

DETALLE DE INVERSION CANALES DE TELEVISION DE ENERO A DICIEMBRE DEL 2018

TELEVISION	DIAL	COBERTURA	INVERSION EFECTUADA	TOTAL MINUTOS	TOTAL IMPACTOS	DISTRIBUCION LOCAL/REGIONAL	DISTRIBUCION NACIONAL
CADENA ECUATORIANA DE TELEVISIÓN (TC TELEVISIÓN)		NACIONAL	732,186.89	884.17	1,346.00		16.09%
CORPORACIÓN ECUATORIANA DE TELEVISIÓN S.A. ECUAVISIA		NACIONAL	692,276.46	699.70	1,199.00		15.21%
TELECUATRO GUAYAQUIL C.A. RTS-TV-RED TELESISTEMA		NACIONAL	321,995.00	528.64	904.00		7.08%
BERNABEUCORP S.A. (CANAL UNO)		NACIONAL	-	-	-		
RIVAS PUBLICIDAD Y-R (CANAL UNO)		NACIONAL	210,798.20	369.33	611.00		4.63%
CENTRO DE RADIO Y TELEVISIÓN TELEAMAZONAS		NACIONAL	114,333.01	160.22	271.00		2.51%
ARTEAGA SERRANO PRODUCCIONES CIA (CARA A CARA)		NACIONAL	12,650.00	163.00	292.00		0.28%
OPTIMIZACION DE MEDIOS DIRECTOS DEL ECUADOR OMD (TELERAMA)		NACIONAL	21,937.51	310.43	40.00		0.48%
MUVESA C.A. UNIMAX TV-RADIO COSTANERA (RTU)		NACIONAL	16,344.00	126.67	196.00		0.36%
TORRES AGUILAR LILIAN (VIDA NUEVA) TC-AMERICA VISION		NACIONAL	9,000.00	109.23	204.00		0.20%
GRUPO TV CABLE (SETEL)		NACIONAL	30,000.00	275.84	510.00		0.66%
ESTHELA OLIVEROS		NACIONAL	1,125.00	4.00	6.00		0.02%
CARLOS VERA		NACIONAL	6,000.00	5.33	8.00		0.13%
TOTAL TELEVISION			2,168,646.07	3,636.55	5,587.00	-	47.66%
OTROS SERVICIOS (AUDIOVISUALES)							
CINEMARK S.A.		Local/regional	20,000.00	2,089.00	4,178.00	0.44%	
ESTRELLACORP S.A.		Local/regional	29,700.00	26,052.00	104,208.00	0.65%	
CONTINEGOCIOS S.A.		Local/regional	50,000.00	270,900.00	16,543,200.00	1.10%	
TOTAL OTROS SERVICIOS AUDIOVISUALES			99,700.00	299,041.00	16,651,586.00	2.19%	

