

Auditado por:



**INSTITUTO VERIFICADOR
DE CIRCULACIONES**

**BUSINESS PUBLICATION CIRCULATION AUDIT
FOR THE 6 MONTH PERIOD ENDED NOVEMBER/DECEMBER 2015**

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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
Tel. No. : 305 285-3133
Fax. No.: 305 285-3134

Official publication of: None
Established: 1997
Issues per year: 6
www.latinpressinc.com
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 _____	140
Rotated or occasional _____	-
Allocated for trade shows and conventions _____	110
TOTAL	250

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____ sponsored individually	10.250	100	10.250	100	N/A	N/A
Addressed _____	-	-	-	-	-	-
Membership benefit _____	-	-	-	-	-	-
multi-copies same recipient _____	-	-	-	-	-	-
single copy sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10.250	100	10.250	100	100	100
OTHER FORMS CIRCULATION						
According to point 1.a	-	-	-	-	-	-
TOTAL	10.250	-	-	-	-	-

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

Issue 2015	Qualified Non-Paid	Qualified Paid	Total Qualified
July/August _____	10.250	N/A	10.250
September/October _____	10.250	N/A	10.250
November/December _____	10.250	N/A	10.250

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2015
 This edition has the same amount of the average of the other two issues stated in item 2

BUSINESS/INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	General Management (A)	Engineering Management (B)	Technical Management (C)	Purchising Management (D)	Operations Management (E)	Product Management (F)	Sales & Marketing Management (G)	Financial Management (H)	Research Management development (I)	Technical Installation (J)	Maintenance Management (K)	Others (L)
A. Production Company / Post Producer - TV	2.035	19,85	1.318	80	220	17	97	41	42	5	64	21	7	123
A1. Production Company - Other Media	3.770	36,78	2.340	310	402	32	210	30	69	1	95	154	3	124
A1. Company Transmitting And / Or Cable Operator	689	6,72	547	19	52	-	10	4	17	11	7	4	2	16
A1. Television Station	1.518	14,81	321	317	399	12	131	18	22	3	50	116	6	123
A2. Advertising Agency	311	3,03	167	20	31	9	10	5	27	3	15	3	-	21
A3. Engineering / Consulting / Design	198	1,93	100	24	10	3	4	3	21	-	12	15	4	2
A4. Audio Study	270	2,63	176	9	49	-	2	1	9	-	5	4	-	15
B1. Distributor / Wholesaler Equipment	631	6,16	361	33	81	12	17	7	85	1	17	9	3	5
M. Manufacturing - Production Equipment	384	3,75	295	10	6	-	2	5	57	2	2	1	3	1
N. Institute / Research / Association	230	2,24	64	28	29	2	6	4	3	1	35	5	1	52
O. Other	214	2,09	74	3	15	1	3	1	6	-	10	6	9	86
TOTAL CIRCULACION CALIFICADA	10.250	100	5.763	853	1.294	88	492	119	358	27	312	338	38	568
PORCENTAJE	100		56,22	8,32	12,62	0,86	4,80	1,16	3,49	0,26	3,04	3,30	0,37	5,54

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.

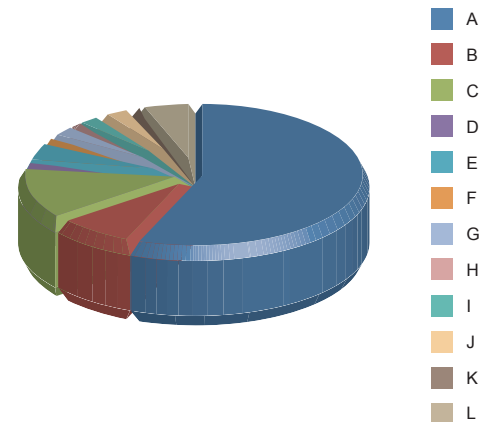
Note 3: Operations Personnel includes Engineers, Operations, TV Producer, Production, Post- Production, Supervisors, Coordinators and Technicians Personnel.

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.

