

Auditado por:



**BUSINESS PUBLICATION CIRCULATION AUDIT
FOR THE 6 MONTH PERIOD ENDED NOVEMBER/DECEMBER 2016**

Av. de Mayo 1370 - 1° Piso - (1362)
Buenos Aires - Argentina
Teléfono:
(54-11) 4383-6293 / 7305 / 4381-8448 /
Fax: (54-11) 4383-6293
www.ivc.org.ar

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 _____	150
Rotated or occasional _____	-
Allocated for trade shows and conventions _____	100
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	10.783	100	10.783	100	N/A	N/A
Addressed _____	-	-	-	-	-	-
Membership benefit _____	-	-	-	-	-	-
multi-copies same recipient _____	-	-	-	-	-	-
single copy sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10.783	100	10.783	100	100	100
OTHER FORMS CIRCULATION						
According to point 1.a	-	-	-	-	-	-
TOTAL	10.783					

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

Issue 2016	Qualified Non-Paid	Qualified Paid	Total Qualified
July/August _____	10.600	N/A	10.600
September/October _____	11.500	N/A	11.500
November/December _____	10.250	N/A	10.250

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 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	3.730	36,39	2.979	76	202	14	113	37	64	2	65	24	8	146
A1. Production Company - Other Media	2.570	25,07	1.641	158	257	28	133	20	77	4	74	70	3	105
A1. Company Transmitting And / Or Cable Operator	725	7,07	475	22	51	-	9	5	12	6	6	4	4	131
A1. Television Station	1.187	11,58	287	156	305	11	114	24	15	2	37	63	13	160
A2. Advertising Agency	237	2,31	130	10	22	6	10	4	24	1	9	3	-	18
A3. Engineering / Consulting / Design	280	2,73	173	24	23	4	2	3	16	-	14	13	3	5
A4. Audio Study	201	1,96	99	8	42	2	7	2	5	-	13	2	-	21
B1. Distributor / Wholesaler Equipment	443	4,32	218	18	39	14	14	10	92	-	13	12	1	12
M. Manufacturing - Production Equipment	184	1,80	96	4	5	-	1	8	63	-	3	1	1	2
N. Institute / Research / Association	298	2,91	109	19	30	2	10	2	5	2	57	6	3	53
O. Other	395	3,85	67	9	25	1	7	2	15	-	15	2	3	249
TOTAL CIRCULACION CALIFICADA	10.250	100	6.274	504	1.001	82	420	117	388	17	306	200	39	902
PORCENTAJE	100		61,21	4,92	9,77	0,80	4,10	1,14	3,79	0,17	2,99	1,95	0,38	8,80

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.

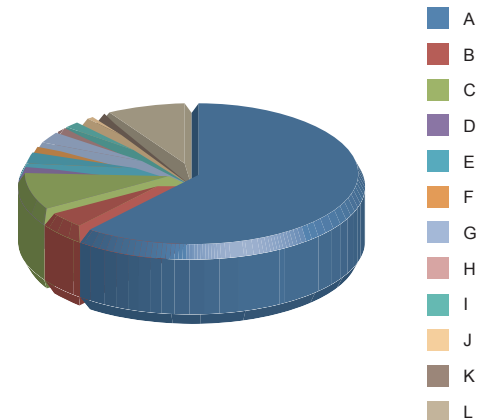
Note 3: Operations Personnel includes Engineers, Operations, TV Producer, Production, Post- Production, Supervisors, Coordinators and Technicians Personnel.

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.

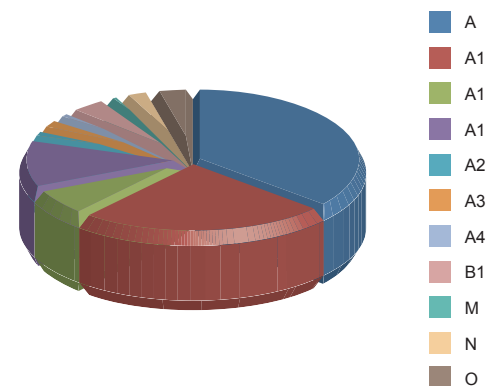
3a. BREAKOUT OF QUALIFIED CIRCULATION BY FUNCTION

FUNCTION	TOTAL QUALIFIED	PERCENT OF TOTAL
A. General Management	6.274	61,21
B. Engineering Management	504	4,92
C. Technical Management	1.001	9,77
D. Purchising Management	82	0,80
E. Operations Management	420	4,10
F. Product Management	117	1,14
G. Sales & Marketing Management	388	3,79
H. Financial Management	17	0,17
I. Research Management and development	306	2,99
J. Technical Installation	200	1,95
K. Maintenance Management	39	0,38
L. Others	902	8,80
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	2.849	36,39
A1. Production Company - Other Media	3.098	25,07
A1. Company Transmitting And /Or Cable Operator	1.037	7,07
A1. Television Station	1.333	11,58
A2. Advertising Agency	279	2,31
A3. Engineering / Consulting / Design	170	2,73
A4. Audio Study	247	1,96
B1. Distributor / Wholesaler Equipment	486	4,32
M. Manufacturing - Production Equipment	136	1,80
N. Institute / Research /Association	324	2,91
O. Other	291	3,85
TOTAL	10.250	100



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2016							
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:	4.694	3.220	1.655	-	-	9,569	93,36
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	67	4	-	-	-	71	0,69
Business directories	22	588	-	-	-	610	1,33
Independent field reports	-	-	-	-	-	-	-
Licensees - National, State or Local Government	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-
Other sources	71	-	-	-	-	71	0,69
VI. TOTAL - Single copy sales	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	4.765	3.220	1.655	-	-	10.250	100
PERCENT	46,49	31,41	16,15	-	-	94	100

3c. QUALIFIED CIRCULATION BY MAILING ADDRESS. ISSUE OF NOVEMBER/DECEMBER 2016				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	10.101	N/A	10.101	98,55
Individuals by name only	29	N/A	29	0,28
Titles or functions only	102	N/A	102	1,00
Company name only	6	N/A	6	0,06
Multiple-copy same addressee copies	12	N/A	12	0,12
Single copy sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10.250	-	10.250	100

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2016				
COUNTRY	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
NORTH AMERICA				
United States of America	480	-	480	4,68
Mexico	966	-	966	9,42
Subtotal	1.446	-	1.446	14,11
CARIBBEAN				
Lesser Antilles	-	-	-	-
Cuba	-	-	-	-
Puerto Rico	-	-	-	-
Dominican Republic	33	-	33	0,32
Subtotal	33	-	33	0,32
CENTRAL AMERICA				
Costa Rica	54	-	54	0,53
El Salvador	23	-	23	0,22
Guatemala	76	-	76	0,74
Honduras	30	-	30	0,29
Nicaragua	14	-	14	0,14
Panama	36	-	36	0,35
Subtotal	233	-	233	2,27
SOUTH AMERICA				
Argentina	1.273	-	1.273	12,42
Bolivia	102	-	102	1,00
Brasil	150	-	150	1,46
Chile	420	-	420	4,10
Colombia	5.259	-	5.259	51,31
Ecuador	225	-	225	2,20
Paraguay	60	-	60	0,59
Peru	648	-	648	6,32
Uruguay	114	-	114	1,11
Venezuela	287	-	287	2,80
Subtotal	8.538	-	8.538	83,30
TOTAL QUALIFIED CIRCULATION	10.250	-	10.250	100

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	10.255	10.255	10.250	10.783
Qualified non-paid	10.500	10.255	10.255	10.250	10.783
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)