

## RESUMEN INVERSION MEDIOS AUDIOVISUALES E IMPRESOS DEL 01 AL 31 DE AGOSTO DEL 2015

TELEVISION		COBERTURA		TOTAL	TOTAL	TOTAL	DISTRIBUCION	
		INVERSION		MINUTOS	IMPACTOS	LOCAL/REG.	NACIONAL	
CADENA ECUATORIANA DE TELEVISION (TC TELEVISION)		Nacional	25,917.80	14.00	42.00			24.73%
CORPORACION ECUATORIANA DE TELEVISION S.A. ECUAVISA		Nacional	28,838.04	16.67	50.00			27.51%
TELECUATRO GUAYAQUIL C.A. RTS-TV-RED TELESISTEMA		Nacional	20,524.00	11.33	34.00			19.58%
BERNABEU CORP S.A. (CANAL UNO)		Nacional	20,666.67	14.67	44.00			19.72%
CENTRO DE RADIO Y TELEVISION TELEAMAZONAS		Nacional	6,217.60	4.67	14.00			5.93%
OMD (OPTIMIZADORA DE MEDIOS DIRECTOS) TELERAMA		Nacional						0.00%
ARTEAGA SERRANO PRODUCCIONES CIA		Nacional	1,150.00	7.10	17.00			1.10%
MERCEDES TORRES DE CASTILLO (VIDA NUEVA)		Nacional	1,500.00	17.56	40.00			1.43%
TOTAL TELEVISION			104,814.11	86.00	241.00			100%
OTROS SERVICIOS (AUDIOVISUALES)		COBERTURA		TOTAL	TOTAL	TOTAL	DISTRIBUCION	
		INVERSION		MINUTOS	IMPACTOS	LOCAL/REG.	NACIONAL	
GRAN COMERCIO S.A.		Local	7,253.30	4,200.00	15,800.00			48.51%
CINEMARK S.A		Local	5,000.00	543.00	1,086.00			33.44%
ESTRELLACORP S.A.		Local	2,699.90	2,418.00	9,672.00			18.06%
TOTAL OTROS SERVICIOS AUDIOVISUALES			14,953.20	7,161.00	26,558.00			100.00%
RADIOS		COBERTURA		TOTAL	TOTAL	TOTAL	DISTRIBUCION	
		INVERSION		MINUTOS	IMPACTOS	LOCAL/REG.	NACIONAL	
RADCRISTAL (RADIO CRISTAL)		830 am	Regional	4,282.50	265.13	182.00		6%
TECFORMATIC S.A. (RADIO SUCRE)		700 am	Nacional	5,096.00	157.53	56.00		7%
TECFORMATIC S.A. (RADIO SISTEMA DOS)		1.080 am	Local	895.00	153.20	213.00		1%
TECFORMATIC S.A. (RADIO CUPIDO)		95.3 fm	Local	1,191.54	153.20	213.00		2%
RADIO CARAVANA S.A.		750 am	Nacional	5,116.00	216.27	138.00		7%
K&PRIV PRODUCTIONS S.A. (RADIO HUANCAYILCA)		830 am	Nacional	3,608.00	229.00	147.00		5%
GOLFCORP S.A. (RADIO ATALAYA)		680 am	Nacional	4,802.50	283.78	277.00		6%
MORENA TELESCUCHA S.A. RADIO MORENA		640 am	Local	8,271.50	329.55	289.00		11%
SPIN S.A. RADIO TROPICALINA 96.5 FM		96.5 fm	Local	5,113.00	242.47	167.00		7%
FOREVER MUSIC S.A. FOREMUSIC RADIO FOREVER		92.5 fm	Local	4,780.00	214.60	128.00		6%
VIP GOLDEN (RADIO CENTRO)		101.3 fm	Local	4,080.00	250.47	180.00		5%
NERITAR S.A. RADIO IMPACTO FM		99.7 fm	Local	4,917.00	242.73	167.00		6%
RADIO ELITE 99.7 S.A.		98.9 fm	Local	3,164.00	154.80	134.00		4%
CORPORACION INTERNACIONAL CORINTI S.A. (CITY)		89.3 fm	Regional	1,431.68	116.80	162.00		2%
TELEVISION INDEPENDIENTE INDETEL RADIO GALAXIA - LA TELE		88.5 fm	Nacional	2,070.00	160.00	222.00		3%
ANDIVISION S.A. RADIO TROPICALIDA-RED TV		91.3 fm	Nacional	2,070.00	160.00	222.00		3%
