

**RESUMEN INVERSION MEDIOS AUDIOVISUALES E IMPRESOS  
DEL 01 DE ENERO AL 31 DE DICIEMBRE DEL 2014**

| TELEVISION   | COBERTURA | TOTAL               | TOTAL            | DISTRIBUCION | DISTRIBUCION | DISTRIBUCION |
|--|-----------|---------------------|------------------|--------------|--------------|--------------|
|  |           | INVERSION           | MINUTOS          | LOCAL        | REGIONAL     | NACIONAL     |
| CADENA ECUATORIANA DE TELEVISIÓN (TC TELEVISIÓN)                       | NACIONAL  | 710.287,91          | 3.477,33         |              |              | 15%          |
| CORPORACIÓN ECUATORIANA DE TELEVISIÓN S.A. ECUAVISAS                   | NACIONAL  | 562.077,82          | 426,47           |              |              | 12%          |
| TELECUATRO GUAYAQUIL C.A. RTS-TV-RED TELESISTEMA                       | NACIONAL  | 590.568,88          | 6.501,38         |              |              | 12%          |
| PUBLICIDAD PUBLITOP S.A. (CANAL UNO)                                   | NACIONAL  | 222.906,30          | 6.600,37         |              |              | 5%           |
| CENTRO DE RADIO Y TELEVISIÓN TELEAMAZONAS                              | NACIONAL  | 129.215,11          | 99,75            |              |              | 3%           |
| OPTIMIZACION DE MEDIOS DIRECTOS DEL ECUADOR OMD ECUADOR S.A.(TELERAMA) | NACIONAL  | 15.541,66           | 77,50            |              |              | 0%           |
| CARAVANA TV  | NACIONAL  | 4.160,00            | 6.240,00         |              |              | 0%           |
| <b>SUB TOTAL CANALES</b>   |           | <b>2.234.757,68</b> | <b>23.422,80</b> | -            | -            | <b>47%</b>   |

| OTROS SERVICIOS (AUDIOVISUALES)                          | COBERTURA | TOTAL             | TOTAL            | DISTRIBUCION | DISTRIBUCION | DISTRIBUCION |
|--|-----------|-------------------|------------------|--------------|--------------|--------------|
|  |           | INVERSION         | MINUTOS          | LOCAL        | REGIONAL     | NACIONAL     |
| METROVISION S.A.(CIRCUITO CERRADO BUSES METROVÍA)        | LOCAL     | 27.800,00         | 760,00           | 1%           |              |              |
| GRAN COMERCIO S.A. (CIRCUITO CERRADO TERMINAL TERRESTRE) | LOCAL     | 47.850,00         | 31.200,00        | 1%           |              |              |
| TORRES LILIAN MERCEDES, CORPORACION VIDA NUEVA           | NACIONAL  | 9.000,00          | 42,26            |              |              | 0%           |
| CINEMARK S.A.  | LOCAL     | 50.000,00         | 3.664,50         | 1%           |              |              |
| AS PRODUCCIONES S.A. PROGRAMA CARA A CARA CON ROSALIA    | NACIONAL  | 10.925,00         | 64,17            |              |              | 0%           |
| ESTRELLACORP S.A.(PANTALLA LED PUENTE UNIDAD NACIONAL)   | LOCAL     | 24.299,70         | 22.074,00        | 1%           |              |              |
| JIBRILL CORP S.A. (WWW.LAREPUBLICA.COM)                  | NACIONAL  | 24.000,00         |                  |              |              | 0%           |
| ALFONSO PEREZ (WWW.ECUADOREN VIVO)                       | NACIONAL  | 18.600,00         |                  |              |              | 0%           |
| MARCIA MORENO DE AVILES (WWW.ENCICLOPEDIADELECUADOR.COM) | NACIONAL  | 4.000,00          |                  |              |              | 0%           |
| <b>SUB TOTAL</b>   |           | <b>216.474,70</b> | <b>57.804,93</b> | <b>3%</b>    | <b>0%</b>    | <b>1%</b>    |

