



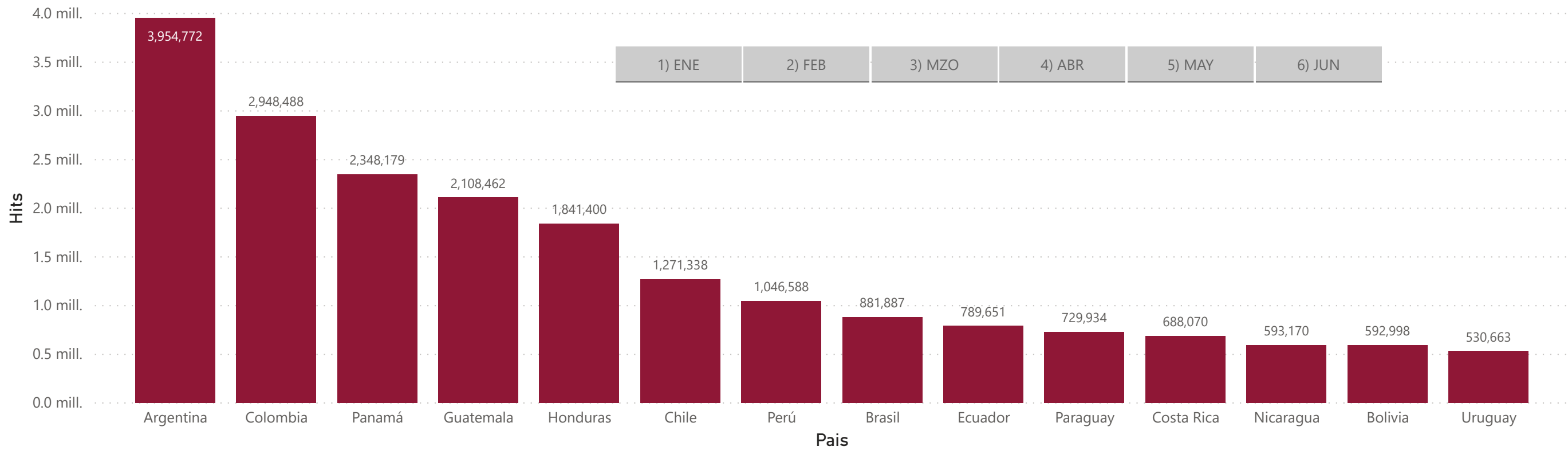
# Impacto en actividad publicitaria COVID-19 / CENTRO y SUDAMÉRICA ENERO - JUNIO 2020

Informe generado con base a número de pases (hits) detectados

Fuente: Auditsa Ad Tracking 2020

auditsa.com.mx

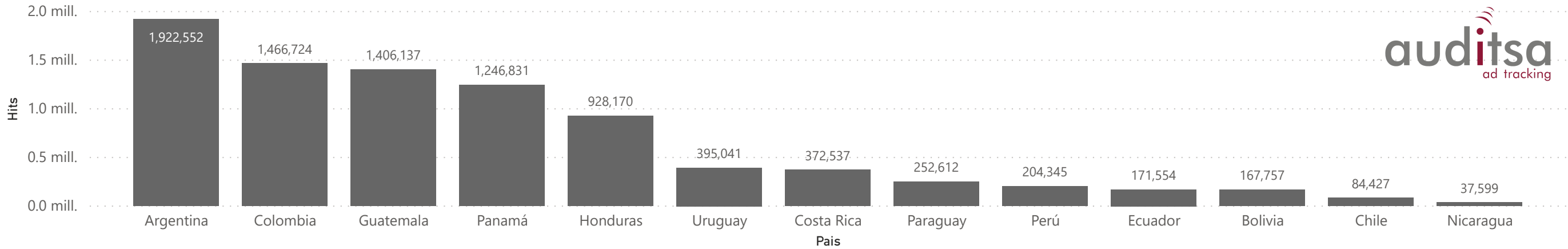
Actividad por Medio (Todos los países)



