

¿CÓMO SE INFORMAN Y ENTRETENEN LOS COLOMBIANOS EN FEBRERO SEGÚN COMSCORE POR GRUPOS DE MEDIOS?

Visitantes únicos totales, cifras en miles en febrero 2026

*Población Digital Total representa la deduplicación de datos de Desktop, Móvil y Redes Sociales (Facebook, Instagram y X (anteriormente Twitter))

		TOTAL GENERAL		REDES		COMPUTADOR Y CELULAR				COMPUTADOR				CELULAR				
		Usuarios únicos	Porcentaje búsqueda	Usuarios únicos	Porcentaje búsqueda	Usuarios únicos	Porcentaje búsqueda	Vistas totales	Total minutos	Usuarios únicos	Porcentaje búsqueda	Vistas totales	Total minutos	Usuarios únicos	Porcentaje búsqueda	Vistas totales	Total minutos	
	TOTAL INTERNET : TOTAL AUDIENCE	29,624	100	23,367	100	29,624	100	15,424	22,731	16,119	100	15,008	12,585	26,163	100	416	10,146	
POS.	TOP 100 PROPERTIES																	
1	CARACOLNEXT	24,58	83.0	23,367	100	8,935	30.2	84.1	248	1,664	10.3	16.7	142	7,747	29.6	67.5	106	
2	360	24,089	81.3	23,211	99.3	6,274	21.2	46.1	1,185	990	6.1	15.3	175	5,491	21.0	30.8	1,009	
3	PRISA	23,308	78.7	22,344	95.6	5,305	17.9	44.0	64.9	1,037	6.4	15.7	23.4	4,444	17.0	28.4	41.5	
4	Televisa Univision	21,563	72.8	21,415	91.6	969	3.3	4.7	20.4	428	2.7	3.5	19.2	550	2.1	1.2	1.1	
5	The Walt Disney Company	20,963	70.8	20,128	86.1	2,497	8.4	21.1	30.7	1,143	7.1	11.9	18.7	1,415	5.4	9.1	12.0	
6	COMCAST NBCUNIVERSAL	18,316	61.8	17,925	76.7	792	2.7	2.3	7.4	278	1.7	1.3	6.3	520	2.0	1.0	1.1	
7	Alphabet	15,785	53.3			15,785	53.3	2,889	6,791	15,785	97.9	2,889	6,791					
8	EL TIEMPO	14,9	50.3	12,26	52.5	5,552	18.7	62.1	51.8	1,192	7.4	16.5	5.2	4,567	17.5	45.5	46.6	
9	Microsoft	14,742	49.8			14,742	49.8	526	394	14,553	90.3	523	391	425	1.6	3.1	3.4	
10	Spotify	11,929	40.3			11,929	40.3	32.0	7,302	2,534	15.7	23.0	27.3	10,398	39.7	9.0	7,275	
11	Meta	10,971	37.0			10,971	37.0	303	371	10,971	68.1	303	371					
12	Paramount	10,027	33.8	9,868	42.2	517	1.7	3.3	17.4	210	1.3	2.8	11.8	310	1.2	0.559	5.6	
13	BETTER COLLECTIVE	9,763	33.0	9,564	40.9	553	1.9	1.6	3.0	37.0	0.230	0.210	0.739	517	2.0	1.4	2.3	
14	yahoo!	9,02	30.4	947	4.1	8,555	28.9	105	70.0	3,865	24.0	102	63.1	5,448	20.8	3.2	6.9	
15	CONDÉ NAST	6,88	23.2	6,639	28.4	788	2.7	1.9	4.0	126	0.782	0.389	2.1	666	2.5	1.6	1.9	
