

**COMPULSA Mayo-Junio 2008**

<b>Medios</b>	<b>MEDIO</b>	<b>(NA)</b>	<b>(S)</b>	<b>(AN)</b>	<b>(MED)</b>	<b>(IG)</b>	<b>(CO)</b>	<b>EMPRESA GANADORA</b>
<b>26 TV</b>	50,00%	(**)	(**)	(**)	(**)	(**)	(**)	<b>MEDIO</b>
<b>A&amp;E Mundo</b>								
A&E Mundo 18 a 24 hs	(**)	70,00%	(**)	(**)	50,00%	60,00%	62,00%	<b>NAYA</b>
A&E Mundo Resto prog.	(**)	(**)	(**)	(**)	50,00%	60,00%	62,00%	<b>ComAud</b>
<b>Animal Planet</b>								
Animal Planet de 18 a 24 hs	(**)	60,00%	(**)	57,00%	(**)	(**)	(**)	<b>NAYA</b>
<b>America Sports</b>	86,00%	(**)	(**)	(**)	(**)	(**)	(**)	<b>MEDIO</b>
<b>America TV</b>	50,00%	50,00%	48,00%	48,00%	45,00%	(**)	(**)	<b>MEDIO/NAYA</b>
<b>America TV Eventos</b>	40,00%	45,00%	42,00%	43,00%	(**)	(**)	(**)	<b>NAYA</b>
<b>Canal 13</b>	42,20%	45,00%	42,00%	43,00%	45,00%	46,00%	(**)	<b>IGNIS</b>
<b>Canal 13 Eventos</b>	42,20%	45,00%	42,00%	43,00%	(**)	46,00%	(**)	<b>IGNIS</b>
<b>Canal 7</b>	15,00%	70,00%	60,00%	60,00%	45,00%	45,00%	(**)	<b>NAYA</b>
<b>Canal 9</b>	52,00%	50,00%	45,00%	45,00%	45,00%	45,00%	(**)	<b>MEDIO</b>
<b>Canal 9 Fútbol</b>	52,00%	45,00%	42,00%	43,00%	(**)	(**)	(**)	<b>MEDIO</b>
<b>Canal a</b>	86,00%	(**)	(**)	(**)	(**)	(**)	(**)	<b>MEDIO</b>
<b>Cinecanal</b>								
Cinecanal L-D 17 a 02 hs	(**)	50,00%	(**)	(**)	(**)	(**)	52,00%	<b>ComAud</b>
<b>CNN en Español</b>	(**)	(**)	(**)	(**)	70,00%	75,00%	80,00%	<b>ComAud</b>
<b>Cosmopolitan</b>	86,00%	(**)	(**)	(**)	(**)	(**)	(**)	<b>MEDIO</b>
<b>Discovery Channel</b>	(**)	60,00%	(**)	(**)	(**)	(**)	(**)	<b>NAYA</b>
<b>Discovery Health</b>	(**)	60,00%	(**)	(**)	(**)	(**)	(**)	<b>NAYA</b>
<b>Discovery Travel</b>	(**)	60,00%	(**)	(**)	(**)	(**)	(**)	<b>NAYA</b>
<b>E Entertainment</b>								
E Entertainment 18 a 24 hs	(**)	70,00%	(**)	(**)	60,00%	55,00%	62,00%	<b>NAYA</b>
E Entertainment Resto prog.	(**)	(**)	(**)	(**)	60,00%	55,00%	62,00%	<b>ComAud</b>
<b>ESPN</b>								
ESPN de 17 a 1 hs	40,00%	50,00%	(**)	40,00%	(**)	(**)	(**)	<b>NAYA</b>
<b>Europa Europa</b>	86,00%	(**)	(**)	(**)	(**)	(**)	(**)	<b>MEDIO</b>
<b>Fashion TV</b>	(**)	(**)	(**)	(**)	40,00%	48,00%	50,00%	<b>ComAud</b>
<b>Film&amp;Arts</b>	86,00%	(**)	(**)	(**)	(**)	(**)	(**)	<b>MEDIO</b>
<b>FOX</b>								
FOX L-D 17 a 02 hs	(**)	50,00%	(**)	45,00%	(**)	(**)	52,00%	<b>ComAud</b>
<b>FOX Sports</b>	(**)	50,00%	(**)	(**)	(**)	(**)	(**)	<b>NAYA</b>
<b>FX</b>	(**)	40,00%	35,00%	35,00%	25,00%	(**)	52,00%	<b>ComAud</b>
<b>Gourmet</b>	86,00%	(**)	(**)	(**)	(**)	(**)	(**)	<b>MEDIO</b>
<b>Hallmark</b>	(**)	60,00%	(**)	(**)	30,00%	(**)	62,00%	<b>ComAud</b>
<b>History Channel</b>								
History Channel 18 a 24 hs	(**)	70,00%	(**)	(**)	40,00%	55,00%	62,00%	<b>NAYA</b>