### Actividad Radio

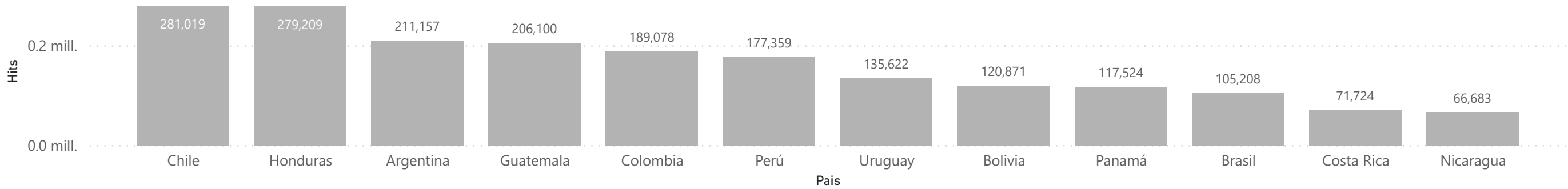


Medio ● RADIO



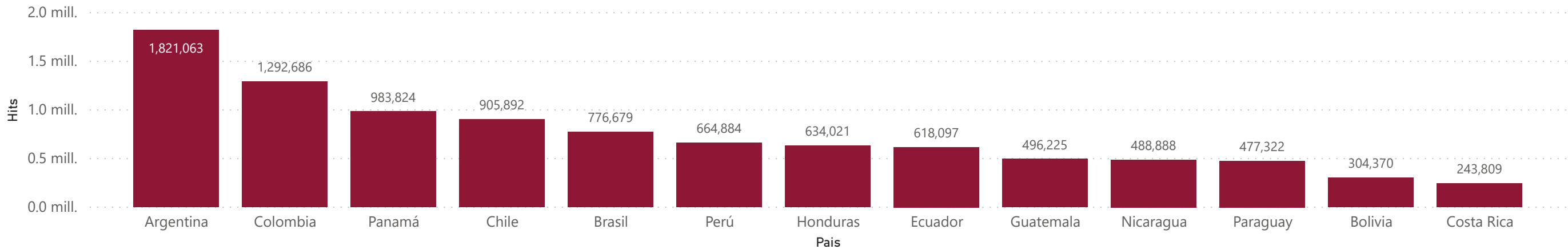
### Actividad TVN

Medio ● TVN



### Actividad TVP

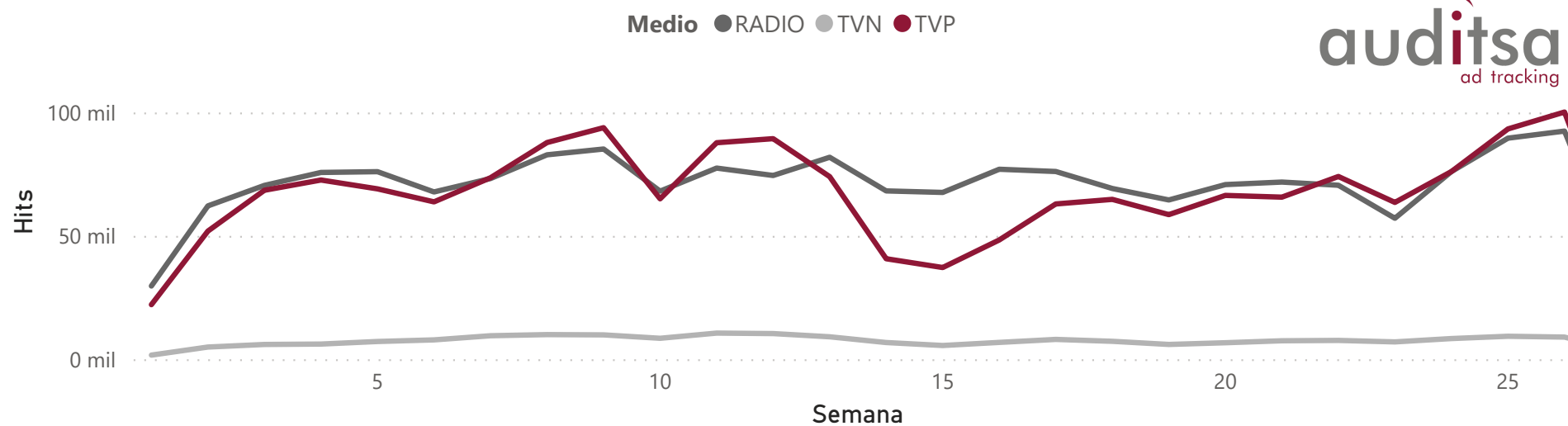