16	SALINAS	6,625	22.4	6,459	27.6	312	1.1	0.892	3.2	55.8	0.346	0.173	2.4	257	0.981	0.719	0.795	
17	OpenAI	5,935	20.0			5,935	20.0	269	566	5,935	36.8	269	566					
18	webedia.	5,633	19.0	4,461	19.1	1,894	6.4	7.4	31.2	613	3.8	2.4	25.4	1,312	5.0	4.9	5.9	
19	EL HERALDO	5,451	18.4	5,422	23.2	105	0.354	0.165	0.263	23.5	0.146	0.046	0.121	81.4	0.311	0.119	0.142	
20	infobae	4,895	16.5			4,895	16.5	30.9	36.0	456	2.8	3.6	1.0	4,517	17.3	27.3	35.0	
21	AMX CONTENIDO	4,778	16.1	4,682	20.0	221	0.745	0.781	1.3	30.5	0.190	0.080	0.520	190	0.727	0.700	0.800	
22	RCS MEDIAGROUP - UNIDAD EDITORIAL	4,638	15.7	3,731	16.0	1,545	5.2	6.9	7.3	149	0.925	1.5	1.1	1,404	5.4	5.4	6.2	
23	HEARST	3,71	12.5	3,298	14.1	715	2.4	1.9	2.2	104	0.643	0.207	0.130	613	2.3	1.7	2.1	
24	CANVA.COM	3,441	11.6			3,441	11.6	198	198	3,441	21.3	198	198					
25	ELESPANOL SITES	3,422	11.6	3,05	13.1	579	2.0	1.5	1.4	72.6	0.451	0.210	0.034	508	1.9	1.2	1.4	
26	ARTEAR DIGITAL	3,394	11.5	2,932	12.5	778	2.6	1.5	2.3	32.8	0.203	0.149	0.546	747	2.9	1.3	1.7	
27	GRUPO MILENIO/MULTIMEDIOS	3,366	11.4	3,258	13.9	209	0.706	0.379	0.453	52.4	0.325	0.147	0.175	157	0.600	0.232	0.278	
28	HOLA - HELLO! SITES	3,353	11.3	3,162	13.5	414	1.4	1.2	1.3	27.8	0.172	0.186	0.024	387	1.5	1.1	1.3	
29	BYTEDANCE INC.	3,161	10.7			3,161	10.7	644	905	3,161	19.6	644	905					
30	CRONISTA.COM	3,135	10.6	18.8	0.080	3,124	10.5	11.9	13.3	42.6	0.265	0.197	0.105	3,086	11.8	11.7	13.2	
31	THE ORCHARD MUSIC	3,108	10.5			3,108	10.5	72.0	260	3,108	19.3	72.0	260					
32	UNIVERSAL MUSIC GROUP	3,015	10.2			3,015	10.2	59.0	186	3,015	18.7	59.0	186					
33	FOX CORPORATION	3,004	10.1	2.94	12.6	96.7	0.326	0.644	0.880	34.6	0.215	0.235	0.479	62.1	0.237	0.410	0.400	
34	VEVO	2,974	10.0			2,974	10.0	102	378	2,974	18.4	102	378					
35	UPROXX STUDIOS	2,918	9.8			2,918	9.8	59.4	200	2,918	18.1	59.4	200					
36	DIGO HISPANIC MEDIA	2,85	9.6			2,85	9.6	16.9	19.1	299	1.9	2.8	0.776	2,58	9.9	14.1	18.3	
37	GRUPO CLARIN	2,799	9.4	1,165	5.0	2,021	6.8	7.3	9.2	76.7	0.476	0.391	0.101	1,95	7.5	6.9	9.1	
38	PENSKER MEDIA CORP (PMC)	2,772	9.4	2,611	11.2	238	0.804	3.3	3.4	196	1.2	3.1	3.3	42.7	0.163	0.136	0.083	
39	AMAZON	2,586	8.7			2,586	8.7	54.1	277	1,865	11.6	51.2	237	776	3.0	2.9	40.2	
40	MEDIASET ESPANA	2,529	8.5	2,493	10.7	50.6	0.171	0.201	0.337	18.3	0.114	0.103	0.086	32.3	0.124	0.098	0.251	
