

Auditado por:



**INSTITUTO VERIFICADOR  
DE CIRCULACIONES**

**BUSINESS PUBLICATION CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED JUNE 2011**

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IVC is a non-profit organization, established the 19th of December 1946 by Argentina's principal media firms, advertising agencies, and advertising clients to control, certify and promote the use of audited circulation data.

The use of audited circulation numbers permits advertisers and agencies to gain a clearer picture of the media's readers and their geographic distribution throughout Latin America and thereby determine if those subscribers constitute an effective target audience.



Latin Press Inc.  
2455 SW 27 th Ave. Suite 200  
Miami, FL 33145  
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Fax. No.: 305 285-3134

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[www.latinpressinc.com](http://www.latinpressinc.com)  
[www.acrlatinoamerica.com](http://www.acrlatinoamerica.com)

**FIELD SERVED**

TV & VIDEO LATINOAMERICA serves television stations, subscription TV, producers of TV; producers of commercials, postproduction agencies, equipment suppliers, advertising agencies, audio studios, associations, educational centers, and/or libraries and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are personnel involved in Corporate Management including Owners, Presidents, Partners, Vice Presidents, General Managers and Administrators, Operations Management including Division Managers, Purchase Managers, Product Managers, Operations Managers, Production Managers, Creative Service Manager, Development Management, Quality Control Manager, Engineering Manager, Directors, Managers, Operations Personnel including TV producer, Post producer, Journalist, Editor, Writer, Supervisors, Publishers, Designers, Consultants, Workshop Managers, Purchasing/Commercial/ Administrative Management including Administrators, Purchase Managers and other titled/government/ libraries which includes Government dignitaries/officials, deans, and faculty.

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	30
Rotated or Occasional _____	40
Allocated for Trade Shows and Conventions _____	24
Digital _____	-
All Other _____	-
<b>TOTAL</b>	<b>94</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	10.582	100	10.582	100	N/A	N/A
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-copies Same Recipient _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL CIRCULACION CALIFICADA</b>	<b>10.582</b>	<b>100</b>	<b>10.582</b>	<b>100</b>	-	-

**2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD**

Issue 2011	Qualified Non-Paid	Qualified Paid	Total Qualified
January/February _____	10.300	N/A	10.300
March/April _____	10.847	N/A	10.847
May/June _____	10.600	N/A	10.600

**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011**  
 The variation of this edition in relation to the average of the two informed editions in item 2 is - %; 1 copie

BUSINESS/INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	General Management (A)	Engineering Management (B)	Technical Management (C)	Operations Management (D)	Sales & Marketing Management (E)	Research Management and development (F)	Technical Installation (G)	Others (H)
Production company, posproduction and/or TV transmitter	689	6,50	283	71	114	60	17	24	36	84
Advertising Agencies	393	3,71	233	25	42	17	36	10	17	13
Production house	2.133	20,12	1399	259	160	117	26	35	92	45
TV Stations	2.206	20,81	542	512	611	170	21	49	232	69
TV and commercial production	3.664	34,57	1939	382	550	244	66	114	293	76
Audio Study	324	3,06	204	26	73	1	6	2	10	2
Distributor / wholesaler of equipment	577	5,44	325	28	95	21	59	13	32	4
Production Equipment Manufacturer	360	3,40	2	350	1	1	5	1		
Institute / research / ascn. union	226	2,13	67	31	31	12	3	15	8	59
Other	28	0,26	8	4	5	2		1		8
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10.600</b>	<b>100</b>	<b>5.002</b>	<b>1.688</b>	<b>1.682</b>	<b>645</b>	<b>239</b>	<b>264</b>	<b>720</b>	<b>360</b>
<b>PERCENT</b>	<b>100</b>		<b>47,19</b>	<b>15,92</b>	<b>15,87</b>	<b>6,08</b>	<b>2,25</b>	<b>2,49</b>	<b>6,79</b>	<b>3,40</b>

Note 1: Corporate and Executive Management includes Owners, Presidents, Partners, General Managers, Vice Presidents and Consultants.

Note 2: Operations Management includes Engineers, Directors, Managers, Operations, Production, Technical, Broadcasting and Artistic Management.

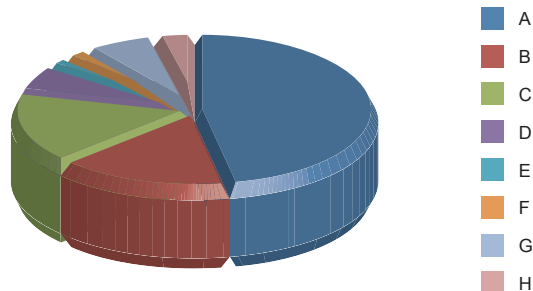
Note 3: Operations Personnel includes Engineers, Operations, TV Producer, Production, Post- Production, Supervisors, Coordinators and Technicians Personnel.

Note 4: Administrative Management includes Purchasing, Marketing, Commercial, Import and Export Management.

Note 5: Other Titled/Government/Library Copies includes government dignitaries/officials, deans, faculty.