RADIOS	DIAL	COBERTURA	INVERSION EFECTUADA	TOTAL MINUTOS	TOTAL IMPACTOS	DISTRIBUCION LOCAL/REGIONAL	DISTRIBUCION NACIONAL
RADCRISTAL (RADIO CRISTAL)	870 AM	Local/regional	55,866.81	3,513.62	2,721.00	1.23%	
TECFORMATIC S.A. (RADIO SUCRE)	700 AM	Local/regional	52,889.60	1,904.77	1,083.00	1.16%	
TECFORMATIC S.A. (RADIO CUPIDO)	95.3 FM	Local/regional	2,331.84	285.92	407.00	0.05%	
RADIO CARAVANA S.A.	750 AM	Nacional	71,168.00	3,231.92	2,701.00		1.56%
K&PRTV PRODUCTIONS S.A. (RADIO HUANCABILCA)	830 AM	Nacional	50,466.00	3,302.61	2,599.00		1.11%
GOLFCORP S.A. (RADIO ATALAYA)	680 AM	Local/regional	43,732.43	2,695.01	1,862.00	0.96%	
MORENA TELESUCHA S.A. RADIO MORENA	640 AM	Local/regional	105,207.24	5,028.27	4,888.00		2.31%
MORENA TELESUCHA S.A. RADIO MORENA (ESPECIALES)	640 AM	Local/regional	27,000.00	509.13	784.00	0.59%	
SPIN S.A. RADIO TROPICANA 96.5 FM	96.5 FM	Local/regional	39,093.25	2,753.47	2,230.00	0.86%	
VIP GOLDEN (RADIO CENTRO)	101.3 FM	Local/regional	48,234.02	3,185.27	2,534.00	1.06%	
NERITAR S.A. RADIO IMPACTO FM	99.7 FM	Local/regional	23,815.82	1,510.20	916.00	0.52%	
NERITAR (ME TIME)	99.7 FM	Local/regional	3,596.46	391.10	529.00	0.08%	
FOREVER MUSIC S.A. FOREMUSIC RADIO FOREVER	92.5 FM	Local/regional	63,908.68	2,552.52	1,385.00	1.40%	
RADIOELITE 99.7 S.A.	98.9 FM	Local/regional	46,405.00	2,517.25	1,308.00	1.02%	
CORPORACION INTERNACIONAL CORINT S.A. (CITY)	89.3 FM	Local/regional	7,616.00	800.90	1,132.00	0.17%	
MEGACOMUNICACIONES S.A. RADIO FABU	104.5 FM	Local/regional	14,214.00	1,103.16	1,516.00	0.31%	
ANDIVISION S.A. RADIO TROPICALIDA-RED TV	91.3 FM	Nacional	14,639.50	1,139.16	1,562.00		0.32%
TELEVISION INDEPENDIENTE INDETEL RADIO GALAXIA - LA TELE	88.5 FM	Nacional	14,133.50	1,101.90	1,510.00		0.31%
RADIODIFUSORA AYAX S.A. ALFA	104.1 FM	Nacional	11,373.50	873.36	1,207.00		0.25%
CANAL CIENTO SIETE S.A. RADIOA RUMBA	107.3 FM	Local/regional	4,500.60	423.76	593.00	0.10%	
FESTATI S.A. RADIO ONDA POSITIVA SOCIEDAD ANÓNIMA	94.1 FM	Local/regional	14,291.50	1,337.33	1,844.00	0.31%	
LESHOTO S.A. LA OTRA	94.9 FM	Local/regional	5,681.09	253.62	354.00	0.12%	
LESHOTO S.A. CANELA	90.5 FM	Local/regional	4,735.03	196.85	277.00	0.10%	
ESTRATEGIA CREATIVA ESTRATEG (RADIO E STRELLA)	92.1 FM	Local/regional	9,519.00	1,113.03	1,565.00	0.21%	
PROFUEGO S.A. RADIO FUEGO	106.5 FM	Local/regional	29,400.00	1,655.48	1,149.00	0.65%	
FUNDASEN RADIO SANTIAGO	540 AM	Local/regional	27,807.22	1,955.22	678.00	0.61%	
RADIO CENTRO FM CIA LTDA. RADIO CENTRO 97.7 FM QUITO	97.7 FM	Local/regional	8,000.00	1,037.73	1,391.00	0.18%	
ECUADORADIO S.A. (RADIO QUITO)	960 AM	Local/regional	7,150.01	358.19	481.00	0.16%	
ECUADORADIO S.A. (RADIO PLATINIUM)	90.9 FM	Nacional	7,150.01	358.19	481.00		0.16%
SUBTOTAL RADIOS			813,926.12	47,088.92	41,687.00	11.86%	6.02%