Medio ● TVP



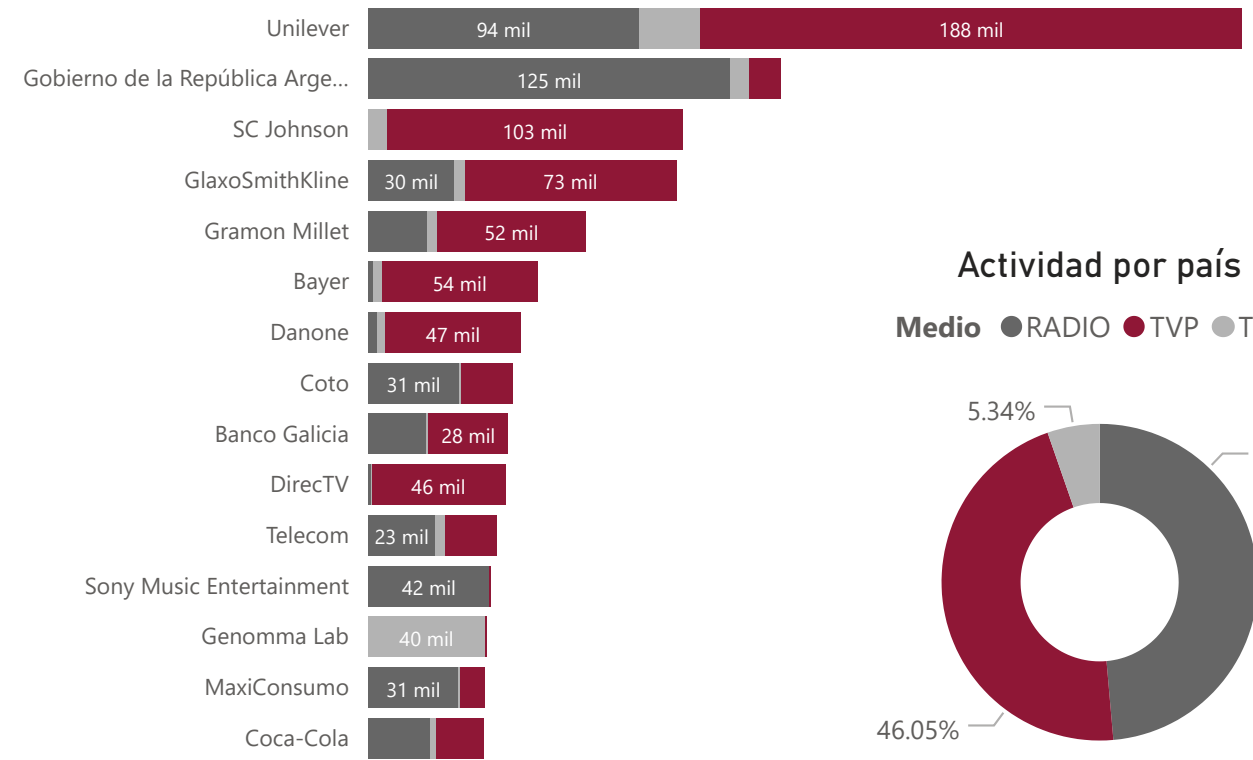


**RADIO**  
73  
**TVN**  
5  
**TVP**  
72

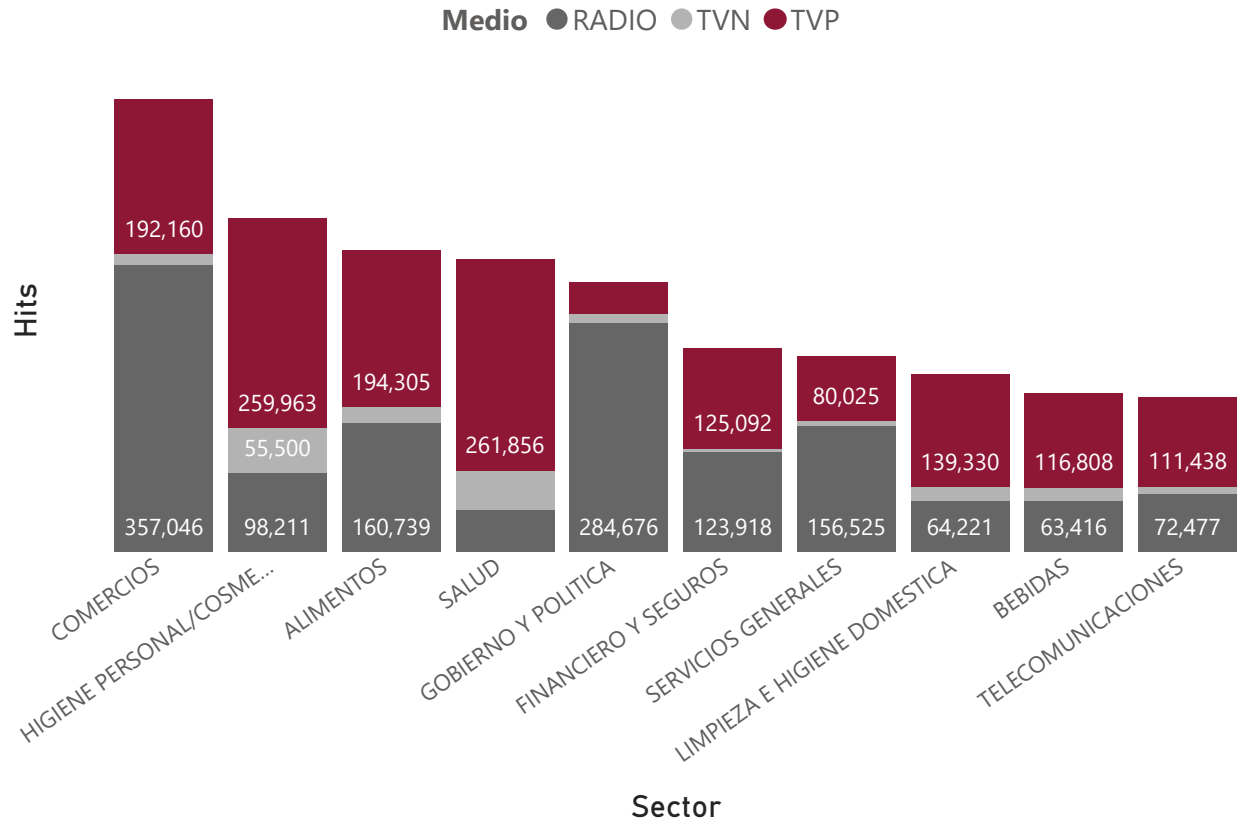
Cronología de actividad (Semanal)