| RADIOS   | DIAL     | COBERTURA | TOTAL      | TOTAL    | DISTRIBUCION | DISTRIBUCION | DISTRIBUCION |
|--|----------|-----------|------------|----------|--------------|--------------|--------------|
|  |          |           | INVERSION  | MINUTOS  | LOCAL        | REGIONAL     | NACIONAL     |
| RADCRISTAL (RADIO CRISTAL)                               | 830 AM   | REGIONAL  | 71.462,50  | 3.798,03 | 1%           |              |              |
| TECFORMATIC S.A. (RADIO SUCRE)                           | 700 AM   | NACIONAL  | 98.357,00  | 3.392,10 |              |              | 2%           |
| TECFORMATIC S.A. (RADIO SISTEMA DOS)                     | 1.080 AM | LOCAL     | 12.434,60  | 1.779,53 | 0%           |              |              |
| TECFORMATIC S.A. (RADIO CUPIDO)                          | 95.3 FM  | LOCAL     | 14.626,50  | 1.600,35 | 0%           |              |              |
| RADIO CARAVANA S.A.                                      | 750 AM   | NACIONAL  | 82.168,49  | 3.605,57 |              |              | 2%           |
| K&PRTV PRODUCTIONS S.A. (RADIO HUANCABILCA)              | 830 AM   | NACIONAL  | 62.512,90  | 3.972,76 |              |              | 1%           |
| GOLFCORP S.A. (RADIO ATALAYA)                            | 680 AM   | NACIONAL  | 53.477,49  | 2.150,80 |              |              | 1%           |
| MORENA TELESCUCHA S.A. RADIO MORENA                      | 640 AM   | LOCAL     | 123.075,16 | 4.960,54 | 3%           |              |              |
| SPIN S.A. RADIO TROPICANA 96.5 FM                        | 96.5 FM  | LOCAL     | 60.081,76  | 3.782,80 | 1%           |              |              |
| FOREVER MUSIC S.A. FOREMUSIC RADIO FOREVER               | 92.5FM   | LOCAL     | 79.373,60  | 2.995,96 | 2%           |              |              |
| VIP GOLDEN (RADIO CENTRO)                                | 101.3 FM | LOCAL     | 53.754,78  | 3.304,96 | 1%           |              |              |
| NERITAR S.A. RADIO IMPACTO FM                            | 99.7 FM  | LOCAL     | 54.048,80  | 3.256,66 | 1%           |              |              |
| RADIOELITE 99.7 S.A.                                     | 98.9FM   | LOCAL     | 60.551,67  | 3.265,08 | 1%           |              |              |
| CORINT S.A. RADIO CITY                                   | 89.3 FM  | LOCAL     | 11.120,98  | 647,47   | 0%           |              |              |
| TELEVISION INDEPENDIENTE INDETEL RADIO GALAXIA - LA TELE | 88,5 FM  | NACIONAL  | 20.157,26  | 1.275,75 |              |              | 0%           |
| ANDIVISION S.A. RADIO TROPICALIDA-RED TV                 | 91,3 FM  | NACIONAL  | 20.157,26  | 1.273,50 |              |              | 0%           |
| MEGACOMUNICATIONS S.A. RADIO FABU                        | 104,5 FM | NACIONAL  | 19.165,94  | 1.132,48 |              |              | 0%           |
| RADIO CANAL CIENTO SIETE S.A. RADIOSA                    | 107.3 FM | NACIONAL  | 11.540,56  | 1.223,18 |              |              | 0%           |
| FESTATI S.A. RADIO ONDA POSITIVA SOCIEDAD ANÓNIMA        | 94.1 FM  | LOCAL     | 12.488,50  | 1.007,28 | 0%           |              |              |
| PARRALES QUIIJE ECUADOR BENITO RADIO ESTEREO FM ESTRELLA | 92,1 FM  | LOCAL     | 8.499,92   | 1.082,61 | 0%           |              |              |

|  |         |          |                   |                  |            |           |           |
|--|---------|----------|-------------------|------------------|------------|-----------|-----------|
| MERIT CORP S.A. ASESORÍA Y PRODUCCIONES (RADIO SANTIAGO) | 540 AM  | NACIONAL | 2.810,00          | 348,17           |            |           | 0%        |
| ECUADORADIO S.A. (RADIO QUITO)                           | 960 AM  | LOCAL    | 6.800,00          | 238,37           |            | 0%        |           |
| ECUADORADIO S.A. (RADIO PLATINIUM)                       | 90.9 FM | NACIONAL | 6.800,00          | 238,37           |            |           | 0%        |
| <b>SUBTOTAL RADIOS</b>                                   |         |          | <b>945.465,67</b> | <b>50.332,31</b> | <b>12%</b> | <b>0%</b> | <b>8%</b> |