PROGRAMAS Y/O ESPACIOS COMUNICACIONALES	DIAL	COBERTURA	INVERSION EFECTUADA	TOTAL MINUTOS	TOTAL IMPACTOS	DISTRIBUCION LOCAL/REGIONAL	DISTRIBUCION NACIONAL
VARELA GUEVARA LUIS EDUARDO	700 AM	Local/regional	8,999.99	787.34	1,152.00	0.20%	
CARLOS ABRAHAM LOPEZ	680 AM	Local/regional	9,599.99	871.09	1,252.00	0.21%	
FERNANDO FEDERICO AGUAYO	680 AM	Local/regional	12,500.00	1,067.71	1,621.00	0.27%	
AYALA SERRA JULIO OSWALDO	680 AM	Local/regional	10,000.00	913.19	1,413.00	0.22%	
AYALA SERRA JULIO OSWALDO	680 AM	Local/regional	9,999.99	919.63	1,392.00	0.22%	
ALCIDES EZEQUIEL MONTILLA GARCIA	680 AM	Local/regional	6,599.99	638.96	941.00	0.15%	
CONSUELO LORENA CRIOLLO VALLEJO	680 AM	Local/regional	11,000.01	1,107.54	1,527.00	0.24%	
VILLAMAR CUADRARO DAYSI CECILIA	99.7 FM	Local/regional	7,000.00	666.64	911.00	0.15%	
JORGE RUBEN GARCÍA MUÑOZ	101.3 FM	Local/regional	7,744.37	821.25	1,121.00	0.17%	
ROBERTO ENRIQUE FIGUEROA CEDENO	640 AM	Nacional	10,400.00	533.79	251.00		0.23%
DANIEL ENRIQUE SOLORZANO SALAZAR	640 AM	Nacional	11,999.99	649.14	1,000.00		0.26%
JAVIER COELLO ULLOA	640 AM	Nacional	8,100.01	819.97	1,283.00		0.18%
GARCIA SALGUERO ROBERTO COLON	870 AM	Local/regional	2,749.99	247.00	369.00	0.06%	
RONALD ANDRES VINCES MENDOZA	92.1 FM	Local/regional	6,756.00	615.65	936.00	0.15%	
GOMEZ CAMPOZANO TANIA MERCEDES	104.9 FM	Local/regional	3,300.00	342.42	494.00	0.07%	
SANCHEZ PILLA MARIA ESTELILIA	1.400 AM	Local/regional	1,800.00	248.18	346.00	0.04%	
SORIA YUPANQUI SEGUNDO LAUTARO	1.230 AM	Local/regional	1,800.00	258.20	360.00	0.04%	
SALUSTIO CLEMENTE GARCÉS RENDON	1.350 AM	Local/regional	3,500.00	333.30	500.00	0.08%	
GÓMEZ GILER WALTER ANGEL	1.270 AM	Local/regional	8,000.01	712.74	1,050.00	0.18%	
MARYURI ALVARADO TUTIVEN	1.270 AM	Local/regional	2,099.98	148.77	252.00	0.05%	
HUGO ASENSIO E.	1.270 AM	Local/regional	300.00	33.43	50.00	0.01%	
PATRICIA SANCHEZ BERREZUETA	1.350 AM	Local/regional	3,199.99	294.90	428.00	0.07%	
LEONOR OCHOA MORAN	540 AM	Local/regional	2,800.00	268.14	400.00	0.06%	
COMUNSENT/LABERINTO	95.3 FM	Local/regional	2,250.00	188.17	264.00	0.05%	
SUB TOTAL ESPACIOS Y/O PROGRAMAS COMUNICACIONALES			152,500.32	13,487.15	19,313.00	2.68%	0.67%