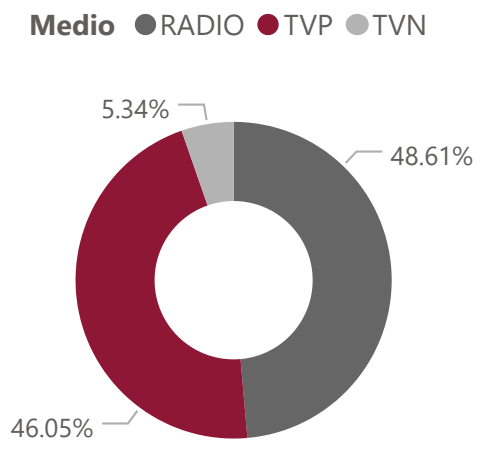
Top Anunciantes



Top Sectores x Medio



Actividad por país



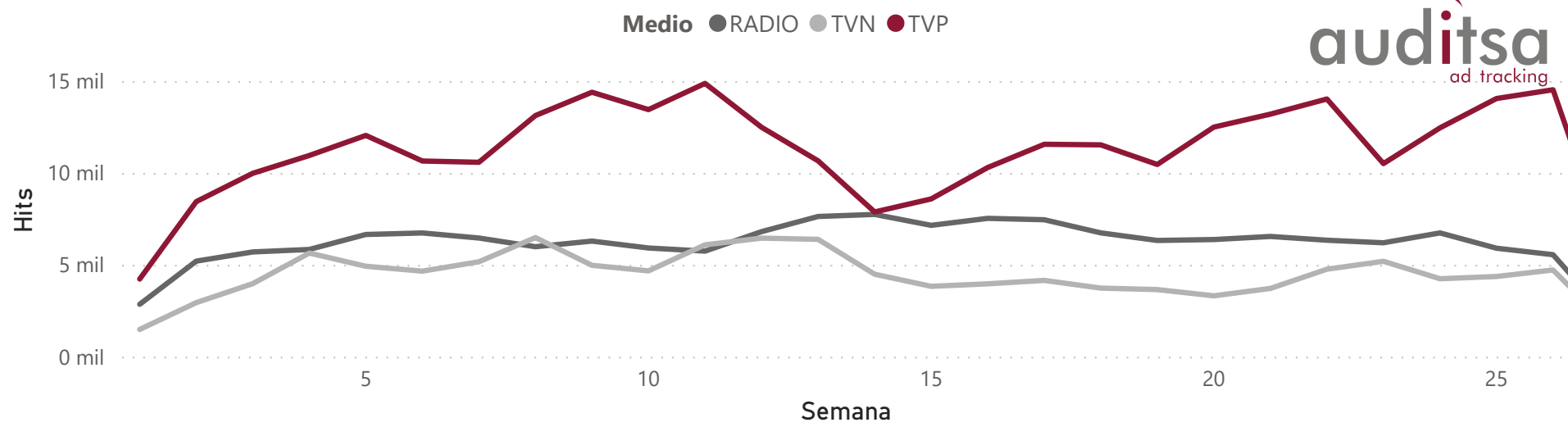
Hits

Sector

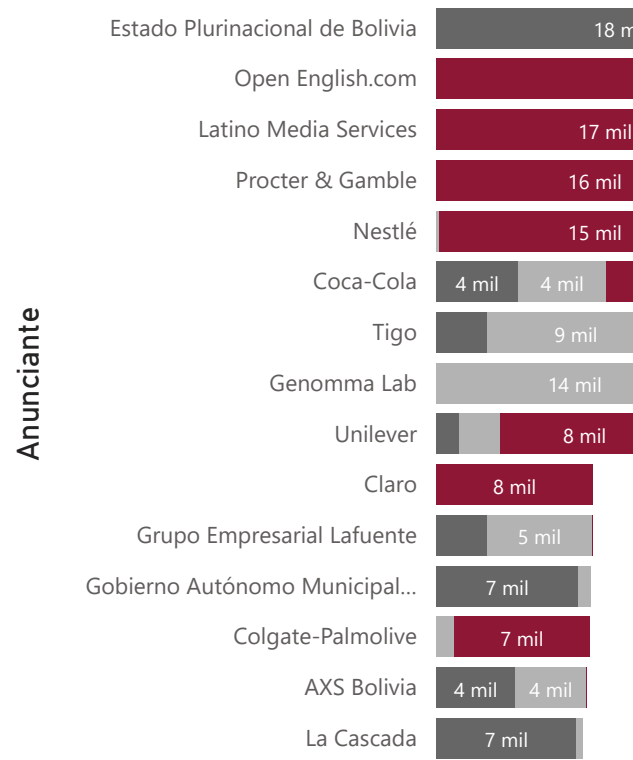


**RADIO**  
6  
**TVN**  
8  
**TVP**  
14

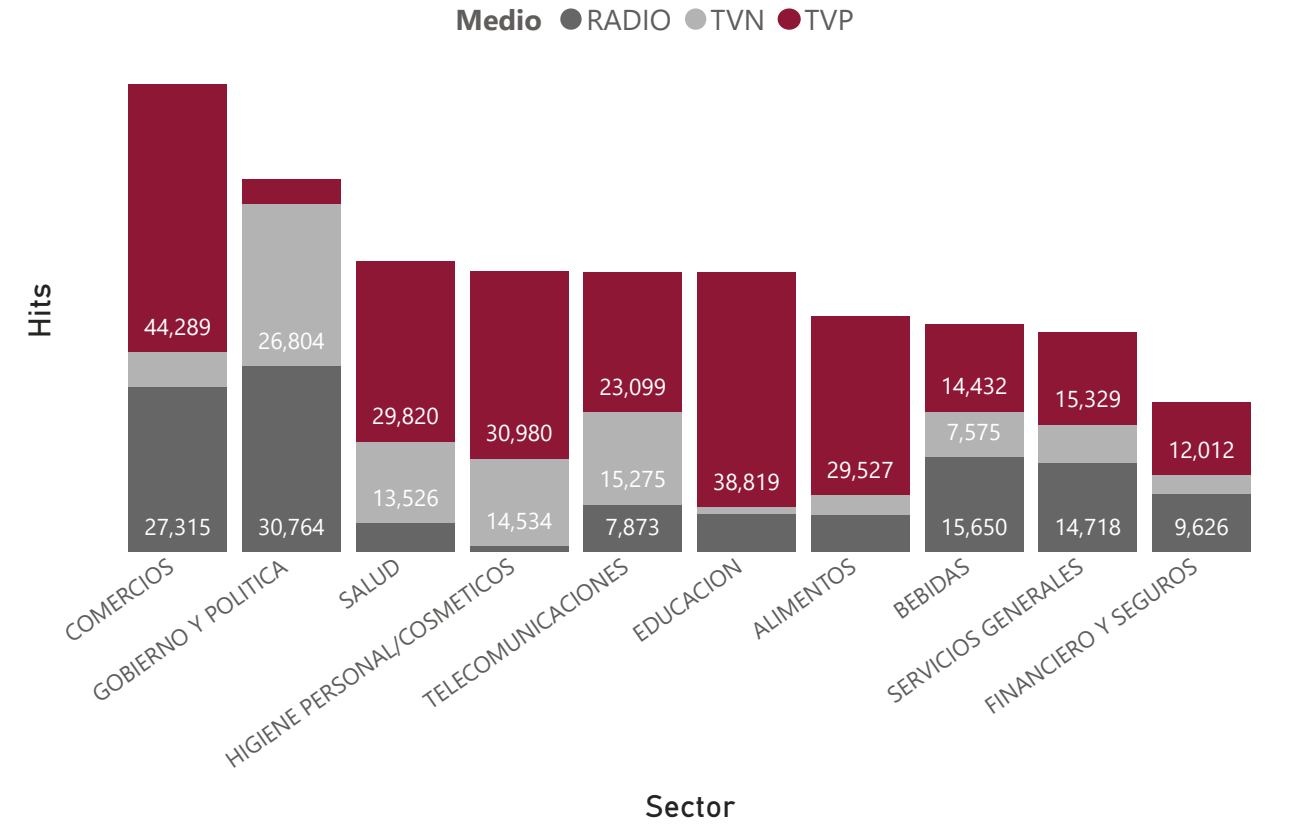
Cronología de actividad (Semanal)



