

DETALLE DE INVERSION MEDIOS AUDIOVISUALES, IMPRESOS Y DIGITALES DE ENERO A DICIEMBRE DE 2017

TELEVISION	DIAL	COBERTURA	TOTAL INVERSION	TOTAL MINUTOS	TOTAL IMPACTOS	DISTRIBUCION LOCAL/REGIONAL	DISTRIBUCION NACIONAL
CADENA ECUATORIANA DE TELEVISIÓN (TC TELEVISIÓN)		NACIONAL	493,845.15	564.77	1,503.00		11.76%
CORPORACION ECUATORIANA DE TELEVISION S.A. ECUAVISIA		NACIONAL	523,226.32	578.50	1,542.00		12.46%
TELECUATRO GUAYAQUIL C.A. RTS-TV-RED TELESISTEMA		NACIONAL	348,479.45	435.19	1,172.00		8.30%
BERNABEUROP S.A. (CANAL UNO)		NACIONAL	88,116.37	83.80	227.00		2.10%
RIVAS PUBLICIDAD Y-R (CANAL UNO)		NACIONAL	39,133.33	32.70	98.00		0.93%
CENTRO DE RADIO Y TELEVISIÓN TELEMAMAZONAS		NACIONAL	63,085.17	103.04	286.00		1.50%
ARTEAGA SERRANO PRODUCCIONES CIA (CARA A CARA)		NACIONAL	10,120.00	57.05	135.00		0.24%
OPTIMIZACION DE MEDIOS DIRECTOS DEL ECUADOR OMD (TELERAMA)		NACIONAL	18,183.33	295.37	46.00		0.43%
MUVESA C.A. UNIMAX TV-RADIO COSTANERA (RTU)		NACIONAL	2,109.80	8.80	24.00		0.05%
TORRES AGUILAR LILIAN (VIDA NUEVA) TC-CN PLUS		NACIONAL	10,500.00	108.75	231.00		0.25%
GRUPO TV CABLE (SETEL)		NACIONAL	30,000.00	214.28	509.00		0.71%
TOTAL TELEVISION			1,626,798.92	2,482.25	5,773.00		38.75%
OTROS SERVICIOS (AUDIOVISUALES)							
CINEMARK S.A.		LOCAL	56,250.00	6,329.00	12,658.00	1.34%	
ESTRELLACORP S.A.		LOCAL	29,700.00	26,052.00	104,208.00	0.71%	
GRAN COMERCIO S.A.		LOCAL	21,759.00	12,120.00	24,300.00	0.52%	
CONTINEGOCIOS S.A.		LOCAL	53,333.34	286,200.00	-	1.27%	
TOTAL OTROS SERVICIOS AUDIOVISUALES			161,042.34	330,701.00	141,166.00	3.84%	-