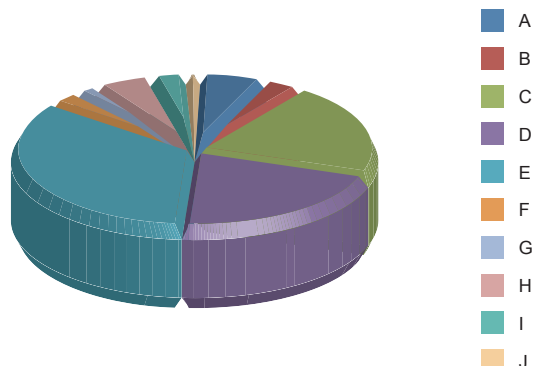
**3a. BREAKOUT OF QUALIFIED CIRCULATION BY FUNCTION**

FUNCTION	TOTAL QUALIFIED	PERCENT OF TOTAL
A. General Management	5.002	47,19
B. Engineering Management	1.688	15,92
C. Technical Management	1.682	15,87
D. Operations Management	645	6,08
E. Sales & Marketing Management	239	2,25
F. Research Management & development	264	2,49
G. Technical Installation	720	6,79
H. Others	360	3,40
<b>TOTAL</b>	<b>10.600</b>	<b>100</b>



**3a. BREAKOUT OF QUALIFIED CIRCULATION BY BUSINESS AND INDUSTRY**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A. TV Stations	689	6,50
B. Subscription TV	393	3,71
C. TV and commercial producers	2.133	20,12
D. Agencies postproduction	2.206	20,81
E. Advertising agencies	3.664	34,57
F. Audio Studies	324	3,06
G. Suppliers of equipment	226	2,13
H. Associations, schools, libraries	577	5,44
I. Other partners in the field	360	3,40
J. Others	28	0,26
<b>TOTAL</b>	<b>10.600</b>	<b>100</b>



**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011**

QUALIFICATION SOURCE	Qualification Within			Qualified		Total Qualified	Percent
	1 year	2 years	3 years	Non-Paid	Paid		
<b>I. TOTAL</b> - Personal direct request from the recipient:	3,068	4,421	2,072	-	-	9,561	90,20
<b>II. TOTAL</b> - Request from recipient's company:	-	-	-	-	-	-	-
<b>III. TOTAL</b> - Membership benefit:	-	-	-	-	-	-	-
<b>IV. TOTAL</b> - Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
<b>V. TOTAL</b> - Sources other than above (listed alphabetically)	689	350	-	-	-	1,039	9,80
Association rosters and directories	-	-	-	-	-	-	-
Business directories	689	350	-	-	-	1,039	9,80
Independent field reports	-	-	-	-	-	-	-
Licensees - National, State or Local Government	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
<b>VI. TOTAL</b> - Single Copy Sales	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>3,757</b>	<b>4,771</b>	<b>2,072</b>	<b>-</b>	<b>-</b>	<b>10,600</b>	<b>100</b>
<b>PERCENT</b>	<b>35,44</b>	<b>45,01</b>	<b>19,55</b>	<b>-</b>	<b>-</b>	<b>100</b>	<b>100</b>

**3c. QUALIFIED CIRCULATION OF MAILING OF THE ISSUE OF MAY/JUNE 2011**

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	9,873	N/A	9,873	93,14
Individuals by name only	490	N/A	490	4,62
Titles or functions only	107	N/A	107	1,01
Companies' names only	130	N/A	130	1,23
Multiple-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10,600</b>	<b>-</b>	<b>10,600</b>	<b>100</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2011**

COUNTRY	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
<b>NORTH AMERICA</b>				
United States of America	76	-	76	0,72%
Mexico	1,993	-	1,993	18,80%
<b>Subtotal</b>	<b>2,069</b>	<b>-</b>	<b>-</b>	<b>19,52</b>
<b>CARIBBEAN</b>				
Lesser Antilles	-	-	-	-
Cuba	350	-	350	3,30
Puerto Rico	18	-	18	0,17
Dominican Republic	67	-	67	0,63
<b>Subtotal</b>	<b>435</b>	<b>-</b>	<b>435</b>	<b>4,10</b>
<b>CENTRAL AMERICA</b>				
Costa Rica	78	-	78	0,74
El Salvador	42	-	42	0,40
Guatemala	96	-	96	0,91
Honduras	48	-	48	0,45
Nicaragua	34	-	34	0,32
Panama	28	-	28	0,26
<b>Subtotal</b>	<b>326</b>	<b>-</b>	<b>326</b>	<b>3,08</b>
<b>SOUTH AMERICA</b>				
Argentina	1,729	-	1,729	16,31
Bolivia	171	-	171	1,61
Brasil	156	-	156	1,47
Chile	817	-	817	7,71
Colombia	2,834	-	2,834	26,74
Ecuador	293	-	293	2,76
Paraguay	94	-	94	0,89
Peru	886	-	886	8,36
Uruguay	194	-	194	1,83
Venezuela	596	-	596	5,62
<b>Subtotal</b>	<b>7,770</b>	<b>-</b>	<b>7,770</b>	<b>73,30</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10,600</b>	<b>-</b>	<b>10,600</b>	<b>100</b>

**7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

	Audited Data			
	2008	2009	2010	2011
Total Audit Average Qualified	10.032	10.006	10.000	10.582
Qualified Non-Paid	10.032	10.006	10.000	10.582
Qualified Paid	-	-	-	-
Post Expire Copies included in Total Qualified Circulation	N/A	N/A	N/A	N/A
Average Annual Order Price	N/A	N/A	N/A	N/A

**CERTIFICATE OF VERIFICATION**

**1. PROCEDURE**

According to the rules of the Instituto Verificador de Circulaciones, we have examined through accepted accounting procedures the Publisher's circulation data corresponding to TVyV.

**2. AUDIT REPORT**

As a result of the verification of the analysed concepts and period, we certify the previous circulation figures.

Auditado por:



**Instituto Verificador de Circulaciones**  
**IFABC Membership ( www.ifabc.org)**