

Auditado por:



**BUSINESS PUBLICATION CIRCULATION AUDIT
FOR THE 6 MONTH PERIOD ENDED MAY/JUNE 2017**

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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 _____	120
Rotated or occasional _____	5
Allocated for trade shows and conventions _____	300
TOTAL	425

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	10.428	100	10.428	100	N/A	N/A
sponsored individually	-	-	-	-	-	-
Addressed _____	-	-	-	-	-	-
Membership benefit _____	-	-	-	-	-	-
multi-copies same recipient _____	-	-	-	-	-	-
single copy sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10.428	100	10.428	100	100	100
OTHER FORMS CIRCULATION						
According to point 1.a	-	-	-	-	-	-
TOTAL	10.428					

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

Issue 2017	Qualified Non-Paid	Qualified Paid	Total Qualified
January/February _____	10.249	N/A	10.249
March/April _____	10.249	N/A	10.249
May/June _____	10.247	N/A	10.247

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2017
 This edition has 2 copies or 0,02% less than 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	3.790	36,98	3.016	79	173	8	156	35	65	-	61	22	8	167
A1. Production Company - Other Media	2.063	20,13	1.189	158	228	24	144	14	59	1	70	57	2	117
A1. Company Transmitting And / Or Cable Operator	1.000	9,76	661	29	68	-	14	5	15	8	2	1	4	193
A1. Television Station	1.224	11,94	283	186	289	16	117	24	13	4	40	67	12	173
A2. Advertising Agency	201	1,96	116	6	15	6	14	3	15	1	6	3	-	16
A3. Engineering / Consulting / Design	292	2,85	182	27	24	4	1	3	15	-	16	10	4	6
A4. Audio Study	307	3	149	21	46	3	19	5	13	1	11	4	-	35
B1. Distributor / Wholesaler Equipment	454	4,43	229	22	32	15	11	13	97	-	13	9	3	10
M. Manufacturing - Production Equipment	173	1,69	88	6	4	-	2	4	64	-	2	1	1	1
N. Institute / Research / Association	269	2,62	102	18	22	1	10	2	4	1	46	4	4	55
O. Other	476	4,64	85	14	23	4	18	5	11	-	19	3	2	292
TOTAL CIRCULACION CALIFICADA	10.249	100	6.100	566	924	81	506	113	371	16	286	181	40	1.065
PORCENTAJE	100		59,52	5,52	9,02	0,79	4,94	1,10	3,62	0,16	2,79	1,77	0,39	10,39

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.

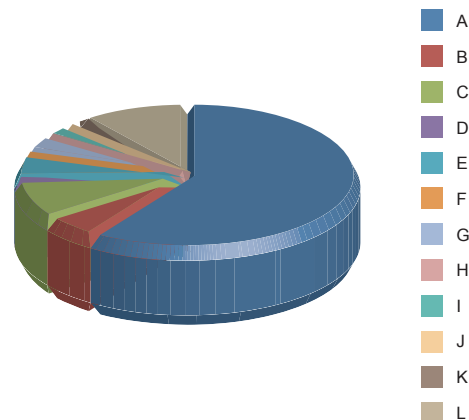
Note 3: Operations Personnel includes Engineers, Operations, TV Producer, Production, Post- Production, Supervisors, Coordinators and Technicians Personnel.

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.

