

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.

**BUSINESS PUBLICATION CIRCULATION AUDIT
FOR THE 6 MONTH PERIOD ENDED MAY/JUNE 2018**



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Miami, FL 33145
Tel. No. : 305 285-3133
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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 _____		77
Rotated or occasional _____		123
Allocated for trade shows and conventions _____		250
TOTAL		450

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	10.250	100	10.250	100	N/A	N/A
sponsored individually	-	-	-	-	-	-
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	-	10.250	-	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD			
Issue 2018	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 2018
 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)	Purchasing 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	3.804	37,11	3.029	87	189	8	150	38	66	-	63	23	9	142
A1. Production Company - Other Media	2.007	19,58	1.185	164	215	23	125	16	53	1	70	47	3	105
A1. Company Transmitting And / Or Cable Operator	893	8,71	579	35	79	6	13	7	18	6	8	4	6	132
A1. Television Station	1.277	12,46	309	173	297	15	126	22	18	5	39	68	9	196
A2. Advertising Agency	211	2,06	129	4	11	5	13	3	19	-	8	2	-	17
A3. Engineering / Consulting / Design	356	3,47	232	34	23	5	-	4	15	-	17	13	3	10
A4. Audio Study	267	2,60	123	16	34	2	16	3	16	-	13	4	-	40
B1. Distributor / Wholesaler Equipment	469	4,58	249	23	37	16	11	12	90	-	8	10	2	11
M. Manufacturing - Production Equipment	180	1,76	89	5	2	-	2	4	68	1	2	1	2	4
N. Institute / Research / Association	280	2,73	116	15	23	1	8	1	6	1	54	1	3	51
O. Other	506	4,94	124	18	21	3	17	6	18	-	16	3	6	274
TOTAL CIRCULACION CALIFICADA	10.250	100	6.164	574	931	84	481	116	387	14	298	176	43	982
PORCENTAJE	100		60,14	5,60	9,08	0,82	4,69	1,13	3,78	0,14	2,91	1,72	0,42	9,58

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.

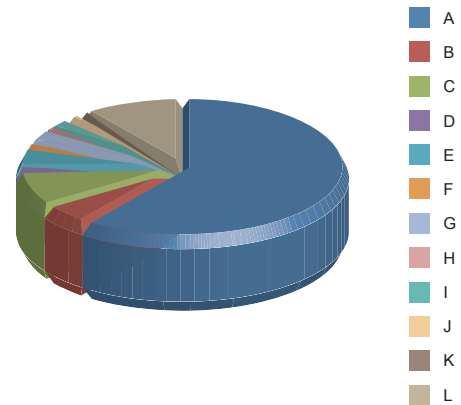
Note 3: Operations Personnel includes Engineers, Operations, TV Producer, Production, Post- Production, Supervisors, Coordinators and Technicians Personnel.

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.

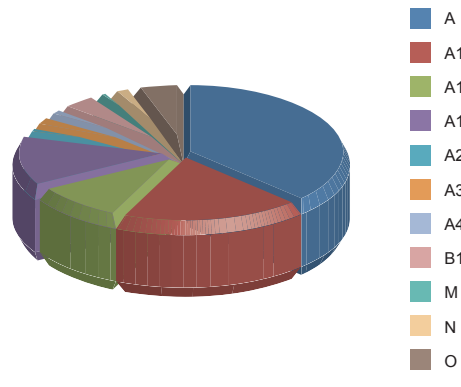
3a. BREAKOUT OF QUALIFIED CIRCULATION BY FUNCTION

FUNCTION	TOTAL QUALIFIED	PERCENT OF TOTAL
A. General Management	6.164	60,14
B. Engineering Management	574	5,60
C. Technical Management	931	9,08
D. Purchasing Management	84	0,82
E. Operations Management	481	4,69
F. Product Management	116	1,13
G. Sales & Marketing Management	387	3,78
H. Financial Management	14	0,14
I. Research Management and development	298	2,91
J. Technical Installation	176	1,72
K. Maintenance Management	43	0,42
L. Others	982	9,58
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	3.804	37,11
A1. Production Company - Other Media	2.007	19,58
A1. Company Transmitting And /Or Cable Operator	893	8,71
A1. Television Station	1.277	12,46
A2. Advertising Agency	211	2,06
A3. Engineering / Consulting / Design	356	3,47
A4. Audio Study	267	2,60
B1. Distributor / Wholesaler Equipment	469	4,58
M. Manufacturing - Production Equipment	180	1,76
N. Institute / Research /Association	280	2,73
O. Other	506	4,94
TOTAL	10.250	100



TVYVIDEO / May - June 2018

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2018

QUALIFICATION SOURCE	Qualification Within		Qualified		Total	Percent
	1 year	2 years	Non-Paid	Paid		
I. TOTAL - Personal direct request from the recipient:	4.305	5.646	-	-	9.951	97,08
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	4	-	-	-	4	0,04
Business directories	292	3	-	-	295	2,88
Independent field reports	-	-	-	-	-	-
Licenseses - National, State or Local Government	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-
Other sources	-	-	-	-	-	-
VI. TOTAL - Single copy sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	4.601	5.649	-	-	10.250	100
PERCENT	44,89	55,11	-	-	100	100

3c. QUALIFIED CIRCULATION BY MAILING ADDRESS. ISSUE OF MAY/JUNE 2018

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	10.211	N/A	10.211	99,62
Individuals by name only	33	N/A	33	0,31
Titles or functions only	4	N/A	4	0,04
Company name only	2	N/A	2	0,02
Multiple-copy same addressee copies	-	N/A	-	-
Single copy sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10.250	-	10.250	100

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2018

COUNTRY	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
NORTH AMERICA				
United States of America	377	-	377	3,68
Mexico	934	-	934	9,11
Subtotal	1.311	-	1.311	12,79
CARIBBEAN				
Lesser Antilles	-	-	-	-
Cuba	-	-	-	-
Puerto Rico	-	-	-	-
Dominican Republic	32	-	32	0,31
Subtotal	32	-	32	0,31
CENTRAL AMERICA				
Costa Rica	71	-	71	0,69
El Salvador	33	-	33	0,32
Guatemala	87	-	87	0,85
Honduras	30	-	30	0,29
Nicaragua	16	-	16	0,16
Panama	30	-	30	0,29
Subtotal	267	-	267	2,60
SOUTH AMERICA				
Argentina	1.343	-	1.343	13,10
Bolivia	123	-	123	1,20
Brasil	122	-	122	1,19
Chile	471	-	471	4,60
Colombia	5.297	-	5.297	51,68
Ecuador	233	-	233	2,27
Paraguay	48	-	48	0,47
Peru	666	-	666	6,50
Uruguay	119	-	119	1,16
Venezuela	218	-	218	2,13
Subtotal	8.640	-	8.640	84,29
TOTAL QUALIFIED CIRCULATION	10.250	-	10.250	100

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

	Unaudited data		Audited Data		
	2014	2015	2016	2017	2018
Total audit average qualified	10.255	10.250	10.783	10.249	10.250
Qualified non-paid	10.255	10.250	10.783	10.249	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)