

Auditado por:



**BUSINESS PUBLICATION CIRCULATION AUDIT
FOR THE 6 MONTH PERIOD ENDED NOVEMBER/DECEMBER 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
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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 _____	75
Rotated or occasional _____	-
Allocated for trade shows and conventions _____	1.057
TOTAL	1.132

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	10.429	100	10.429	100	N/A	N/A
sponsored individually	-	-	-	-	-	-
Addressed _____	-	-	-	-	-	-
Membership benefit _____	-	-	-	-	-	-
multi-copies same recipient _____	-	-	-	-	-	-
single copy sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10.429	100	10.429	100	100	100
OTHER FORMS CIRCULATION						
According to point 1.a	-	-	-	-	-	-
TOTAL	10.429	-	10.429	-	-	-

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

Issue 2017	Qualified Non-Paid	Qualified Paid	Total Qualified
July/August _____	10.249	N/A	10.249
September/October _____	10.249	N/A	10.249
November/December _____	10.249	N/A	10.249

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 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	3.860	37,66	3.100	78	179	87	150	36	63	-	65	22	9	151
A1. Production Company - Other Media	1.972	19,24	1.166	149	205	23	131	15	56	1	66	49	3	108
A1. Company Transmitting And / Or Cable Operator	1.000	9,76	669	30	70	1	10	4	13	8	3	2	4	186
A1. Television Station	1.315	12,83	339	185	289	16	118	24	18	5	44	71	11	195
A2. Advertising Agency	196	1,91	113	5	12	6	15	4	17	1	5	2	-	16
A3. Engineering / Consulting / Design	295	2,88	183	27	23	5	-	3	16	-	17	11	4	6
A4. Audio Study	227	2,21	110	13	35	2	14	2	11	-	10	2	-	28
B1. Distributor / Wholesaler Equipment	453	4,42	231	23	35	16	12	13	89	-	12	9	3	10
M. Manufacturing - Production Equipment	165	1,61	84	5	2	-	2	4	61	1	2	1	2	1
N. Institute / Research / Association	269	2,62	102	18	22	1	9	1	5	1	55	1	4	50
O. Other	497	4,85	88	17	22	2	19	5	20	-	18	4	4	298
TOTAL CIRCULACION CALIFICADA	10.249	100	6.185	550	894	79	480	111	369	17	297	174	44	1.049
PORCENTAJE	100		60,35	5,37	8,72	0,77	4,68	1,08	3,60	0,17	2,90	1,70	0,43	10,34

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.

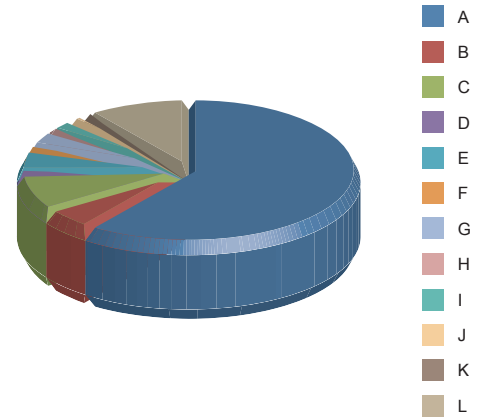
Note 3: Operations Personnel includes Engineers, Operations, TV Producer, Production, Post- Production, Supervisors, Coordinators and Technicians Personnel.

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.

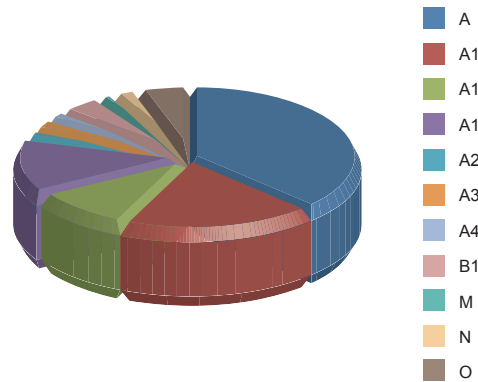
3a. BREAKOUT OF QUALIFIED CIRCULATION BY FUNCTION

FUNCTION	TOTAL QUALIFIED	PERCENT OF TOTAL
A. General Management	6.185	60,35
B. Engineering Management	550	5,37
C. Technical Management	894	8,72
D. Purchising Management	79	0,77
E. Operations Management	480	4,68
F. Product Management	111	1,08
G. Sales & Marketing Management	369	3,60
H. Financial Management	17	0,17
I. Research Management and development	297	2,90
J. Technical Installation	174	1,70
K. Maintenance Management	44	0,43
L. Others	1.049	10,24
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	3.860	37,66
A1. Production Company - Other Media	1.972	19,24
A1. Company Transmitting And /Or Cable Operator	1.000	9,76
A1. Television Station	1.315	12,83
A2. Advertising Agency	196	1,91
A3. Engineering / Consulting / Design	295	2,88
A4. Audio Study	227	2,21
B1. Distributor / Wholesaler Equipment	453	4,42
M. Manufacturing - Production Equipment	165	1,61
N. Institute / Research /Association	269	2,62
O. Other	497	4,85
TOTAL	10.249	100



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2017						
QUALIFICATION SOURCE	Qualification Within		Qualified		Total	Percent
	1 year	2 years	Non-Paid	Paid		
I. TOTAL - Personal direct request from the recipient:	5,215	4,516	-	-	9,731	94,95
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	2	-	-	-	2	0,02
Business directories	470	3	-	-	473	4,62
Independent field reports	-	-	-	-	-	-
Licensees - National, State or Local Government	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-
Other sources	43	-	-	-	43	0,42
VI. TOTAL - Single copy sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	5,730	4,519	-	-	10,249	100
PERCENT	55,91	44,09	-	-	100	100

3c. QUALIFIED CIRCULATION BY MAILING ADDRESS. ISSUE OF NOVEMBER/DECEMBER 2017				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	10,001	N/A	10,001	97,68
Individuals by name only	88	N/A	88	0,86
Titles or functions only	134	N/A	134	1,31
Company name only	12	N/A	12	0,12
Multiple-copy same addressee copies	4	N/A	4	0,04
Single copy sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,239	-	10,239	100

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2017				
COUNTRY	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
NORTH AMERICA				
United States of America	393	-	393	3,83
Mexico	926	-	926	9,04
Subtotal	1,319	-	1,319	12,87
CARIBBEAN				
Lesser Antilles	-	-	-	-
Cuba	-	-	-	-
Puerto Rico	-	-	-	-
Dominican Republic	14	-	14	0,14
Subtotal	14	-	14	0,14
CENTRAL AMERICA				
Costa Rica	71	-	71	0,69
El Salvador	32	-	32	0,31
Guatemala	79	-	79	0,77
Honduras	31	-	31	0,30
Nicaragua	14	-	14	0,14
Panama	33	-	33	0,32
Subtotal	260	-	260	2,54
SOUTH AMERICA				
Argentina	1,272	-	1,272	12,41
Bolivia	107	-	107	1,04
Brasil	112	-	112	1,09
Chile	439	-	439	4,28
Colombia	5,410	-	5,410	52,79
Ecuador	251	-	251	2,45
Paraguay	57	-	57	0,56
Peru	651	-	651	6,35
Uruguay	121	-	121	1,18
Venezuela	236	-	236	2,30
Subtotal	8,656	-	8,656	84,46
TOTAL QUALIFIED CIRCULATION	10,249	-	10,249	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	10.249
Qualified non-paid	10.255	10.255	10.250	10.783	10.249
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)