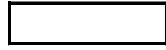


RESUMEN INVERSION MEDIOS AUDIOVISUALES E IMPRESOS DEL 01 AL 30 DE JUNIO DEL 2015

| RESUMEN INVERSION MEDIOS AUDIOVISUALES E IMPRESOS DEL 01 AL 30 DE JUNIO DEL 2015 | | | | | | | |
|--|-----------|-------------------|-------------------|---------------------|------------------|---------------|---------------|
| TELEVISION | COBERTURA | TOTAL | TOTAL | TOTAL | DISTRIBUCION | DISTRIBUCION | |
| | | INVERSION | MINUTOS | IMPACTOS | LOCAL/REG. | NACIONAL | |
| CADENA ECUATORIANA DE TELEVISION (TC TELEVISION) | Nacional | 23,243.40 | 13.33 | 40.00 | | 6.36% | |
| CORPORACION ECUATORIANA DE TELEVISION S.A. ECUAVISIA | Nacional | 157,206.05 | 66.83 | 145.00 | | 43.04% | |
| TELECUATRO GUAYAQUIL C.A. RTS-TV-RED TELESISTEMA | Nacional | 113,985.26 | 47.00 | 99.00 | | 31.21% | |
| PUBLICIDAD PUBLITOP S.A. (CANAL UNO) | Nacional | 22,000.00 | 32.17 | 70.00 | | 6.02% | |
| CENTRO DE RADIO Y TELEVISION TELEMAMAZONAS | Nacional | 33,290.66 | 18.67 | 33.00 | | 9.12% | |
| OMD (OPTIMIZADORA DE MEDIOS DIRECTOS) TELERAMA | Nacional | 12,850.00 | 56.50 | 17.00 | | 3.52% | |
| ARTEAGA SERRANO PRODUCCIONES CIA | Nacional | 1,150.00 | 18.36 | 37.00 | | 0.31% | |
| MERCEDES TORRES DE CASTILLO (VIDA NUEVA) | Nacional | 1,500.00 | 7.30 | 15.00 | | 0.41% | |
| TOTAL TELEVISION | | 365,225.37 | 260.16 | 456.00 | - | 100% | |
| OTROS SERVICIOS (AUDIOVISUALES) | | | | | | | |
| | COBERTURA | TOTAL | TOTAL | TOTAL | DISTRIBUCION | DISTRIBUCION | |
| | | INVERSION | MINUTOS | IMPACTOS | LOCAL/REG. | NACIONAL | |
| GRAN COMERCIO S.A. | Local | 7,253.30 | 4,080.00 | 8,100.00 | | 48.51% | |
| CINEMARK S.A. | Local | 5,000.00 | 621.00 | 307.00 | | 33.44% | |
| ESTRELLACORP S.A. | Local | 2,699.90 | 2,418.00 | 9,672.00 | | 18.06% | |
| TOTAL OTROS SERVICIOS AUDIOVISUALES | | 14,953.20 | 7,119.00 | 18,079.00 | 100.00% | - | |
| RADIOS | | | | | | | |
| | DIAL | COBERTURA | TOTAL | TOTAL | TOTAL | DISTRIBUCION | DISTRIBUCION |
| | | | INVERSION | MINUTOS | IMPACTOS | LOCAL/REG. | NACIONAL |
| RADCRIстал (RADIO CRISTAL) | 830 am | Regional | 10,465.00 | 782.93 | 857.00 | 5% | |
| TECFORMATIC S.A. (RADIO SUCRE) | 700 am | Nacional | 20,230.00 | 907.98 | 1,064.00 | | 11% |
