

TIEMPO PUBLICITARIO por EMPRESA según AÑO/MES
Unidades: Segundos
Período.....: 01/01/2014 - 31/08/2014
Franja horaria.....: 00:00 - 23:59
Medio.....: TV Montevideo y VTV

| Empresa / Organismo | 2014-01 | 2014-02 | 2014-03 | 2014-04 |
|--|----------------|----------------|----------------|----------------|
| ANTEL | 23.565 | 33.975 | 33.702 | 24.511 |
| UTE | 14.354 | 20.513 | 11.413 | 9.455 |
| B.R.O.U. | 20.146 | 14.952 | 12.266 | 14.191 |
| SODRE | 9.283 | 10.057 | 14.420 | 10.474 |
| ANCAP | 7.366 | 5.406 | 4.628 | 5.259 |
| MINISTERIO DE TURISMO Y DEPORTE | 3.448 | 13.844 | 7.028 | 4.973 |
| BANCO DE SEGUROS | 1.728 | 2.986 | 1.594 | 628 |
| IMPO/DIR.NAC.IMPRESIONES Y PUBLICACIONES | 2.645 | 3.302 | 1.072 | 5.880 |
| MTOP | 4.203 | 9.263 | 784 | 3.601 |
| MINISTERIO DE VIVIENDA | 0 | 0 | 2.184 | 7.513 |
| ANCAP/DIV.PORTLAND | 0 | 0 | 0 | 0 |
| BANCO DE PREV.SOCIAL | 1.486 | 4.210 | 1.578 | 5.208 |
| MIN.EDUCACION Y CULTURA | 1.095 | 1.280 | 2.365 | 1.736 |
| ANCAP-DUCSA | 295 | 335 | 2.616 | 3.132 |
| BANCO HIPOTECARIO | 17 | 0 | 0 | 0 |
| CODICEN-ANEP | 0 | 0 | 4.524 | 0 |
| MINISTERIO DE DESARROLLO SOCIAL | 0 | 0 | 0 | 8.006 |
| ANCAP CABA S.A. | 0 | 1.480 | 1.351 | 591 |
| MIN.DE ECONOMIA Y FINANZAS | 0 | 0 | 0 | 0 |
| M.T.S.S. | 0 | 0 | 0 | 0 |
| PLAN CEIBAL | 0 | 0 | 0 | 0 |
| MINISTERIO DE SALUD PUBLICA | 832 | 1.818 | 0 | 1.788 |
| LATU | 0 | 0 | 0 | 0 |
| MINISTERIO DE INDUSTRIA Y ENERGIA | 0 | 0 | 0 | 0 |
| PRESIDENCIA DE LA REPUBLICA | 378 | 216 | 324 | 324 |
| INAC | 0 | 0 | 0 | 0 |
| INST.NAL.DE DONACION Y TRANSPLANTE | 0 | 0 | 1.466 | 1.005 |
| O.S.E. | 0 | 0 | 486 | 1.395 |
| D.G.I. | 0 | 0 | 0 | 0 |
| JUNTA NACIONAL DE DROGAS | 666 | 259 | 148 | 0 |
| M.G.A.P. | 0 | 476 | 189 | 0 |
| MINISTERIO DEL INTERIOR | 0 | 0 | 0 | 0 |
| UNIVERSIDAD DE LA REPUBLICA | 15 | 20 | 200 | 90 |
| INIA | 35 | 0 | 0 | 10 |
| BIBLIOTECA NACIONAL | 0 | 0 | 0 | 0 |
| INST.NAL.DE COLONIZACION | 0 | 100 | 0 | 0 |
| AGENCIA DE INVESTIGACION E INNOVACION | 40 | 30 | 10 | 10 |
| ANV/AGENCIA NACIONAL DE VIVIENDA | 0 | 0 | 0 | 0 |
| TOTAL | 91.597 | 124.522 | 104.348 | 109.780 |

estimación

| MEDIO | TV | RADIO | PRENSA ESCRITA |
|----------|------------|-----------|-------------------|
| SUBTOTAL | 30.982.099 | 5.560.896 | 3.577.937 |

| Año/Mes | | | | Total | | |
|----------------|----------------|----------------|----------------|------------------|---------------|-------------------|
| 2014-05 | 2014-06 | 2014-07 | 2014-08 | | | |
| 37.803 | 52.832 | 49.303 | 33.979 | 289.670 | | |
| 18.071 | 32.408 | 22.551 | 22.117 | 150.882 | | |
| 7.844 | 4.989 | 7.085 | 6.227 | 87.700 | | |
| 6.485 | 6.228 | 8.112 | 5.264 | 70.323 | | |
| 8.121 | 27.403 | 2.696 | 6.354 | 67.233 | | |
| 3.230 | 20.264 | 8.036 | 306 | 61.129 | | |
| 2.970 | 15.060 | 9.927 | 903 | 35.796 | | |
| 8.646 | 3.944 | 465 | 6.244 | 32.198 | | |
| 3.354 | 7.535 | 320 | 1.206 | 30.266 | | |
| 1.110 | 2.669 | 10.268 | 45 | 23.789 | | |
| 0 | 0 | 17.539 | 4.644 | 22.183 | | |
| 921 | 988 | 3.068 | 3.263 | 20.722 | | |
| 1.558 | 2.484 | 1.895 | 1.451 | 13.864 | | |
| 4.606 | 2.758 | 20 | 25 | 13.787 | | |
| 0 | 5.057 | 3.704 | 4.781 | 13.559 | | |
| 1.800 | 0 | 952 | 1.566 | 8.842 | | |
| 40 | 0 | 90 | 0 | 8.136 | | |
| 222 | 0 | 1.416 | 2.172 | 7.232 | | |
| 0 | 0 | 752 | 5.567 | 6.319 | | |
| 4.962 | 0 | 0 | 0 | 4.962 | | |
| 0 | 1.230 | 2.220 | 1.333 | 4.783 | | |
| 0 | 0 | 0 | 0 | 4.438 | | |
| 0 | 0 | 780 | 3.372 | 4.152 | | |
| 3.189 | 0 | 0 | 0 | 3.189 | | |
| 324 | 354 | 261 | 477 | 2.658 | | |
| 434 | 1.680 | 270 | 240 | 2.624 | | |
| 0 | 0 | 0 | 0 | 2.471 | | |
| 0 | 0 | 0 | 576 | 2.457 | | |
| 0 | 877 | 1.004 | 342 | 2.223 | | |
| 0 | 0 | 0 | 0 | 1.073 | | |
| 0 | 95 | 75 | 60 | 895 | | |
| 0 | 648 | 0 | 0 | 648 | | |
| 25 | 5 | 0 | 0 | 355 | | |
| 10 | 58 | 0 | 224 | 337 | | |
| 0 | 30 | 45 | 45 | 120 | | |
| 0 | 0 | 0 | 0 | 100 | | |
| 0 | 0 | 0 | 0 | 90 | | |
| 0 | 0 | 0 | 90 | 90 | | |
| 115.725 | 189.596 | 152.854 | 112.873 | 1.001.295 | 16.688 | 30.982.099 |

EN MINUTOS EN DÓLARES

dólares

40.120.932