MEGACOMUNICATIONS S.A. RADIO FABU		104,5 fm	Nacional	2,070.00	160.00	222.00		3%
ECUADORADIO S.A. (RADIO QUITO)		960 AM	Local	650.00	39.00	70.00		1%
ECUADORADIO S.A. (RADIO PLATINIUM)		90.9 FM	Nacional	650.00	39.00	70.00		1%
RADIO CENTRO FM CIA LTDA. RADIO CENTRO 97.7 FM QUITO		97.7 fm	Local	1,000.00	120.00	203.00		1%
SUBTOTAL RADIOS				65,258.72	3,687.53	3,462.00		52%
ESPACIOS Y/O PROGRAMAS COMUNICACIONALES		COBERTURA		TOTAL	TOTAL	TOTAL	DISTRIBUCION	
		INVERSION		MINUTOS	IMPACTOS	LOCAL/REG.	NACIONAL	
VARELA GUEVARA LUIS EDUARDO (RADIO SUCRE)		700 am	Nacional	1,208.50	105.74	147.00		2%
GOMEZ GILER WALTER ANGEL (RADIO SISTEMA 2)		1.080 am	Local	1,184.50	103.93	143.00		2%
AGUAYO CADENA FEDERICO FERNANDO (RADIO ATALAYA)		680 am	Local	1,562.00	140.34	194.00		2%
LOPEZ LEON CARLOS ABRAHAN (RADIO ATALAYA)		680 am	Local	1,562.00	140.34	194.00		2%
AYALA SERRA JULIO OSWALDO (RADIO ATALAYA)		680 am	Local	1,573.00	103.47	143.00		2%
ROBERTO ENRIQUE FIGUEROA CEDENO (RADIO MORENA)		640 am	Local	672.00	60.93	84.00		1%
SORIA YUPANQUI EGUNDO LAUTARO		1230 am	Local	245.00	35.67	49.00		0%
WILLAMAR CUADRARO DAYSI CECILIA		99.7 fm	Local	824.00	75.13	103.00		1%
JORGE RUBEN GARCIA MUNOZ		101.3 fm	Local	560.00	39.72	70.00		1%
ALCIDES EZEQUIEL MONTILLA GARCIA		680 am	Local	624.00	56.80	78.00		1%
WILLIAM EDUARDO LUDENA ARIAS		560 am	Nacional	1,000.11	80.92	111.00		1%
MARIA ESTELILIA SANCHEZ PILLA		580 am	Regional	160.00	2.30	3.00		0%
SUB TOTAL ESPACIOS Y/O PROGRAMAS COMUNICACIONALES				11,175.11	945.29	1,319.00		12%
TOTAL RADIOS Y/O PROGRAMAS COMUNICACIONALES				76,433.83	4,632.82	4,781.00		64%
IMPRESOS		COBERTURA		TOTAL	TOTAL	TOTAL	DISTRIBUCION	
		INVERSION		CENTIMETROS	AVISOS	LOCAL/REG.	NACIONAL	
GRAFICOS NACIONALES S.A. GRANASA /EXPRESO-EXTRA)		Nacional	23,792.97	3,400.88	19.00			27%
COMPANIA ANONIMA EL UNIVERSO (EL UNIVERSO)		Nacional	57,307.75	4,187.55	16.00			64%
VIPGOLDEN SEMANARIO EL OBSERVADOR		Nacional	5,000.00	2,494.80	4.00			6%
ALVARADO ORELLANA FATIMA VIVIANA (IMPACTO DEL MUNDO)		Nacional	800.00	623.70	1.00			1%
EDITORIAL DON BOSCO LIBRERIAS NACIONALES SALESIANAS		Local	1,400.00	26.60	5.00			2%
MERCASOCER S.A. (PERIODICO EN HORA BUENA)		Local	800.00	275.50	1.00			1%
TOTAL IMPRESOS			89,100.72	11,009.03	46.00			98%
DIGITALES		COBERTURA		TOTAL	TOTAL	TOTAL	DISTRIBUCION	
		INVERSION		PIKELES	VISITAS	LOCAL/REG.	NACIONAL	
EDIEPOCA S.A.			1,000.00		2,056,830.00			22%
ALFONSO PEREZ			1,599.99		3,620,083.00			35%
JIBRILCORP S.A.			2,000.00		1,867,568.00			43%
TOTAL DIGITALES			4,599.99	-	7,544,481.00			100%
<b>TOTAL MEDIOS AUDIVISUALES E IMPRESOS</b>			<b>289,901.85</b>					















