

Auditado por:



**BUSINESS PUBLICATION CIRCULATION AUDIT  
FOR THE 6 MONTH PERIOD ENDED MAY/JUNE 2016**

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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  
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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 _____	240
Rotated or occasional _____	-
Allocated for trade shows and conventions _____	110
<b>TOTAL</b>	<b>350</b>

**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 _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10.250</b>	<b>100</b>	<b>10.250</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>OTHER FORMS CIRCULATION</b>						
According to point 1.a	-	-	-	-	-	-
<b>TOTAL</b>	<b>10.250</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>

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

Issue 2016	Qualified Non-Paid	Qualified Paid	Total Qualified
January/February _____	10.250	N/A	10.250
March/April _____	10.250	N/A	10.250
May/June _____	10.250	N/A	10.250

**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2016**  
 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	2.849	27,80	2.128	67	204	13	105	44	60	5	66	23	7	127
A1. Production Company - Other Media	3.098	30,22	2.025	215	295	27	148	28	68	2	73	105	2	110
A1. Company Transmitting And / Or Cable Operator	1.037	10,12	731	29	80	-	13	4	20	11	9	4	4	132
A1. Television Station	1.333	13	327	208	311	14	124	27	19	4	46	87	11	155
A2. Advertising Agency	279	2,72	148	17	24	9	12	5	28	2	13	3	-	18
A3. Engineering / Consulting / Design	170	1,66	65	26	17	3	4	2	19	-	14	13	4	3
A4. Audio Study	247	2,41	142	9	38	1	7	1	11	-	10	5	-	23
B1. Distributor / Wholesaler Equipment	486	4,74	235	28	58	14	11	8	95	1	13	11	2	10
M. Manufacturing - Production Equipment	136	1,33	62	5	5	-	1	3	54	-	3	-	1	2
N. Institute / Research / Association	324	3,16	70	28	36	3	11	4	7	2	84	6	3	70
O. Other	291	2,84	72	4	19	1	6	2	8	-	11	2	2	164
<b>TOTAL CIRCULACION CALIFICADA</b>	<b>10.250</b>	<b>100</b>	<b>6.005</b>	<b>636</b>	<b>1.087</b>	<b>85</b>	<b>442</b>	<b>128</b>	<b>389</b>	<b>27</b>	<b>342</b>	<b>259</b>	<b>36</b>	<b>814</b>
<b>PORCENTAJE</b>	<b>100</b>		<b>58,59</b>	<b>6,20</b>	<b>10,60</b>	<b>0,83</b>	<b>4,31</b>	<b>1,25</b>	<b>3,80</b>	<b>0,26</b>	<b>3,34</b>	<b>2,53</b>	<b>0,35</b>	<b>7,94</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.

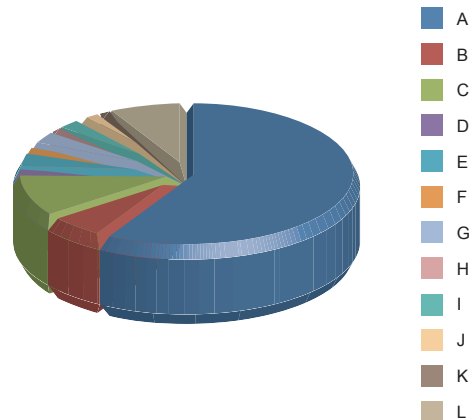
Note 3: Operations Personnel includes Engineers, Operations, TV Producer, Production, Post- Production, Supervisors, Coordinators and Technicians Personnel.

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.