| TECFORMATIC S.A. (RADIO SISTEMA DOS) | 1.080 am | Local | 4,472.00 | 761.73 | 1,126.00 | 2% | |
| TECFORMATIC S.A. (RADIO CUPIDO) | 95.3 fm | Local | 4,508.00 | 517.57 | 780.00 | 2% | |
| RADIO CARAVANA S.A. | 750 am | Nacional | 13,496.00 | 665.46 | 708.00 | | 7% |
| K&PRTV PRODUCTIONS S.A. (RADIO HUANCAVILCA) | 830 am | Nacional | 14,752.26 | 1,051.97 | 1,375.00 | | 8% |
| GOLFCORP S.A. (RADIO ATALAYA) | 680 am | Nacional | 16,815.68 | 871.83 | 1,093.00 | | 9% |
| MORENA TELESUCHA S.A. RADIO MORENA | 640 am | Local | 21,238.00 | 1,022.92 | 1,174.00 | 11% | |
| SPIN S.A. RADIO TROPICALINA 96.5 FM | 96.5 fm | Local | 8,123.48 | 815.83 | 880.00 | 4% | |
| FOREVER MUSIC S.A. FOREMUSIC RADIO FOREVER | 92.5 fm | Local | 12,120.00 | 773.77 | 871.00 | 6% | |
| VIP GOLDEN (RADIO CENTRO) | 101.3 fm | Local | 9,640.00 | 668.50 | 656.00 | 5% | |
| NERITAR S.A. RADIO IMPACTO FM | 99.7 fm | Local | - | - | - | 0% | |
| RADIOELITE 99.7 S.A. | 98.9fm | Local | 11,149.00 | 733.40 | 747.00 | 6% | |
| CORPORACION INTERNACIONAL CORINT' S.A. (CITY) | 89.3 fm | Regional | 4,926.00 | 422.54 | 630.00 | 3% | |
| TELEVISION INDEPENDIENTE INDETEL RADIO GALAXIA - LA TELE | 88.5 fm | Nacional | 8,441.00 | 614.14 | 906.00 | | 4% |
| ANDIVISION S.A. RADIO TROPICALIDA-RED TV | 91.3 fm | Nacional | 8,291.50 | 607.27 | 891.00 | | 4% |
| MEGACOMUNICATIONS S.A. RADIO FABU | 104,5 fm | Nacional | 8,222.50 | 601.94 | 882.00 | | 4% |
| RADIO CANAL CIENTO SIETE S.A. RADIOSA | 107.3 fm | Nacional | 2,192.90 | 460.03 | 712.00 | | 1% |
| FESTATI S.A. RADIO ONDA POSITIVA SOCIEDAD ANONIMA | 94.1 fm | Local | 2,240.00 | 524.95 | 766.00 | 1% | |
| PARRALES QUIJJE ECUADOR BENITO RADIO ESTEREO FM ESTRELLA | 92,1 fm | Local | 2,561.98 | 424.53 | 639.00 | 1% | |
| RADIO CENTRO FM CIA LTDA. RADIO CENTRO 97.7 FM QUITO | 97.7 fm | Local | 1,000.00 | 104.90 | 172.00 | 1% | |
| SUBTOTAL RADIOS | | | 184,885.30 | 13,334.19 | 16,929.00 | 48% | 48% |
| ESPACIOS Y/O PROGRAMAS COMUNICACIONALES | | | | | | | |
| | DIAL | COBERTURA | TOTAL | TOTAL | TOTAL | DISTRIBUCION | DISTRIBUCION |
| | | | INVERSION | MINUTOS | IMPACTOS | LOCAL/REG. | NACIONAL |
| VARELA GUEVARA LUIS EDUARDO (RADIO SUCRE) | 700 am | Nacional | 488.00 | 42.55 | 61.00 | | 0% |
| GOMEZ GILER WALTER ANGEL (RADIO SISTEMA 2) | 1.080 am | Local | 1,080.00 | 68.02 | 96.00 | 1% | |