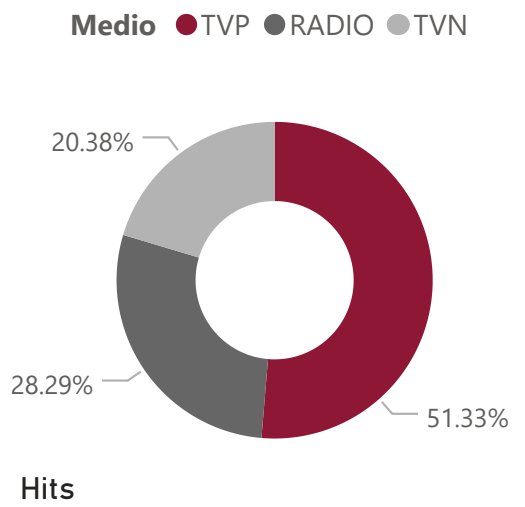
Top Anunciantes



Top Sectores x Medio



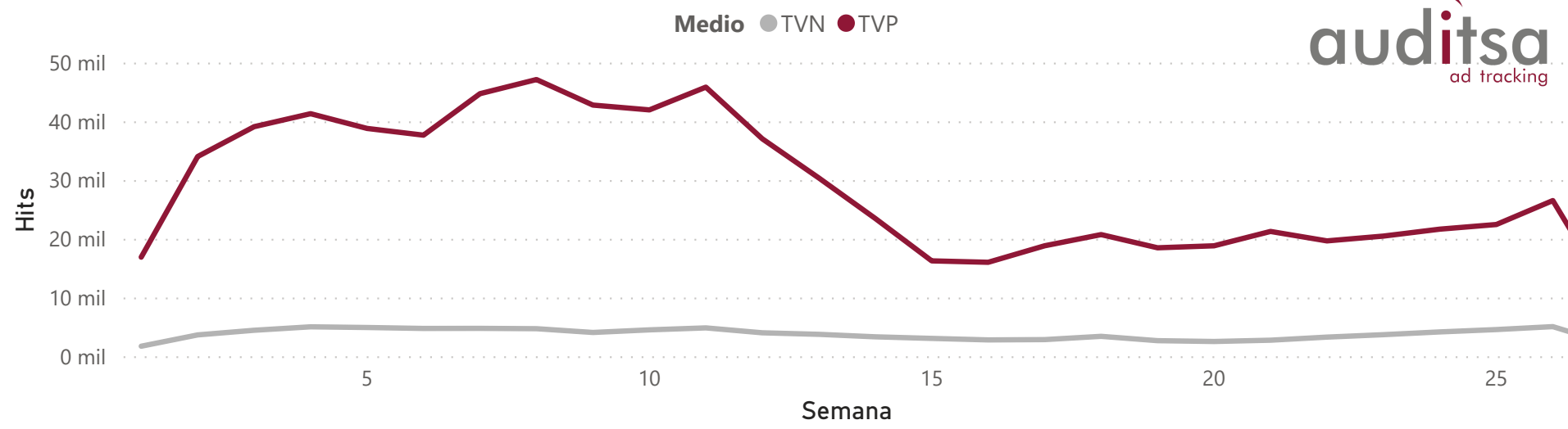
Actividad por país



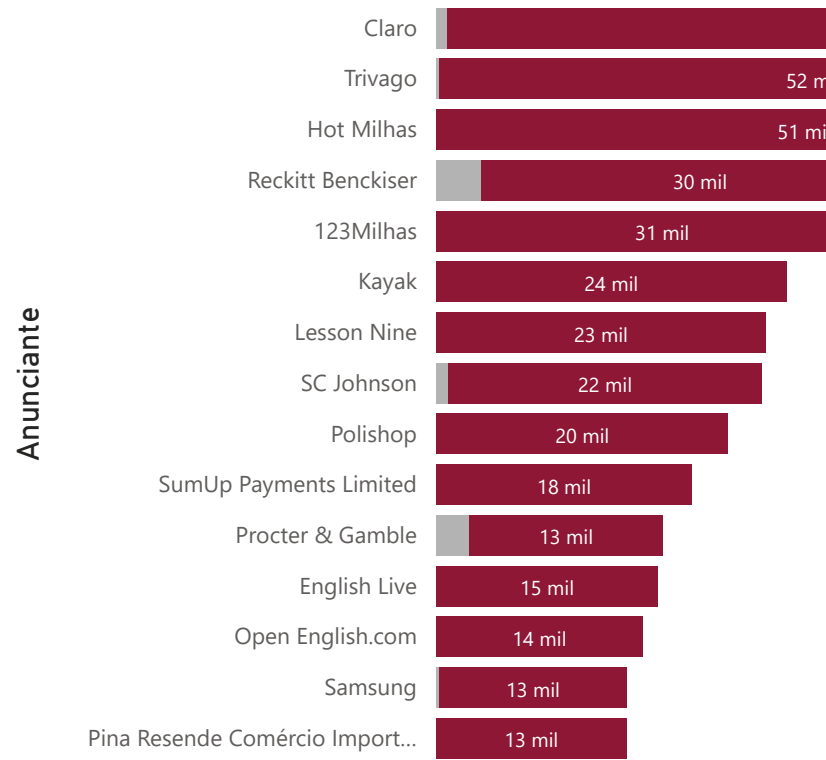


TVN  
4  
TVP  
55

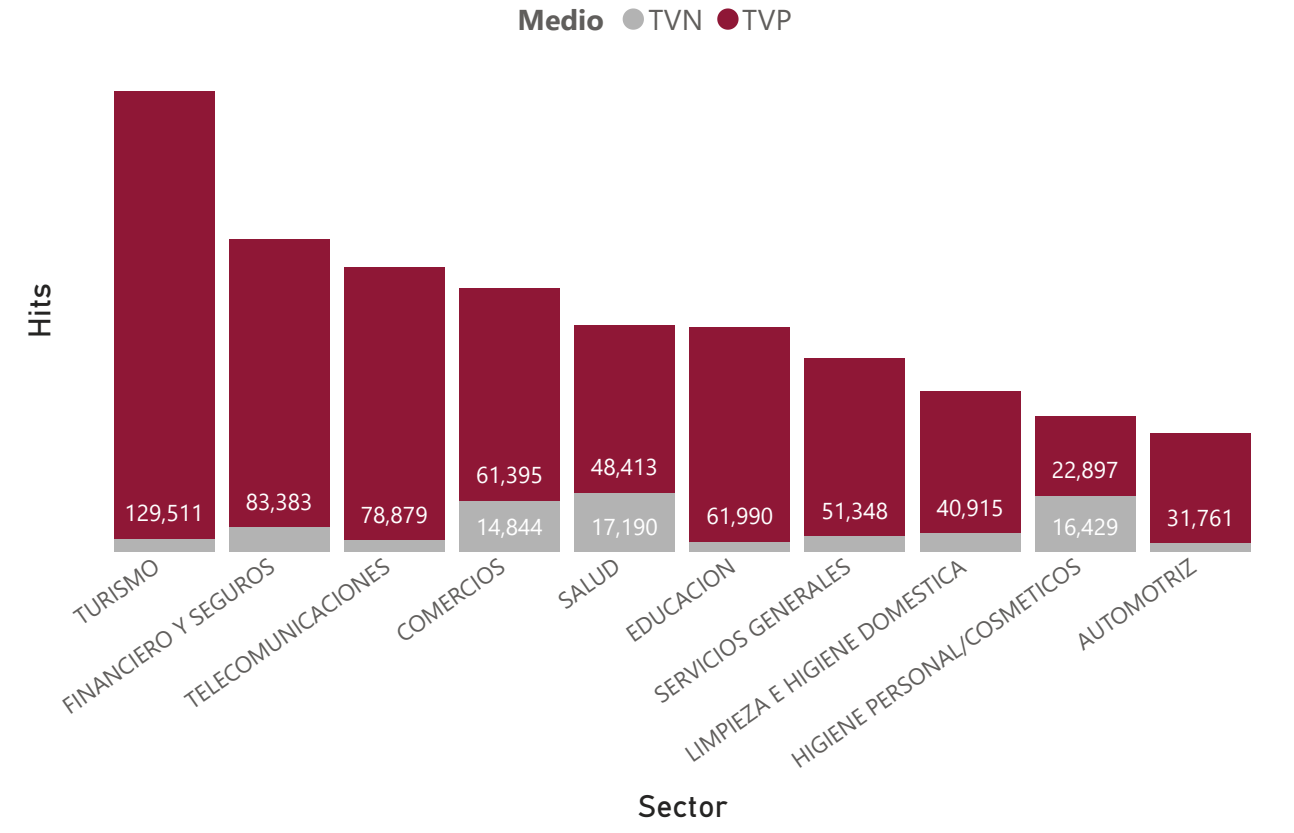
Cronología de actividad (Semanal)