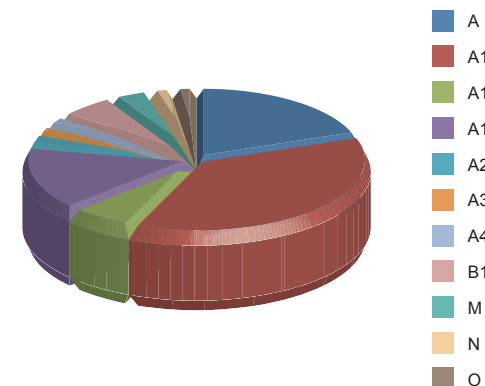
3a. BREAKOUT OF QUALIFIED CIRCULATION BY FUNCTION

FUNCTION	TOTAL QUALIFIED	PERCENT OF TOTAL
A. General Management	5.763	56,22
B. Engineering Management	853	8,32
C. Technical Management	1.294	12,62
D. Purchising Management	88	0,86
E. Operations Management	492	4,80
F. Product Management	119	1,16
G. Sales & Marketing Management	358	3,49
H. Financial Management	27	0,26
I. Research Management and development	312	3,04
J. Technical Installation	338	3,30
K. Maintenance Management	38	0,37
L. Others	568	5,54
TOTAL	10.250	100



3a. BREAKOUT OF QUALIFIED CIRCULATION BY BUSINESS AND INDUSTRY

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A. Production Company / Post Producer - TV	2.035	19,85
A1. Production Company - Other Media	3.770	36,78
A1. Company Transmitting And /Or Cable Operator	689	6,72
A1. Television Station	1.518	14,81
A2. Advertising Agency	311	3,03
A3. Engineering / Consulting / Design	198	1,93
A4. Audio Study	270	2,63
B1. Distributor / Wholesaler Equipment	631	6,16
M. Manufacturing - Production Equipment	384	3,75
N. Institute / Research /Association	230	2,24
O. Other	214	2,09
TOTAL	10.250	100



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2015

QUALIFICATION SOURCE	Qualification Within			Qualified		Total Qualified	Percent
	1 year	2 years	3 years	Non-Paid	Paid		
I. TOTAL - Personal direct request from the recipient:	3.806	3.783	2357	-	-	9,946	97,03
II. TOTAL - Request from recipient's company:	-	-	-	-	-	-	-
III. TOTAL - Membership benefit:	-	-	-	-	-	-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically)	-	-	-	-	-	-	-
Association rosters and directories	-	-	-	-	-	-	-
Business directories	205	-	9	-	-	214	2.09
Independent field reports	1	-	-	-	-	-	-
Licenses - National, State or Local Government	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	1	-	-	1	0.01
Other sources	-	-	89	-	-	89	0.87
VI. TOTAL - Single copy sales	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	4.012	3.783	2.456	-	-	10.250	100
PERCENT	39,14	36,91	23,96	-	-	100	100

3c. QUALIFIED CIRCULATION BY MAILING ADDRESS. ISSUE OF NOVEMBER/DECEMBER 2015

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	10.099	N/A	10.099	98,53
Individuals by name only	87	N/A	87	0,85
Titles or functions only	52	N/A	52	0,51
Company name only	11	N/A	11	0,11
Multiple-copy same addressee copies	1	N/A	1	0,01
Single copy sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10.250	-	10.250	100

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2015

COUNTRY	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
NORTH AMERICA				
United States of America	639	-	639	6,23
Mexico	1.358	-	1.358	13,25
Subtotal	1.997	-	1.997	19,48
CARIBBEAN				
Lesser Antilles	-	-	-	-
Cuba	-	-	-	-
Puerto Rico	-	-	-	-
Dominican Republic	44	-	44	0,43
Subtotal	44	-	44	0,43
CENTRAL AMERICA				
Costa Rica	65	-	65	0,63
El Salvador	26	-	26	0,25
Guatemala	99	-	99	0,97
Honduras	42	-	42	0,41
Nicaragua	23	-	23	0,22
Panama	33	-	33	0,32
Subtotal	288	-	288	2,81
SOUTH AMERICA				
Argentina	1.158	-	1.158	11,30
Bolivia	139	-	139	1,36
Brasil	119	-	119	1,16
Chile	527	-	527	5,14
Colombia	4.401	-	4.401	42,94
Ecuador	247	-	247	2,41
Paraguay	66	-	66	0,64
Peru	758	-	758	7,40
Uruguay	134	-	134	1,31
Venezuela	372	-	372	3,63
Subtotal	7.921	-	7.921	77,28
TOTAL QUALIFIED CIRCULATION	10.250	-	10.250	100

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

	Unaudited data		Audited Data		
	2011	2012	2013	2014	2015
Total audit average qualified	10.716	10.867	10.253	10.250	10.250
Qualified non-paid	10.716	10.867	10.253	10.250	10.250
Qualified paid	N/A	N/A	N/A	N/A	N/A
Post expire copies included in total qualified circulation	-	-	-	-	-
Average annual order price	N/A	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.



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