| AGUAYO CADENA FEDERICO FERNANDO (RADIO ATALAYA) | 680 am | Nacional | 976.00 | 84.57 | 122.00 | | 1% |
| LOPEZ LEON CARLOS ABRAHAN (RADIO ATALAYA) | 680 am | Nacional | 1,120.00 | 92.77 | 140.00 | | 1% |
| AYALA SERRA JULIO OSWALDO (RADIO ATALAYA) | 680 am | Nacional | 1,071.00 | 82.00 | 119.00 | | 1% |
| ROBERTO ENRIQUE FIGUEROA CEDENO (RADIO MORENA) | 640 am | Local | 592.00 | 47.10 | 74.00 | 0% | |
| SORIA YUPANQUI EGUNDO LAUTARO | 1230 am | Local | 310.00 | 43.53 | 62.00 | 0% | |
| VILLAMAR CUADRARO DAYSI CECILIA | 99.7 fm | Local | 352.00 | 30.26 | 44.00 | 0% | |
| JORGE RUBEN GARCIA MUNOZ | 101.3 fm | Local | 584.00 | 50.48 | 73.00 | | 0% |
| SUB TOTAL ESPACIOS Y/O PROGRAMAS COMUNICACIONALES | | | 6,573.00 | 541.28 | 791.00 | 1.22% | 2.21% |
| TOTAL RADIOS Y/O PROGRAMAS COMUNICACIONALES | | | 191,458.30 | 13,875.47 | 17,720.00 | 49.50% | 50.50% |
| IMPRESOS | | | | | | | |
| | COBERTURA | TOTAL | TOTAL | TOTAL | DISTRIBUCION | DISTRIBUCION | |
| | | INVERSION | CENTIMETROS | AVISOS | LOCAL/REG. | NACIONAL | |
| GRAFICOS NACIONALES S.A. GRANASA /EXPRESO-EXTRA) | Nacional | 27,933.00 | 5,540.81 | 19.00 | | 29% | |
| COMPANIA ANONIMA EL UNIVERSO (EL UNIVERSO) | Nacional | 57,307.75 | 4,187.55 | 16.00 | | 59% | |
| VIPGOLDEN SEMANARIO EL OBSERVADOR | Nacional | 5,000.00 | 2,494.80 | 4.00 | | 5% | |
| ALVARADO ORELLANA FATIMA VIVIANA (IMPACTO DEL MUNDO) | Nacional | 800.00 | 623.70 | 1.00 | | 1% | |
| EDITORIAL DON BOSCO LIBRERIAS NACIONALES SALESIANAS | Local | 1,400.00 | 21.28 | 4.00 | 1% | | |
| MERCASOCER S.A. (PERIODICO EN HORA BUENA) | Local | 800.00 | 275.50 | 1.00 | | 0% | |
| DIARIO EL COMERCIO | Nacional | 3,270.00 | 343.83 | 1.00 | | 3% | |
| TOTAL IMPRESOS | | 96,510.75 | 13,487.47 | 46.00 | 1% | 98% | |
| DIGITALES | | | | | | | |
| | COBERTURA | TOTAL | TOTAL | TOTAL | DISTRIBUCION | DISTRIBUCION | |
| | | INVERSION | PIXELES | VISITAS | LOCAL/REG. | NACIONAL | |
| EDIEPOCA S.A. | | 1,000 | | 1,323,076.00 | | 25% | |
| ALFONSO PEREZ | | 1,600.0 | | 671,774.00 | | 41% | |
| JIBRILCORP S.A. | | 1,333.20 | | 1,465,075.00 | | 34% | |
| TOTAL DIGITALES | | 3,933.09 | - | 3,459,925.00 | | 100% | |
| TOTAL MEDIOS AUVISUALES E IMPRESOS | | 672,080.71 | | | | | |