41	ADOBE SITES	2,503	8.4			2,503	8.4	31.1	30.4	2,503	15.5	31.1	30.4					
42	PINTEREST	2,494	8.4			2,494	8.4	18.9	28.0	2,494	15.5	18.9	28.0					
43	ILOVEPDF.COM	2,418	8.2			2,418	8.2	28.4	8.3	2,418	15.0	28.4	8.3					
44	OKDIARIO.COM SITES	2,272	7.7	1,846	7.9	552	1.9	1.2	1.3	21.0	0.130	0.040	0.007	532	2.0	1.1	1.3	
45	GRUPO BANCOLUMBIA	2,009	6.8			2,009	6.8	35.6	27.2	2,009	12.5	35.6	27.2					
46	BBC SITES	1,949	6.6	234	1.0	1,805	6.1	5.9	9.8	281	1.7	0.893	3.0	1,541	5.9	5.0	6.8	
47	MEGAMEDIA	1,88	6.3	1,871	8.0	15.8	0.053	0.053	0.046	0.934	0.006	0.003	0.001	14.9	0.057	0.050	0.045	
48	ATRESMEDIA	1,873	6.3	1,42	6.1	616	2.1	1.7	2.1	183	1.1	0.580	0.651	436	1.7	1.1	1.4	
49	ORANGE SITES	1,831	6.2			1,831	6.2	9.4	8.9	174	1.1	0.725	0.243	1,669	6.4	8.7	8.7	
50	ZIFF DAVIS	1,827	6.2	703	3.0	1,236	4.2	3.7	8.1	592	3.7	2.2	1.6	658	2.5	1.5	6.6	
51	GRUPO KISS MEDIA	1,665	5.6	1,665	7.1													
52	WARNER BROS. DISCOVERY	1,644	5.5			1,644	5.5	9.6	11.3	476	3.0	3.5	3.4	1,19	4.5	6.2	7.9	
53	HENNEO	1,615	5.5	1,005	4.3	719	2.4	1.6	1.7	41.2	0.256	0.141	0.031	679	2.6	1.4	1.6	
54	MITELFE.COM	1,534	5.2	1,534	6.6													
55	LA CAPITAL MULTIMEDIOS	1,529	5.2	1,524	6.5	5.1	0.017	0.011	0.012	0.647	0.004	0.001	0.000	4.5	0.017	0.010	0.012	
56	PEOPLE INC.	1,509	5.1	1,284	5.5	320	1.1	0.669	0.681	61.3	0.380	0.159	0.124	259	0.992	0.510	0.557	
57	SCRIBD	1,428	4.8			1,428	4.8	7.5	1.0	1,428	8.9	7.5	1.0					
58	CANAL 13	1,426	4.8	1,391	6.0	44.6	0.151	0.087	0.282	19.8	0.123	0.040	0.229	24.8	0.095	0.047	0.053	
59	MERCADOLIBRE	1,391	4.7			1,391	4.7	30.1	14.3	1,391	8.6	30.1	14.3					
60	NETFLIX INC.	1,372	4.6			1,372	4.6	22.7	252	1,372	8.5	22.7	252					
61	GLOBO	1,329	4.5	1,315	5.6	14.3	0.048	0.215	0.277	2.3	0.014	0.017	0.072	12.0	0.046	0.198	0.204	
62	ELUNIVERSAL.COM.CO	1,292	4.4			1,292	4.4	6.7	6.9	101	0.625	0.724	0.139	1,196	4.6	5.9	6.8	
63	RED MVS RADIO	1,243	4.2	1,232	5.3	17.6	0.059	0.041	0.038	4.4	0.027	0.011	0.003	13.3	0.051	0.030	0.035	
64	WIKIMEDIA FOUNDATION SITES	1,224	4.1			1,224	4.1	6.1	7.4	1,224	7.6	6.1	7.4					
65	EL HERALDO S.A	1,207	4.1			1,207	4.1	4.8	5.6	89.6	0.556	0.596	0.135	1,121	4.3	4.2	5.5	
66	GRUPO MULTIMEDIA LAUMAN	1,196	4.0	1,117	4.8	108	0.364	0.176	0.268	8.2	0.051	0.019	0.074					