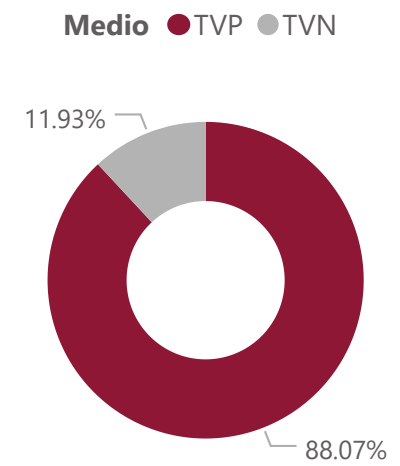
Top Anunciantes



Top Sectores x Medio



Actividad por país



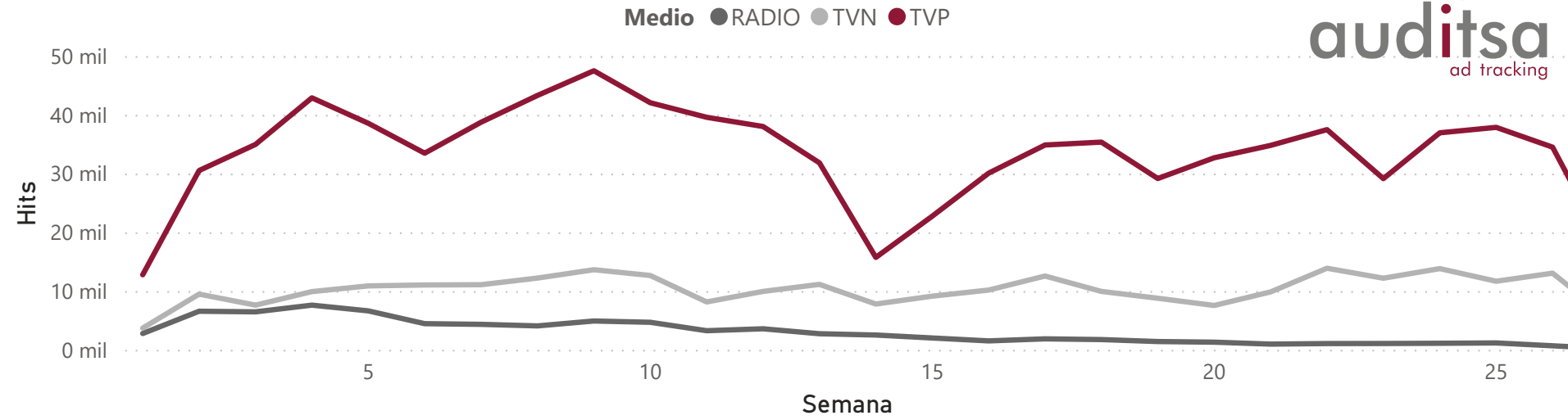
Hits

Sector