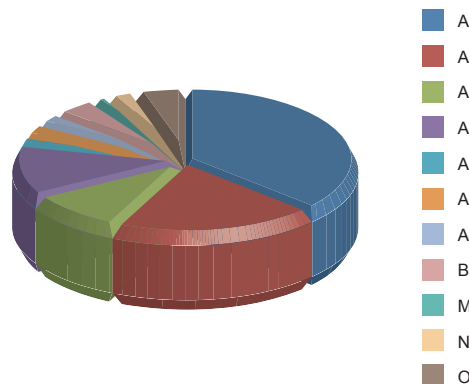
3a. BREAKOUT OF QUALIFIED CIRCULATION BY FUNCTION

FUNCTION	TOTAL QUALIFIED	PERCENT OF TOTAL
A. General Management	6.100	59,52
B. Engineering Management	566	5,52
C. Technical Management	924	9,02
D. Purchising Management	81	0,79
E. Operations Management	506	4,94
F. Product Management	113	1,10
G. Sales & Marketing Management	371	3,62
H. Financial Management	16	0,16
I. Research Management and development	286	2,79
J. Technical Installation	181	1,77
K. Maintenance Management	40	0,39
L. Others	1.065	10,39
TOTAL	10.249	100



3a. BREAKOUT OF QUALIFIED CIRCULATION BY BUSINESS AND INDUSTRY

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A. Production Company / Post Producer - TV	3.790	36,98
A1. Production Company - Other Media	2.063	20,13
A1. Company Transmitting And /Or Cable Operator	1.000	9,76
A1. Television Station	1.224	11,94
A2. Advertising Agency	201	1,96
A3. Engineering / Consulting / Design	292	2,85
A4. Audio Study	307	3
B1. Distributor / Wholesaler Equipment	454	4,43
M. Manufacturing - Production Equipment	173	1,69
N. Institute / Research /Association	269	2,62
O. Other	476	4,64
TOTAL	10.249	100



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2017

QUALIFICATION SOURCE	Qualification Within		Qualified		Total	Percent
	1 year	2 years	Non-Paid	Paid		
I. TOTAL - Personal direct request from the recipient:	6.160	3.505	-	-	9,665	94,32
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	38	-	-	-	38	0,37
Business directories	385	159	-	-	544	5,31
Independent field reports	-	-	-	-	-	-
Licensees - National, State or Local Government	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-
Other sources	-	-	-	-	-	-
VI. TOTAL - Single copy sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	6.583	3.664	10.247	-	10.247	100
PERCENT	64,24	35,76	100	-	100	100

3c. QUALIFIED CIRCULATION BY MAILING ADDRESS. ISSUE OF MAY/JUNE 2017

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	10.002	N/A	10.002	97,61
Individuals by name only	69	N/A	69	0,67
Titles or functions only	149	N/A	149	1,45
Company name only	5	N/A	5	0,05
Multiple-copy same addressee copies	22	N/A	22	0,21
Single copy sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10.247	-	10.247	100

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2017

COUNTRY	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
NORTH AMERICA				
United States of America	403	-	403	3,93
Mexico	944	-	944	9,21
Subtotal	1.347	-	1.347	13,15
CARIBBEAN				
Lesser Antilles	-	-	-	-
Cuba	-	-	-	-
Puerto Rico	-	-	-	-
Dominican Republic	28	-	28	0,27
Subtotal	28	-	28	0,27
CENTRAL AMERICA				
Costa Rica	65	-	65	0,63
El Salvador	30	-	30	0,29
Guatemala	74	-	74	0,72
Honduras	32	-	32	0,31
Nicaragua	16	-	16	0,16
Panama	41	-	41	0,40
Subtotal	258	-	258	2,52
SOUTH AMERICA				
Argentina	1.317	-	1.317	12,85
Bolivia	103	-	103	1,01
Brasil	119	-	119	1,16
Chile	455	-	455	4,44
Colombia	5.214	-	5.214	50,88
Ecuador	245	-	245	2,39
Paraguay	57	-	57	0,56
Peru	662	-	662	6,46
Uruguay	126	-	126	1,23
Venezuela	316	-	316	3,08
Subtotal	8.614	-	8.614	84,06
TOTAL QUALIFIED CIRCULATION	10.247	-	10.247	100

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

	Unaudited data		Audited Data		
	2013	2014	2015	2016	2017
Total audit average qualified	10.255	10.255	10.250	10.783	10.248
Qualified non-paid	10.255	10.255	10.250	10.783	10.248
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)