| | VALOR CAMPANAS | MINUTOS CAMPANAS | IMPACTOS CAMPANAS |
|------|-------------------|---------------------|----------------------|
| | 23,243.40 | 13.33 | 40 |
| | 157,206.05 | 66.83 | 145 |
| | 113,985.26 | 47 | 99 |
| | 22,000.00 | 32.17 | 70 |
| | 33,290.66 | 18.67 | 33 |
| | 12,850.00 | 56.5 | 17 |
| | 1,150.00 | 18.36 | 37 |
| | 1,500.00 | 7.30 | 15 |
| 100% | 505,225.57 | 200.10 | 450.00 |
| | 7,253.30 | 4,080.00 | 8,100.00 |
| | 5,000.00 | 621 | 307 |
| 100% | 2,699.90 | 2,418.00 | 9672 |

| | VALOR | MINUTOS | IMPACTOS |
|---------|------------|-----------|-----------|
| | 5,555.00 | 565.93 | 849 |
| | 13,230.00 | 695.98 | 1,057.00 |
| | 4,472.00 | 701.73 | 1,120.00 |
| | 4,508.00 | 517.57 | 780.00 |
| | 0,890.00 | 408.40 | 701.00 |
| | 9,152.26 | 809.97 | 1,507.00 |
| | 9,215.08 | 600.83 | 1,084.00 |
| | 13,238.00 | 782.92 | 1,100.00 |
| | 4,551.00 | 578.83 | 872.00 |
| | 0,060.00 | 570.77 | 864.00 |
| | 4,040.00 | 428.50 | 648.00 |
| | 5,549.00 | 492.40 | 739.00 |
| | 4,926.00 | 422.54 | 630 |
| | 8,441.00 | 614.14 | 906 |
| | 8,291.50 | 607.27 | 891 |
| | 8,222.50 | 601.94 | 882 |
| | 2,192.90 | 460.03 | 712 |
| | 2,240.00 | 524.95 | 766 |
| | 2,561.98 | 424.53 | 659 |
| | 1,000.00 | 104.90 | 172 |
| | 123,922.82 | 11,034.19 | 16,851.00 |
| | 184,885.30 | 13,334.19 | |
| | 488.00 | 42.55 | 61 |
| | 1,080.00 | 68.02 | 96 |
| | 976.00 | 84.57 | 122 |
| | 1,120.00 | 92.77 | 140 |
| | 1,071.00 | 82.00 | 119 |
| | 592.00 | 47.10 | 74 |
| | 310.00 | 43.53 | 62 |
| | 352.00 | 30.26 | 44 |
| | 584.00 | 50.48 | 73 |
| | 0,575.00 | 541.20 | 791 |
| 100.00% | | | |
| 0.00% | | | |

| | |
|-----------|-----------|
| 19,020.71 | 12,260.26 |
| 48,178.48 | 8,330.64 |
| 5,000.00 | 2,494.80 |
| 800.00 | 623.70 |
| 1,400.00 | 21.28 |
| 800.00 | 275.50 |
| 10,914.00 | 343.83 |

55%

350

| | | |
|------|------------|--------|
| 1000 | 555,520.00 | 33.33 |
| 1600 | | 33.333 |
| 1333 | | 66.66 |

VALOR ENLACES MINUTOS ENLACES IMPACTOS ENLACES

| | | | |
|----------|---------|----------|---|
| VALOR | MINUTOS | IMPACTOS | |
| 5,110.00 | 217.00 | | 8 |
| 7,000.00 | 212.00 | | / |
| 6,800.00 | 197.00 | | / |
| 5,600.00 | 242.00 | | 8 |
| 7,600.00 | 271.00 | | 9 |
| 8,000.00 | 240.00 | | 8 |
| 5,592.48 | 257.00 | | 8 |
| 6,060.00 | 203.00 | | / |
| 5,600.00 | 240.00 | | 8 |
| 5,600.00 | 241.00 | | 8 |

60,962.48 2,300.00 78.00

U U U

| | |
|-------|-------|
| 10 | |
| 21 | 29.7 |
| 21 | 29.7 |
| 5.8 | 1.4 |
| 19 | 14.5 |
| 15.41 | 25.04 |

| | | | |
|-----|----|--------------|-------------|
| 468 | 60 | 1,323,076.00 | 69635.57895 |
| | | 671,774.00 | 671,774.00 |
| | | 1,465,075.00 | |