| ESPACIOS Y/O PROGRAMAS COMUNICACIONALES | DIAL | COBERTURA | TOTAL     | TOTAL   | DISTRIBUCION | DISTRIBUCION | DISTRIBUCION |
|---|------|-----------|-----------|---------|--------------|--------------|--------------|
|   |      |           | INVERSION | MINUTOS | LOCAL        | REGIONAL     | NACIONAL     |

|  |          |          |                  |                 |           |           |           |
|--|----------|----------|------------------|-----------------|-----------|-----------|-----------|
| VARELA GUEVARA LUIS EDUARDO (RADIO SUCRE)                | 700 AM   | NACIONAL | 7.727,04         | 573,94          |           |           | 0%        |
| GÓMEZ GILER WALTER ANGEL (RADIO SISTEMA 2)               | 1.080 AM | LOCAL    | 9.749,25         | 574,28          |           | 0%        |           |
| AGUAYO CADENA FEDERICO FERNANDO (RADIO ATALAYA)          | 680 AM   | NACIONAL | 7.876,00         | 722,57          |           |           | 0%        |
| LOPEZ LEON CARLOS ABRAHAN (RADIO ATALAYA)                | 680 AM   | NACIONAL | 9.025,30         | 780,40          |           |           | 0%        |
| AYALA SERRA JULIO OSWALDO (RADIO ATALAYA)                | 680 AM   | NACIONAL | 8.974,02         | 911,09          |           |           | 0%        |
| CUESTA CAPUTI RAFAEL IGNACIO (RADIO ATALAYA)             | 680 AM   | NACIONAL | 8.913,20         | 451,97          |           |           | 0%        |
| ROBERTO ENRIQUE FIGUEROA CEDEÑO (RADIO MORENA)           | 640 AM   | LOCAL    | 1.648,00         | 128,59          |           | 0%        |           |
| ZAMBRANO CAICEDO ANDRÉS RAMÓN (RADIO ATALAYA)            | 680 AM   | NACIONAL | 5.352,00         | 426,35          |           |           | 0%        |
| GÓMEZ CAMPOZANO TANIA MERCEDES (RADIO UNO)               | 580 AM   | NACIONAL | 135,00           | 20,40           |           |           | 0%        |
| SANCHEZ PILLA MARIA ESTELILIA (RADIO UNO)                | 580 AM   | NACIONAL | 1.057,50         | 158,74          |           |           | 0%        |
| ABIFANDI CEDEÑO JULIA DOLORES (Z UNO)                    | 1.400 AM | LOCAL    | 1.233,00         | 173,24          |           | 0%        |           |
| MACÍAS MORÁN VÍCTOR ALFREDO (Z UNO)                      | 1.400 AM | LOCAL    | 54,00            | 6,20            |           | 0%        |           |
| BAQUE BAQUE YURI STALIN (ECUANTENA)                      | 1.030 AM | LOCAL    | 1.500,00         | 148,19          |           | 0%        |           |
| <b>SUB TOTAL ESPACIOS Y/O PROGRAMAS COMUNICACIONALES</b> |          |          | <b>63.244,31</b> | <b>5.075,96</b> | <b>0%</b> | <b>0%</b> | <b>1%</b> |

|                                      |  |  |                     |                   |            |           |            |
|--------------------------------------|--|--|---------------------|-------------------|------------|-----------|------------|
| <b>SUBTOTAL MEDIOS AUDIOVISUALES</b> |  |  | <b>3.459.942,36</b> | <b>136.636,00</b> | <b>15%</b> | <b>0%</b> | <b>57%</b> |
|--------------------------------------|--|--|---------------------|-------------------|------------|-----------|------------|