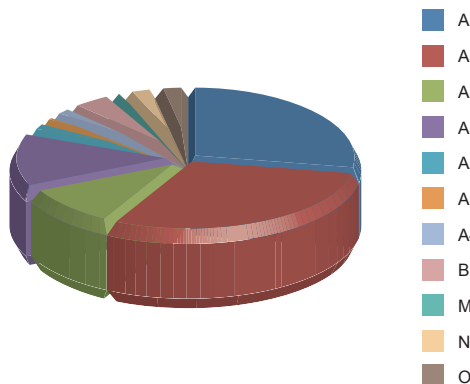
**3a. BREAKOUT OF QUALIFIED CIRCULATION BY FUNCTION**

FUNCTION	TOTAL QUALIFIED	PERCENT OF TOTAL
A. General Management	6.005	58,59
B. Engineering Management	636	6,20
C. Technical Management	1.087	10,60
D. Purchising Management	85	0,83
E. Operations Management	442	4,31
F. Product Management	128	1,25
G. Sales & Marketing Management	389	3,80
H. Financial Management	27	0,26
I. Research Management and development	342	3,34
J. Technical Installation	259	2,53
K. Maintenance Management	36	0,35
L. Others	814	7,94
<b>TOTAL</b>	<b>10.250</b>	<b>100</b>



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

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A. Production Company / Post Producer - TV	2.849	27,80
A1. Production Company - Other Media	3.098	30,22
A1. Company Transmitting And /Or Cable Operator	1.037	10,12
A1. Television Station	1.333	13
A2. Advertising Agency	279	2,72
A3. Engineering / Consulting / Design	170	1,66
A4. Audio Study	247	2,41
B1. Distributor / Wholesaler Equipment	486	4,74
M. Manufacturing - Production Equipment	136	1,33
N. Institute / Research /Association	324	3,16
O. Other	291	2,84
<b>TOTAL</b>	<b>10.250</b>	<b>100</b>



**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2016**

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:	6.280	2.000	1.834	-	-	10.114	98,67
<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)	-	-	-	-	-	-	-
Association rosters and directories	-	-	-	-	-	-	-
Business directories	117	-	19	-	-	136	1,33
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>6.397</b>	<b>2.000</b>	<b>1,853</b>	-	-	<b>10.250</b>	<b>100</b>
<b>PERCENT</b>	<b>62,41</b>	<b>19,51</b>	<b>18,08</b>	-	-	<b>100</b>	<b>100</b>

**3c. QUALIFIED CIRCULATION BY MAILING ADDRESS. ISSUE OF MAY/JUNE 2016**

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	10.098	N/A	10.098	98,52
Individuals by name only	34	N/A	34	0,33
Titles or functions only	65	N/A	65	0,63
Company name only	51	N/A	51	0,50
Multiple-copy same addressee copies	2	N/A	2	0,02
Single copy sales	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10.250</b>	-	<b>10.250</b>	<b>100</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2016**

COUNTRY	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
<b>NORTH AMERICA</b>				
United States of America	416	-	416	4,06
Mexico	1.099	-	1.099	10,72
<b>Subtotal</b>	<b>1.515</b>	-	<b>1.515</b>	<b>14,78</b>
<b>CARIBBEAN</b>				
Lesser Antilles	-	-	-	-
Cuba	-	-	-	-
Puerto Rico	-	-	-	-
Dominican Republic	40	-	40	0,39
<b>Subtotal</b>	<b>40</b>	-	<b>40</b>	<b>0,39</b>
<b>CENTRAL AMERICA</b>				
Costa Rica	46	-	46	0,45
El Salvador	23	-	23	0,22
Guatemala	76	-	76	0,74
Honduras	34	-	34	0,33
Nicaragua	18	-	18	0,18
Panama	31	-	31	0,30
<b>Subtotal</b>	<b>228</b>	-	<b>228</b>	<b>2,22</b>
<b>SOUTH AMERICA</b>				
Argentina	1.041	-	1.041	10,16
Bolivia	117	-	117	1,14
Brasil	118	-	118	1,15
Chile	460	-	460	4,49
Colombia	5.358	-	5.358	52,27
Ecuador	222	-	222	2,17
Paraguay	55	-	55	0,54
Peru	670	-	670	6,54
Uruguay	112	-	112	1,09
Venezuela	314	-	314	3,06
<b>Subtotal</b>	<b>8.467</b>	-	<b>8.467</b>	<b>82,60</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10.250</b>	-	<b>10.250</b>	<b>100</b>

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

	Unaudited data		Audited Data		
	2012	2013	2014	2015	2016
Total audit average qualified	10.500	10.250	10.255	10.250	10.250
Qualified non-paid	10.500	10.250	10.255	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.

Auditado por:



**INSTITUTO VERIFICADOR  
DE CIRCULACIONES**

**Instituto Verificador de Circulaciones**  
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