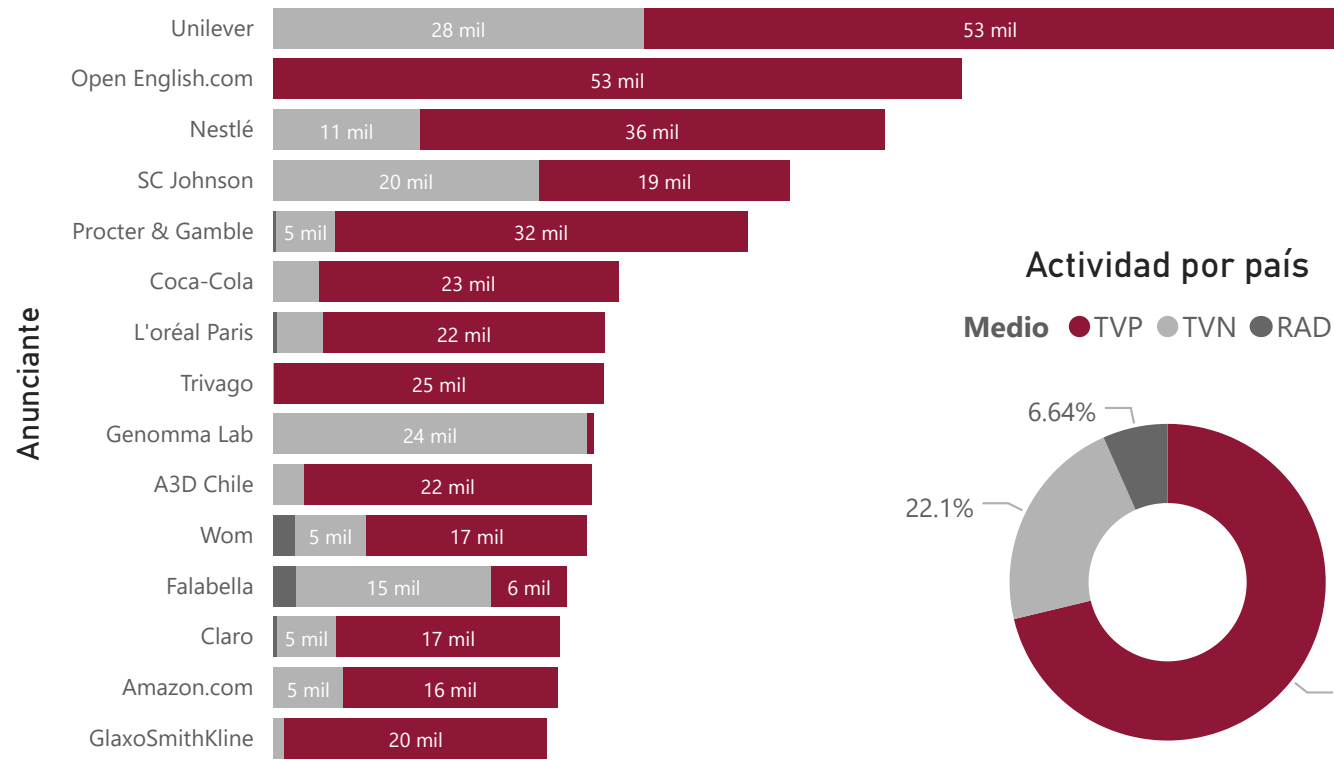


**RADIO**  
24  
**TVN**  
6  
**TVP**  
41

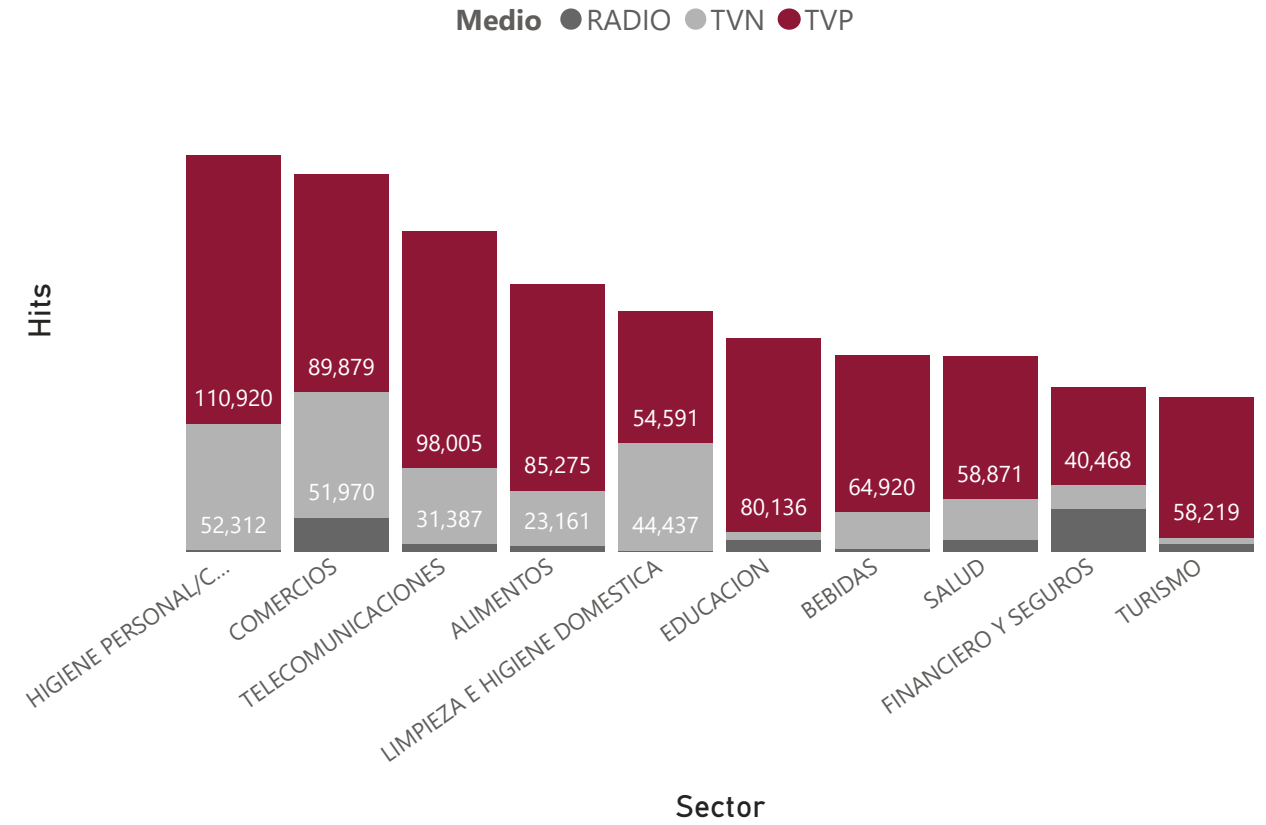
Cronología de actividad (Semanal)