| IMPRESOS  |  | COBERTURA | TOTAL               | TOTAL             | DISTRIBUCION | DISTRIBUCION | DISTRIBUCION |
|---|--|-----------|---------------------|-------------------|--------------|--------------|--------------|
|   |  |           | INVERSION           | CENTIMETROS       | LOCAL        | REGIONAL     | NACIONAL     |
| PUBQUILSA (METROQUIL)   |  | LOCAL     | 297.565,00          | 122.387,42        | 6%           |              |              |
| GRAFICOS NACIONALES S.A. GRANASA /EXPRESO-EXTRA)                                |  | NACIONAL  | 362.893,21          | 294.513,98        |              |              | 8%           |
| COMPAÑIA ANONIMA EL UNIVERSO (EL UNIVERSO)                                      |  | NACIONAL  | 584.074,37          | 183.660,48        |              |              | 12%          |
| EDICENTRAL (LA HORA)  |  | NACIONAL  | 28.089,60           | 18.896,00         |              |              | 1%           |
| GRUPO EL COMERCIO (EL COMERCIO)   |  | NACIONAL  | 2.790,00            | 380,40            |              |              | 0%           |
| QUIDEST S.A. (AMERICA MANAGEMENT)   |  | REGIONAL  | 7.000,00            | 4.368,00          |              | 0%           |              |
| VIPGOLDEN SEMANARIO EL OBSERVADOR   |  | NACIONAL  | 10.000,00           | 4.364,50          |              |              | 0%           |
| ALVARADO ORELLANA FATIMA VIVIANA (IMPACTO DEL MUNDO)                            |  | NACIONAL  | 900,00              | 1.218,00          |              |              | 0%           |
| PATRICIO SALAZAR (GUIA DE LA FEF)   |  | NACIONAL  | 1.475,00            | 588,00            |              |              | 0%           |
| MACHARÉ SÁNCHEZ ADELITA DEL TRÁNSITO (LIGANDO FRONTERAS)                        |  | NACIONAL  | 800,00              | 588,00            |              |              | 0%           |
| EDITORES NACIONALES GRÁFICOS EDITOGRAN S.A. (EL TELEGRAFO)                      |  | NACIONAL  | 376,32              | 861,00            |              |              | 0%           |
| EDITORIAL DON BOSCO LIBRERIAS NACIONALES SALESIANAS                             |  | LOCAL     | 7.000,00            | 106,40            | 0%           |              | 0%           |
| TYRONE MORILLO ROJA (REVISTA CIMA) AVISOS TURISTICOS                            |  | LOCAL     | 3.200,00            | 1.247,40          | 0%           |              |              |
| EDITORES NACIONALES S.A. ENSA (REVISTA VISTAZO) AVISOS TURISTICOS               |  | NACIONAL  | 11.356,00           | 2.376,00          |              |              | 0%           |
| MARITZA DAMARIS TORRES VELEZ (REVISTA RUTA DE FE Y ESPERANZA) AVISOS TURISTICOS |  | LOCAL     | 9.000,00            | 6.237,00          | 0%           |              |              |
| ONEFORONE ECUADOR S.A. THIS IS ECUADOR THE MOST COMPLETE GUIDE OF ECUADOR       |  | NACIONAL  | 1.900,00            | 1.218,00          |              |              | 0%           |
| AIDA GRACIELA NAVAS CORTES LA GUIA DE ORO ECUADOR (AVISOS TURISTICOS)           |  | NACIONAL  | 2.835,00            | 621,60            |              |              | 0%           |
| RAUL SUCONOTA GUEVARA REVISTA CAPTURE NEWS (AVISOS TURISTICOS)                  |  | LOCAL     | 3.360,00            | 1.218,00          | 0%           |              |              |
| RAUL SUCONOTA GUEVARA ANUARIO HOTELERA Y TURISTICO DEL ECUADOR                  |  | NACIONAL  | 2.500,00            | 108,00            |              |              | 0%           |
| PRENSA TURTISTICA S.A TURPRESS AGENDA TURISTICA DEL ECUADOR                     |  | NACIONAL  | 2.250,00            | 322,50            |              |              | 0%           |
| EDITORES NACIONALES S.A. ENSA (REVISTA VISTAZO) AVISO PROMOCIONAL TURISTICC     |  | NACIONAL  | 3.300,00            | 1.188,00          |              |              | 0%           |
| <b>SUBTOTAL IMPRESOS</b>  |  |           | <b>1.342.664,50</b> | <b>646.468,68</b> | <b>7%</b>    | <b>0%</b>    | <b>21%</b>   |

|   |  |  |                     |  |            |           |            |             |
|---|--|--|---------------------|--|------------|-----------|------------|-------------|
| <b>TOTAL MEDIOS AUDIVISUALES E IMPRESOS</b> |  |  | <b>4.802.606,86</b> |  | <b>22%</b> | <b>0%</b> | <b>78%</b> | <b>100%</b> |
|---|--|--|---------------------|--|------------|-----------|------------|-------------|

