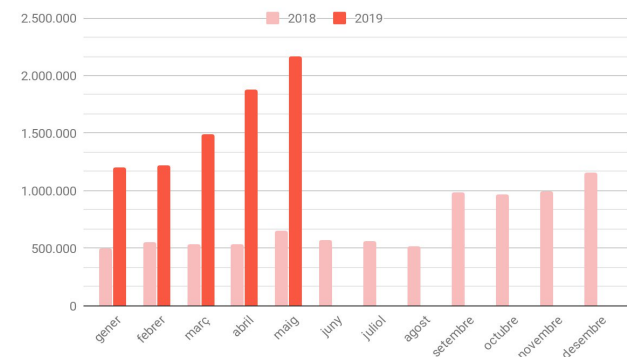
en pàgines vistes  
▲ **15,40%**

**2,16M**

en minuts  
▲ **21,43%**

**5,3M**

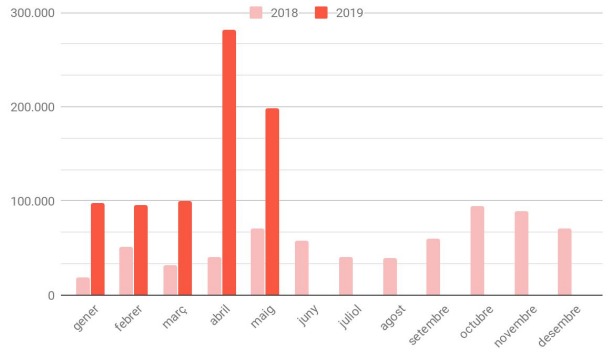
distribució de consum



Youtube  
visualitzacions

**198K**

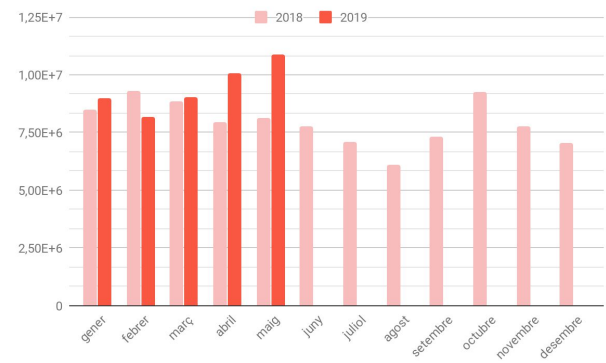
▼ -29,50%



Twitter  
impressions

**10,8M**

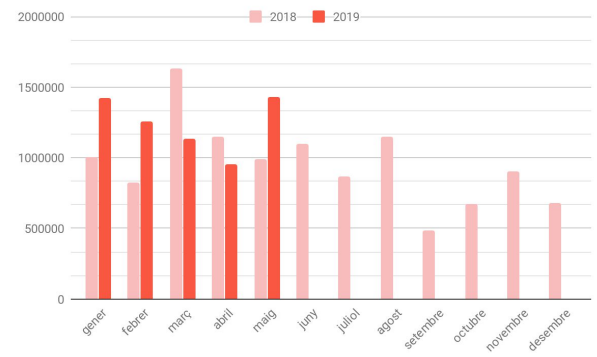
▲ 7,94%



Facebook  
abast

**1,43M**

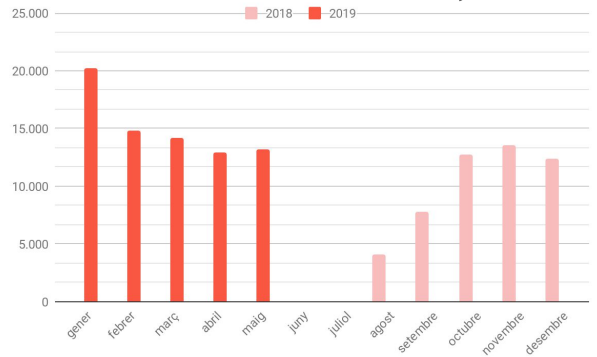
▲ 50,20%



Whatsapp  
sessions al web

**13,1K**

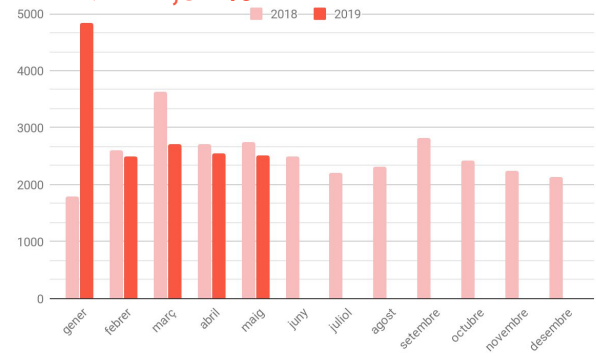
▲ 2,35%



Twitter  
mencions a @btvnoticies

**2,5K**

▼ -1,57%



Instagram  
seguidors

**14K**

▲ 5,46%

