

YOUNG AT 40



STORY LINE

After 27 years in a coma, idealistic Pancho Bustamante (47) wakes up in an entirely different body and world from what he remembers last. He is fascinated by the political, social and technological changes which have taken place in the last years, but he is also disappointed because the happiness he was promised isn't what he imagined.

While trying to adapt to 2015, Pancho will once again cross paths with the love of his life, Rafaela Guerra (45), who is now a woman through and through, the owner of "El Toro Taquilla", a popular smokehouse and BBQ restaurant where the people of the Independencia area can eat and dance. On top of that, Rafaela started a family with none other than Alejandro "Jano" Toro (47), Pancho's best friend, the man he considered practically a brother.

Rafaela and Jano have 26-year-old twins: organized Bastian and relaxed Gabriel, they are like water and oil. To the couple's relief, Pancho suffers from blackouts as a product of the coma and doesn't remember a fundamental piece of information of his life: the day of the accident, Rafaela confessed she was pregnant with his offspring. The twins, who are years ahead of him intellectually speaking, are Pancho's children.

Pancho, with all the romanticism and idealistic nature of his 20-year-old soul, will fight with all his might to win Rafaela's love again, while she, with an entire life as baggage, will face the decision of giving him another chance or keeping what she's accomplished in the last 27 years.

PANCHO, RAFAELA AND JANO WILL BE THE CENTER OF THIS GREAT LOVE STORY FILLED WITH ROMANCE AND COMEDY. THEY WILL ENTERTAIN US AND MAKE US THINK ABOUT WHAT WE DREAMED OF BECOMING, WHAT WE HAVE TURNED INTO AND THE PERSON WE CAN BE.





PANCHO BUSTAMANTE

A charming young idealist who suffered an accident that put him in a deep coma back in the 80's... until now. After 27 years Pancho wakes up to a world that's totally different from the one he knew, the only thing that remains untouched is his endless love for Rafaela, who happens to be in a relationship with Jano, his former best friend. Armed with all the romanticism of a 20-year-old, Pancho must fight with all he's got to win over the woman of his life... will he succeed at it?

KATIA JORQUERA

A passionate romantic and vibrant therapist who looked after Pancho while he was asleep. He is her sleeping prince. Alternative therapy knowledge and a strong belief in reincarnation make Katia believe that if her soulmate wakes up he will be hers, for this will be the sign that his heart is hers. Katia is an idealist whose anxiety levels might tip the scales and turn her into either a naïve being or a pigheaded one. She'll do everything she can to make Pancho forget Rafaela and keep him at her side.



RAFAELA GUERRA

The first woman Pancho ever loved and the current life partner of Jano, the former best friend of Rafaela's old boyfriend. An optimistic fighter and owner of the popular "El Toro Taquilla", smokehouse and barbecue restaurant where people get to dance. Mother of Bastian and Gabriel, she's fun and charming and this has made all her employees love her. In her eyes, her employees are family. Pancho's awakening makes the love she believed asleep come to life as well as the lie she has kept for years: her twin sons are Pancho's...



JANO TORO

Rafaela's life partner. After his best friend fell into a coma, he offered to date his girlfriend. Together they open the smokehouse and barbecue restaurant and they raise the twins as if they were his biological children. He is outgoing and great at telling jokes, this is his best shield to pass himself off as a strong and successful guy even though he carries the weight of feeling second best. During his youth he lived in Pancho's shadow which made him jealous, and now, after 27 years, his main threat is awake again and Jano is willing to fight every step of the way to stop Pancho from taking away his most cherished trophy: his family.