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RADIOS	DIAL	COBERTURA	TOTAL INVERSION	TOTAL MINUTOS	TOTAL IMPACTOS	DISTRIBUCION LOCAL/REGIONAL	DISTRIBUCION NACIONAL
RADCRISTAL (RADIO CRISTAL)	830 AM	Regional	62,284.69	3,820.58	3,583.00	1.48%	
TECFORMATIC S.A. (RADIO SUCRE)	700 AM	Nacional	81,441.44	2,875.52	2,261.00		1.94%
TECFORMATIC S.A. (RADIO SISTEMA DOS)	1.080 AM	Local	13,620.00	1,567.53	2,126.00	0.32%	
TECFORMATIC S.A. (RADIO CUPIDO)	95.3 FM	Local	16,230.06	1,837.33	2,944.00	0.39%	
RADIO CARAVANA S.A.	750 AM	Nacional	80,777.33	3,444.11	3,282.00		1.92%
K&PRTV PRODUCCIONES S.A. (RADIO HUANCABILCA)	830 AM	Nacional	18,331.56	1,145.82	969.00		0.44%
GOLFCORP S.A. (RADIO ATALAYA)	680 AM	Nacional	56,160.53	3,365.70	2,756.00		1.34%
MORENA TELESUCCHA S.A. RADIO MORENA	640 AM	Local	137,254.63	5,932.90	6,908.00	3.27%	
MORENA TELESUCCHA S.A. RADIO MORENA (ESPECIALES)	640 AM	Local	9,000.00	134.77	253.00	0.21%	
SPIN S.A. RADIO TROPICANA 96.5 FM	96.5 FM	Local	49,025.58	3,261.23	3,064.00	1.17%	
VIP GOLDEN (RADIO CENTRO)	101.3 FM	Local	57,820.13	3,679.73	3,520.00	1.38%	
NERITAR S.A. RADIO IMPACTO FM	99.7 FM	Local	49,850.81	3,071.38	2,535.00	1.19%	
FOREVER MUSIC S.A. FOREMUSIC RADIO FOREVER	92.5FM	Local	75,956.00	3,217.56	2,582.00	1.81%	
RADIOELITE 99.7 S.A.	98.9FM	Local	63,929.17	3,136.17	2,535.00	1.52%	
CORPORACION INTERNACIONAL CORINT S.A. (CITY)	89.3 FM	Local/regional	11,878.00	1,150.09	1,852.00	0.28%	
TELEVISION INDEPENDIENTE INDETEL RADIO GALAXIA - LA TELE	88.5 FM	Nacional	26,555.25	1,774.46	2,872.00		0.63%
ANDIVISION S.A. RADIO TROPICALIDA-RED TV	91.3 FM	Nacional	25,882.25	1,712.58	2,791.00		0.62%
MEGACOMUNICATIONS S.A. RADIO FABU	104,5 FM	Local	26,038.25	1,743.07	2,825.00	0.62%	
FESTATI S.A. RADIO ONDA POSITIVA SOCIEDAD ANÓNIMA	94.1 FM	Local	16,460.50	1,127.18	1,814.00	0.39%	
FUNDASEN RADIO SANTIAGO	540 AM	Regional	34,066.67	2,486.97	1,532.00	0.81%	
ECUADORADIO S.A. (RADIO QUITO)	960 AM	Local	7,150.00	303.07	601.00	0.17%	
ECUADORADIO S.A. (RADIO PLATINIUM)	90.9 FM	Nacional	7,150.00	303.07	473.00		0.17%
RADIO CENTRO FM CIA LTDA. RADIO CENTRO 97.7 FM QUITO	97.7 FM	Local	10,000.00	1,040.11	1,550.00	0.24%	
RADIODIFUSORA AYAX S.A. ALFA	104.1 FM	Nacional	10,112.25	640.60	1,101.00		0.24%
PROFUEGO S.A. RADIO FUEGO	106.5 FM	Regional	14,999.96	846.94	1,296.00	0.36%	
CANAL CIENTO SIETE S.A. RADIOSA RUMBA	107.3 FM	Local	15,498.50	1,152.14	2,011.00	0.37%	
LESHOTO S.A. LA OTRA	94.9 FM	Regional	18,588.83	665.50	1,105.00	0.44%	
LESHOTO S.A. CANELA	90.5 FM	Local	19,479.72	654.85	1,089.00	0.46%	
SUBTOTAL RADIOS			1,015,542.11	56,090.96	62,230.00	16.89%	7.30%