TOTAL RADIOS Y/O PROGRAMAS COMUNICACIONALES			966,426.45	60,576.07	61,000.00	14.54%	6.69%
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DIARIOS		COBERTURA	INVERSION EFECTUADA	TOTAL CENTIMETROS	TOTAL AVISOS	DISTRIBUCION LOCAL/REGIONAL	DISTRIBUCION NACIONAL
METROECUADOR S.A. GUIASA S.A.		Local/regional	94,782.00	65,594.86	45.00	2.08%	
COMPANIA ANONIMA EL UNIVERSO (SEMANARIO QUE)		Local/regional	195,801.00	155,517.50	107.00	4.30%	
GRAFICOS NACIONALES S.A. GRANASA /EXPRESO-EXTRA)		Nacional	256,506.00	177,512.07	115.00		5.64%
COMPANIA ANONIMA EL UNIVERSO (EL UNIVERSO)		Nacional	490,686.05	185,393.15	184.00		10.78%
GRUPO EL COMERCIO		Nacional	28,093.24	4,088.09	5.00		0.62%
EDICENTRAL LA HORA		Nacional	28,089.00	20,000.00	4.00		0.62%
TOTAL DIARIOS			1,093,957.29	608,105.68	460.00	6.39%	17.65%
OTROS IMPRESOS		COBERTURA	INVERSION EFECTUADA	TOTAL CENTIMETROS	TOTAL AVISOS	DISTRIBUCION LOCAL/REGIONAL	DISTRIBUCION NACIONAL
EDITORIAL DON BOSCO LIBRERIAS NACIONALES SALESIANAS		Local/regional	17,500.00	278.24	50.00	0.38%	
ARQUIDICOESANA JUSTICIA Y PAZ		Local/regional	6,500.01	74.60	12.00	0.14%	
TORRES VELEZ MARITZA DAMARIS RUTA DE FE Y ESPERANZA		Local/regional	7,700.00	6,860.70	11.00	0.17%	
PARROQUIA EL SAGRARIO ORGANIZACION RELIGIOSA		Local/regional		-	-	0.00%	
QUIDEST S.A.		Nacional	11,250.00	7,484.40	3.00		0.25%
VIP GOLDEN S.A SEMANARIO EL OBSERVADOR		Local/regional	53,750.00	31,808.70	41.00	1.18%	
CATALINA RODRIGUEZ		Local/regional	2,250.00	1,377.00	5.00	0.05%	
ADELA MACHARE-LIGANDO FRONTERA		Nacional	3,500.00	1,928.50	7.00		0.08%
PPC REVISTA ENCONTEXTO		Local/regional	3,000.00	1,247.40	2.00	0.07%	
FATIMA ALVARADO-IMPACTO DEL MUNDO		Nacional	4,000.00	3,118.50	5.00		0.09%
FERNANDO ENGRACIA (PERIODICO NUEVO HORIZONTE)		Local/regional	1,966.66	29,610.00	1.00	0.04%	
EUGENIO YELA PEREZ (PERIDOCIO DESPERTAR)		Local/regional	3,500.00	8,865.00	7.00	0.08%	
TOTAL IMPRESOS			114,916.68	92,653.04	144.00	2.11%	0.41%
DIGITALES		COBERTURA	INVERSION EFECTUADA			DISTRIBUCION LOCAL/REGIONAL	DISTRIBUCION NACIONAL
ALFONSO PEREZ		Nacional	31,000.00				0.68%
LUIS EDUARDO VIVANCO		Nacional	40,000.00				0.88%
ROBERTO CHAVEZ LA MOFLE		Nacional	30,000.00				0.66%
CHARITO ZAMBRANO RADIO SCANDALO ON LINE		Nacional	6,000.00				0.13%
TOTAL DIGITALES			107,000.00	-	-	-	2.35%
TOTAL MEDIOS AUDIVISUALES, IMPRESOS Y DIGITALES			4,550,646.48			25.23%	74.77%

DETALLE DE INVERSION EN MEDIOS AUDIOVISUALES, IMPRESOS Y DIGITALES 2018

MEDIOS	INVERTIDO 2018	DESGLOSE %
TELEVISION	2,168,646.07	48%
OTROS SERVICIOS (AUDIOVISUALES)	99,700.00	2%
RADIOS	538,572.86	12%
ENLACES	427,853.59	9%
DIARIOS	1,093,957.29	24%
OTROS IMPRESOS (REVISTAS, HOJAS DOMINICALES, FOLLETOS, SEMANARIOS)	114,916.67	3%
DIGITALES (ECUADOR EN VIVO, MOFLE TV, CASTIGO DIVINO, CHARITO ZAMBRANO)	107,000.00	2%
TOTAL MEDIOS	4,550,646.48	100%