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<b>Medios</b>	<b>MEDIO</b>	<b>(NA)</b>	<b>(S)</b>	<b>(AN)</b>	<b>(MED)</b>	<b>(IG)</b>	<b>(CO)</b>	<b>EMPRESA GANADORA</b>
History Channel Resto prog.	(**)	(**)	(**)	(**)	40,00%	55,00%	62,00%	ComAud
<b>I-SAT</b>								
I-SAT 19.30 a 02 hs	(**)	25,00%	10,00%	20,00%	40,00%	48,00%	50,00%	ComAud
I-SAT Resto programacion	(**)	(**)	(**)	(**)	40,00%	48,00%	50,00%	ComAud
<b>Infinito</b>								
Infinito 20 a 01 hs	(**)	(**)	(**)	(**)	35,00%	48,00%	52,00%	ComAud
Infinito Resto programacion	(**)	(**)	(**)	(**)	35,00%	48,00%	52,00%	ComAud
<b>Magazine</b>	42,20%	(**)	(**)	(**)	(**)	(**)	(**)	MEDIO
<b>MGM</b>								
MGM L-V 18 a 01 hs	(**)	60,00%	(**)	55,00%	(**)	(**)	57,00%	NAYA
<b>MTV</b>	(**)	(**)	15,00%	19,25%	(**)	(**)	(**)	ANUNCIAR
<b>Much Music</b>								
Much Music de 20 a 1 hs	(**)	15,00%	(**)	(**)	45,00%	48,00%	50,00%	ComAud
Much Music resto prog.	(**)	(**)	(**)	(**)	45,00%	48,00%	50,00%	ComAud
<b>NatGeo</b>								
NatGeo Dom 17 a 02 hs	(**)	50,00%	(**)	(**)	35,00%	(**)	52,00%	ComAud
<b>People &amp; Arts</b>								
People & Arts de 18 a 24 hs	(**)	60,00%	(**)	57,00%	35,00%	(**)	(**)	NAYA
<b>Reality TV</b>	86,00%	(**)	(**)	(**)	(**)	(**)	(**)	MEDIO
<b>Retro</b>								
Retro 19.30 a 02 hs	(**)	25,00%	10,00%	(**)	48,00%	48,00%	50,00%	ComAud
Retro Resto programacion	(**)	(**)	(**)	(**)	48,00%	48,00%	50,00%	ComAud
<b>Rock &amp; Pop TV</b>								
Rock & Pop TV de 18 a 02 hs.	(**)	15,00%	15,00%	(**)	(**)	(**)	(**)	NAYA/SGP
<b>Rural</b>								
Rural Apertura Cierre	(**)	50,00%	(**)	(**)	(**)	(**)	(**)	NAYA
<b>Sony Entertainment</b>								
Sony Entertainment de 18 a 24 hs.	(**)	60,00%	45,00%	45,00%	35,00%	35,00%	52,00%	NAYA
Sony Entertainment resto prog.	(**)	(**)	(**)	(**)	35,00%	35,00%	52,00%	ComAud
<b>Space</b>								
Space 19 a 02 hs	(**)	25,00%	10,00%	20,00%	45,00%	48,00%	50,00%	ComAud
Space Resto programacion	(**)	(**)	(**)	(**)	45,00%	48,00%	50,00%	ComAud
<b>Telefe</b>	(**)	47,00%	42,00%	43,00%	45,00%	48,00%	(**)	IGNIS
<b>Telefe Fútbol</b>	(**)	45,00%	42,00%	43,00%	(**)	48,00%	(**)	IGNIS
<b>The Film Zone</b>								
The Film Zone L-D 17 a 02 hs	(**)	50,00%	(**)	(**)	35,00%	(**)	52,00%	ComAud
<b>TN</b>	42,20%	50,00%	45,00%	45,00%	35,00%	51,00%	32,00%	IGNIS
<b>TNT Argentina</b>	(**)	(**)	(**)	(**)	35,00%	35,00%	40,00%	ComAud

Anexo Resolución SCS- 2008

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<b>Medios</b>	<b>(MEDIO)</b>	<b>(NA)</b>	<b>(S)</b>	<b>(AN)</b>	<b>(MED)</b>	<b>(IG)</b>	<b>(CO)</b>	<b>EMPRESA GANADORA</b>
<b>TyC Max</b>	(**)	50,00%	45,00%	48,00%	40,00%	51,00%	25,00%	<b>IGNIS</b>
<b>TyC Sports</b>	(**)	50,00%	45,00%	48,00%	40,00%	51,00%	25,00%	<b>IGNIS</b>
<b>Utilisima Satelital</b>								
Utilisima de 9 a 02 hs.	(**)	45,00%	(**)	25,00%	25,00%	(**)	52,00%	<b>ComAud</b>
<b>Universal Channel</b>								
Universal Channel L/D 17 a 02 hs	(**)	50,00%	45,00%	(**)	35,00%	(**)	52,00%	<b>ComAud</b>
<b>Volver</b>								
Volver 20 a 24 hs.	42,20%	35,00%	32,00%	32,00%	20,00%	46,00%	30,00%	<b>IGNIS</b>
Volver apertura 20 hs	42,20%	35,00%	32,00%	32,00%	20,00%	36,00%	30,00%	<b>MEDIO</b>
<b>Warner</b>								
Warner de 18 a 24 hs.	(**)	50,00%	20,00%	30,00%	35,00%	35,00%	42,00%	<b>NAYA</b>
Warner resto prog.	(**)	(**)	(**)	(**)	35,00%	35,00%	42,00%	<b>ComAud</b>

(\*\*) No se recibo respuesta

(\*\*\*\*): no responde a la forma de cotizacion solicitada

(NA): NAYA  
(S) SGP  
(AN): ANUNCIAR  
(MED): MEDIASTRATEGY  
(IG): IGNIS  
(CO) COMUNICACIONES AUDITADAS