ESPACIOS Y/O PROGRAMAS COMUNICACIONALES	DIAL	COBERTURA	TOTAL INVERSION	TOTAL MINUTOS	TOTAL IMPACTOS	DISTRIBUCION LOCAL/REGIONAL	DISTRIBUCION NACIONAL
VARELA GUEVARA LUIS EDUARDO (RADIO SUCRE)	700 AM	Nacional	10,819.51	830.98	1,342.00		0.26%
GÓMEZ GILER WALTER ANGEL (RADIO SISTEMA 2)	1.080 AM	Local	11,000.00	929.51	1,458.00	0.26%	
FERNANDO FEDERICO AGUAYO (RADIO ATALAYA)	680 AM	Nacional	12,512.33	1,096.44	1,776.00		0.30%
AYALA SERRA JULIO OSWALDO (RADIO ATALAYA)	680 AM	Nacional	9,000.00	779.21	1,238.00		0.21%
ALCIDES EZEQUIEL MONTILLA GARCIA	680 AM	Nacional	6,600.00	590.09	927.00		0.16%
CONSUELO LORENA CRIOLLO VALLEJO	680 AM	Nacional	10,999.99	945.05	1,508.00	0.26%	
WILLIAM EDUARDO LUDENA ARIAS	93.3 FM	Regional	10,000.00	423.65	656.00		0.24%
ROBERTO ENRIQUE FIGUEROA CEDENO (RADIO MORENA)	640 AM	Local	5,000.00	392.82	622.00	0.12%	
VILLAMAR CUADRARO DAVSI CECILIA	99.7 FM	Local	7,367.91	513.64	819.00	0.18%	
JORGE RUBEN GARCIA MUÑOZ	101.3 FM	Local	4,000.00	337.35	525.00		0.10%
SHIRLA CHIRIBOGA ZURITA	580 AM	Nacional	1,200.00	150.95	231.00		0.03%
DANIEL ENRIQUE SOLORZANO SALAZAR	640 AM	Local	15,000.00	788.52	1,250.00	0.36%	
GARCIA SALGUERO ROBERTO COLON	830 AM	Regional	1,500.00	129.76	198.00	0.04%	
GINO FREIRE BONIOFACINI	107.3 FM	Local	4,200.00	366.21	567.00	0.10%	
CARLOS ABRAHAM LOPEZ	680 AM	Nacional	12,000.00	1,012.76	1,708.00	0.29%	

SALUSTIO CLEMENTE GARCÉS RENDON	830 AM	Regional	7,000.00	598.21	1,000.00	0.17%	
GUAYAQUIL SALAZAR JORGE LUIS	92.1 FM	Local	1,563.49	127.43	222.00	0.04%	
NERITAR (ME TIME)	99.7 FM	Local	2,762.24	235.43	395.00	0.07%	
SORIA YUPANQUI SEGUNDO LAUTARO	1230 AM	Local	1,800.00	233.47	360.00	0.04%	
SANCHEZ PILLA MARIA ESTELILIA (RADIO UNO)	580 AM	Nacional	1,500.00	197.03	300.00		0.04%
GOMEZ CAMPOZANO TANIA MERCEDES	104.9 FM	Regional	300.00	18.63	43.00	0.01%	
MARYURI ALVARADO TUTIVEN	1270 AM	Local	900.00	52.50	114.00	0.02%	
JAVIER COELLO ULLOA	640 AM	Local	6,300.00	611.89	1,029.00	0.15%	
RONALD ANDRES VINCES MENDOZA	92.1 FM	Local	2,400.00	166.80	330.00	0.06%	
SUB TOTAL ESPACIOS Y/O PROGRAMAS COMUNICACIONALES			145,725.47	11,528.35	18,618.00	2.15%	1.33%
TOTAL RADIOS Y/O PROGRAMAS COMUNICACIONALES			1,161,267.58	67,619.31	80,848.00	19.04%	8.62%

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DIARIOS	DIAL	COBERTURA	TOTAL INVERSION	TOTAL CENTIMETROS	TOTAL AVISOS	DISTRIBUCION LOCAL/REGIONAL	DISTRIBUCION NACIONAL
METROECUADOR S.A. GUIASA S.A.		Local	221,250.00	145,869.96	90.00	5.27%	
COMPANIA ANONIMA EL UNIVERSO (SEMANARIO QUE)		Local	27,302.00	9,336.50	16.00	0.65%	
GRAFICOS NACIONALES S.A. GRANASA /EXPRESO-EXTRA		Nacional	278,836.75	257,824.86	242.00		6.64%
COMPANIA ANONIMA EL UNIVERSO (EL UNIVERSO)		Nacional	455,939.00	235,027.49	247.00		10.86%
GRUPO EL COMERCIO		Nacional	22,635.00	12,420.33	4.00		0.54%
EDICENTRAL LA HORA		Nacional	29,742.85	21,424.00	4.00		0.71%
TOTAL DIARIOS			1,035,705.60	681,903.14	603.00	5.92%	18.75%