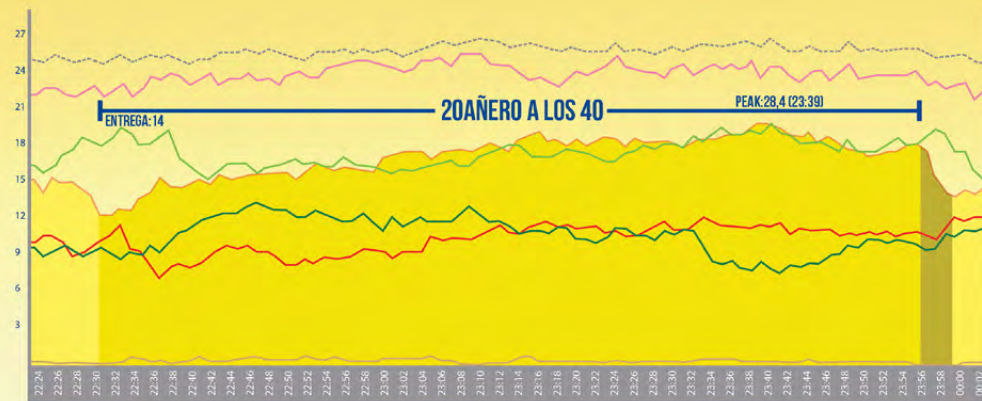
SHARE PREMIER

AVERAGE DATA IN THE "20AÑERO A LOS 40" TIME SLOT

		CANAL 13	TVN	MEGA	CHV	LA RED	PAY TV
HOME	RAT%	17,2	10,4	17,5	10,9	0,6	24,0
	SHR%	24,9	15,1	25,5	15,8	0,9	34,8
HM ABC 24-64	RAT%	10,0	3,9	5,4	3,3	0,3	10,7
	SHR%	28,0	11,0	15,2	9,2	1,0	30,1

"20AÑERO A LOS 40" PROFILES

	RAT%	SHR%	ADH%	ADH% ENC	FID %
ABC1	10,6	36,4	15,8	9,0	60,9
C2	7,4	20,7	21,6	21,5	47,8
C3	9,4	28,7	38,1	27,4	56,3
D	4,5	12,0	24,4	42,0	40,7
4-12	3,8	13,4	6,5	10,0	50,5
13-17	8,2	31,2	8,0	5,3	66,9
18-24	8,8	37,1	14,6	8,1	60,6
H 25-34	3,3	14,1	4,0	5,9	47,3
M 25-34	8,1	19,8	9,6	10,0	65,1
H 35-64	5,8	18,2	15,4	17,5	42,7
M 35-64	12,2	27,1	34,5	26,4	51,3
65+	4,6	9,0	7,4	16,8	31,4



SEGMENT PARTICIPATION

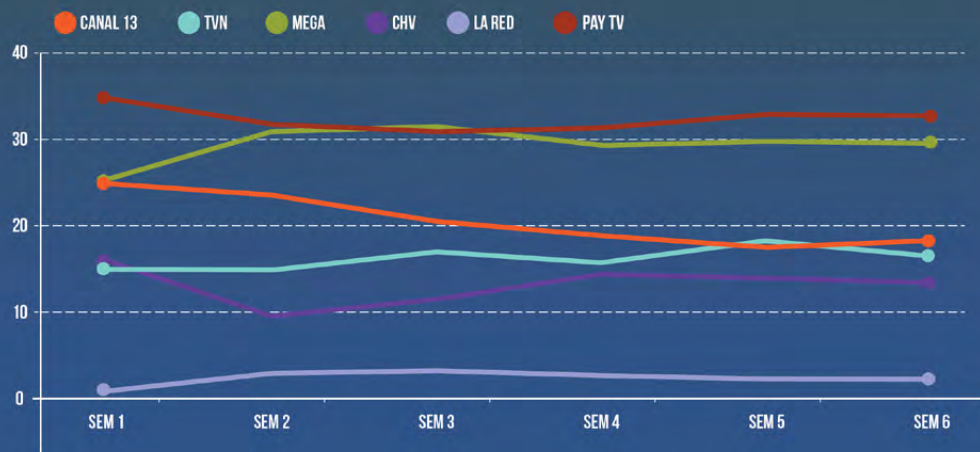
	4 - 12	13 - 17	18 - 24	H 25-34	M 25-34	H 35-64	M 35-64	+65
CANAL 13	13,4	31,2	37,1	14,1	19,8	18,2	27,1	9,0
TVN	10,8	12,7	4,9	16,3	13,2	13,3	12,6	20,3
MEGA	14,0	11,6	11,5	6,2	15,8	12,4	24,1	31,2
CHV	3,7	8,7	10,4	8,4	12,4	14,9	8,0	21,7
LA RED	0,0	0,0	0,0	1,6	0,5	0,5	0,9	0,2
PAY TV	48,1	34,3	33,2	52,0	35,0	33,5	23,1	15,1

	ABC1	C2	C3	D
CANAL 13	36,4	20,7	28,7	12,0
TVN	4,4	10,8	12,5	17,5
MEGA	7,4	14,5	17,1	24,2
CHV	9,4	7,3	9,9	15,8
LA RED	0,2	1,3	0,2	0,3
PAY TV	37,1	40,3	26,0	26,8



TIME SLOT DATA AT CANAL 13

SUNDAY - WEDNESDAY JANUARY 3RD TO FEBRUARY 3RD, 2016



PROFILE "20AÑERO A LOS 40"

	RAT%	SHR%	ADH%	ADH% ENC	FID %
ABC1	7,9	29,2	15,8	9,2	52,0
C2	5,6	17,2	21,9	20,9	42,6
C3	5,8	18,8	31,6	28,3	46,1
D	4,3	12,4	30,7	41,6	40,2
4-12	2,4	10,0	5,5	9,3	43,5
13-17	4,9	20,2	6,4	5,4	55,2
18-24	5,6	24,8	12,4	8,4	48,8
H 25-34	3,9	16,9	6,2	6,2	43,2
M 25-34	7,5	22,7	11,9	8,9	49,3
H 35-64	5,1	16,3	18,4	19,1	40,6
M 35-64	7,4	18,9	28,1	25,1	44,7
65+	5,1	10,5	11,0	17,6	36,3

PEOPLE SHARE

C13	UNIVERSE	WITH PAY TV	WITHOUT PAY TV
	16,9	16,9	16,8

HOME SHARE%	CANAL 13	TVN	MEGA	CHV	LA RED	PAY TV
	20,4	16,3	30,1	12,7	2,7	32,0

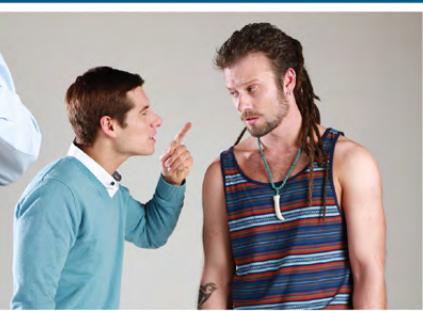
SEGMENT PARTICIPATION

	4 - 12	13 - 17	18 - 24	H 25-34	M 25-34	H 35-64	M 35-64	+65
CANAL 13	10,0	20,2	24,8	16,9	22,7	16,3	18,9	10,5
TVN	11,7	16,1	7,7	8,8	10,8	14,9	16,1	22,9
MEGA	26,5	30,9	28,7	16,4	30,7	19,7	26,5	29,0
CHV	2,2	5,8	7,0	7,4	6,0	12,8	10,2	14,1
LA RED	1,9	0,6	0,8	1,6	0,4	1,5	2,1	3,5
PAY TV	42,7	24,9	27,7	42,8	27,2	29,7	22,4	16,3

	ABC1	C2	C3	D
CANAL 13	29,2	17,7	18,8	12,4
TVN	7,1	14,2	15,9	16,6
MEGA	15,9	23,3	26,8	28,5
CHV	8,1	7,4	8,3	12,0
LA RED	2,1	2,0	1,7	1,8
PAY TV	33,3	31,7	24,2	24,9



PHOTO GALLERY



GROWTH IN SOCIAL NETWORKS

FACEBOOK



40,084

+29,547 New since it premiered

TWITTER



20,500

+1,273 New since the announcement of its premiere date

TRENDING TOPIC

(03/01/2016) Trending Topic Chapter 1:

#20AÑEROALOS40

(05/01/2016) Trending Topic Chapter 3:

#NOMEOLVIDESRAFAELA

#1 National Trending Topic for the first 13 episodes:

(03/01/2016) #20AÑEROALOS40
(04/01/2016) #20AÑEROALOS40
(05/01/2016) #NOMEOLVIDESRAFAELA
(06/01/2016) #PANCHEAMIGOSCONVENTAJA
(10/01/2016) #RAFAVSKATIA
(11/01/2016) #PANCHOROBABESOS
(12/01/2016) #PANCHESELAJUEGA
(13/01/2016) #27HRSCONRAFAELA
(17/01/2016) #QUEOCULTASJANO
(18/01/2016) #20AÑEROENLOS80
(19/01/2016) #PELIGRAELTOROTAQUILLA
(20/01/2016) #PANCHEVUELVEALASPISTAS
(24/01/2016) #LASOSPECHADEESTER



LINK TO VIDEO

<https://vimeo.com/showcase/7515425>

PASS

YA40

ROMANTIC COMEDY

96 x 45 Min.

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