OTROS IMPRESOS		COBERTURA	TOTAL INVERSION	TOTAL CENTIMETROS	TOTAL AVISOS	DISTRIBUCION LOCAL/REGIONAL	DISTRIBUCION NACIONAL
EDITORIAL DON BOSCO LIBRERIAS NACIONALES SALESIANAS		Local	17,150.00	300.58	50.00	0.41%	
ARQUIDICOESANA JUSTICIA Y PAZ		Local	26,000.04	313.92	54.00	0.62%	
TORRES VELEZ MARITZA DAMARIS RUTA DE FE Y ESPERANZA		Local	4,900.00	4,365.90	7.00	0.12%	
PARROQUIA EL SAGRARIO ORGANIZACION RELIGIOSA NUESTRA CATEDRAL		Local	1,750.00	1,155.00	13.00	0.04%	
QUIDEST S.A.		Nacional	11,250.00	5,613.30	3.00		0.27%
VIP GOLDEN S.A		Local	54,000.00	31,379.20	37.00	1.29%	
CATALINA RODRIGUEZ		Regional	2,250.00	1,377.00	5.00	0.05%	
ADELA MACHARE-LIGANDO FRONTERA		Nacional	2,500.00	1,377.50	5.00	0.06%	
PPC REVISTA ENCONTEXTO		Regional	12,000.00	4,989.60	8.00	0.29%	
FATIMA ALVARADO-IMPACTO DEL MUNDO		Nacional	2,400.00	1,174.70	3.00	0.06%	
FERNANDO ENGRACIA (PERIODICO NUEVO HORIZONTE)		Local	5,900.00	36,540.00	6.00	0.14%	
EUGENIO YELA PEREZ (PERIDOCIO DESPERTAR)		Regional	500.00	1,260.00	1.00	0.01%	
TOTAL IMPRESOS			140,600.04	89,846.70	192.00	3.08%	0.27%

DIGITALES		COBERTURA	TOTAL INVERSION	TOTAL PÍXELES	TOTAL VISITAS	DISTRIBUCION LOCAL/REGIONAL	DISTRIBUCION NACIONAL
ALFONSO PEREZ			37,200.00				0.89%
LUIS EDUARDO VIVANCO			20,000.00				0.48%
ROBERTO CHAVEZ LA MOFLE			15,000.00				0.36%
CHARITO ZAMBRANO RADIO SCANDALO ON LINE			600.00				0.01%
TOTAL DIGITALES			72,800.00				1.73%

TOTAL MEDIOS AUDIVISUALES, IMPRESOS Y DIGITALES			4,198,214.48			31.87%	68.13%
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**DETALLE DE INVERSION EN MEDIOS AUDIOVISUALES, IMPRESOS Y DIGITALES 2017
DESGLOSE GENERAL DE MONTOS Y PORCENTAJES**

MEDIOS	INVERTIDO 2017	DISTRIBUCIÓN 2017
TELEVISION	1,626,798.92	38.75%
OTROS SERVICIOS (AUDIOVISUALES)	161,042.34	3.84%
RADIOS	1,161,267.58	27.66%
DIARIOS	1,035,705.60	24.67%
OTROS IMPRESOS (REVISTAS, HOJAS DOMINICALES, FOLLETOS, SEMANARIOS)	140,600.04	3.35%
DIGITALES (ECUADOR EN VIVO, MOFLE, VIVANCO, WILKA)	72,800.00	1.73%
TOTAL MEDIOS	4,198,214.48	100.00%