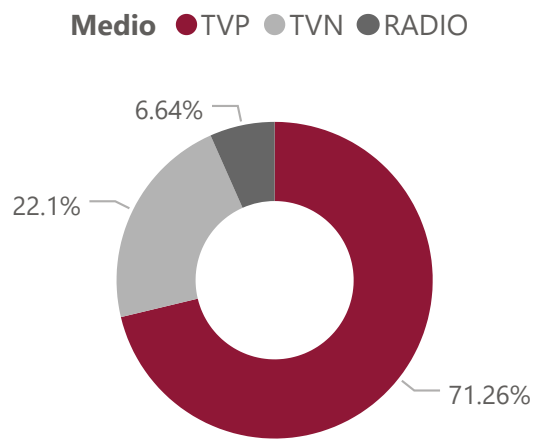
Top Anunciantes



Top Sectores x Medio



Actividad por país



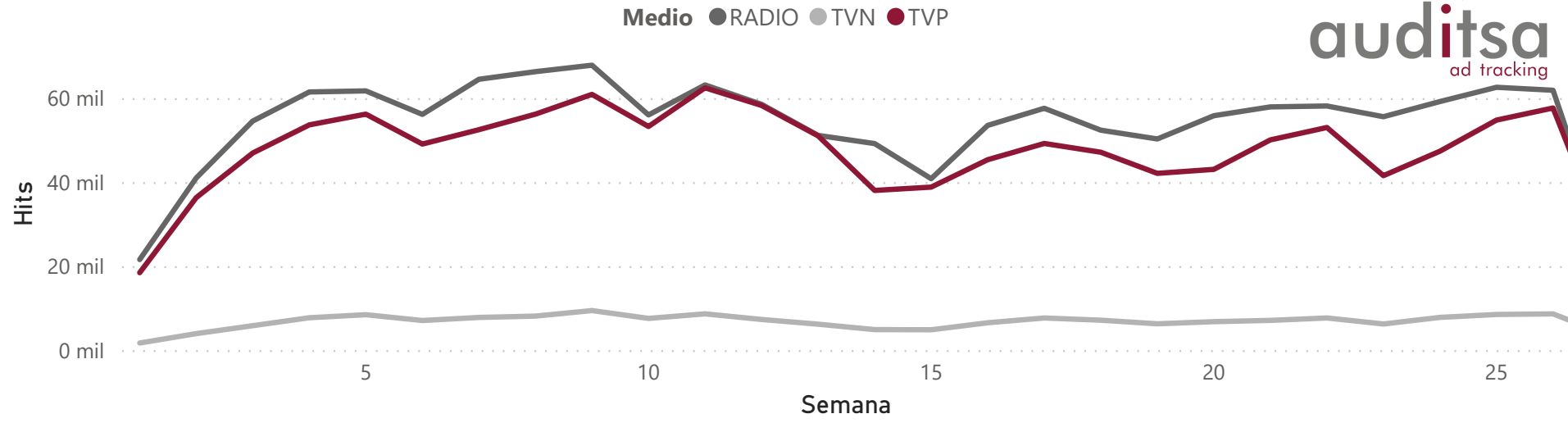
Hits

Sector

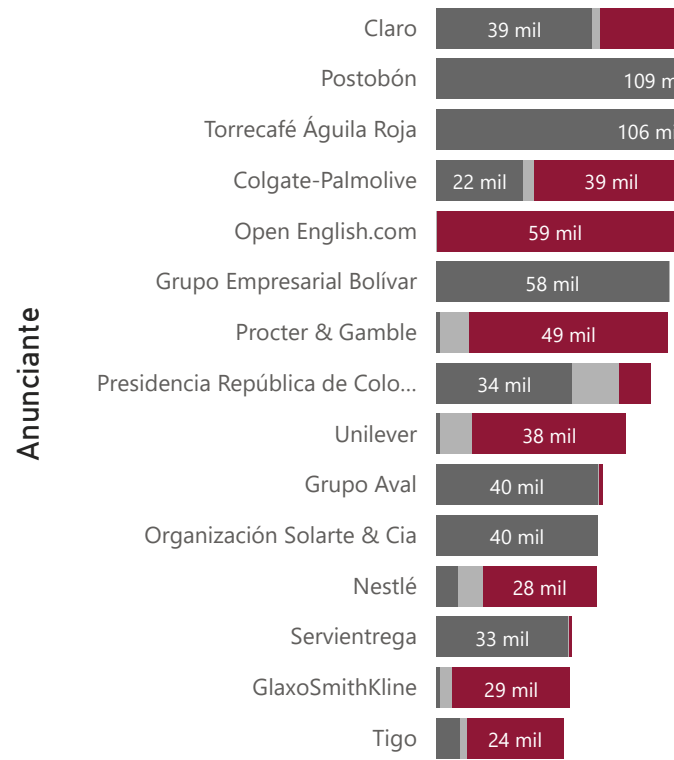


**RADIO**  
77  
**TVN**  
4  
**TVP**  
56

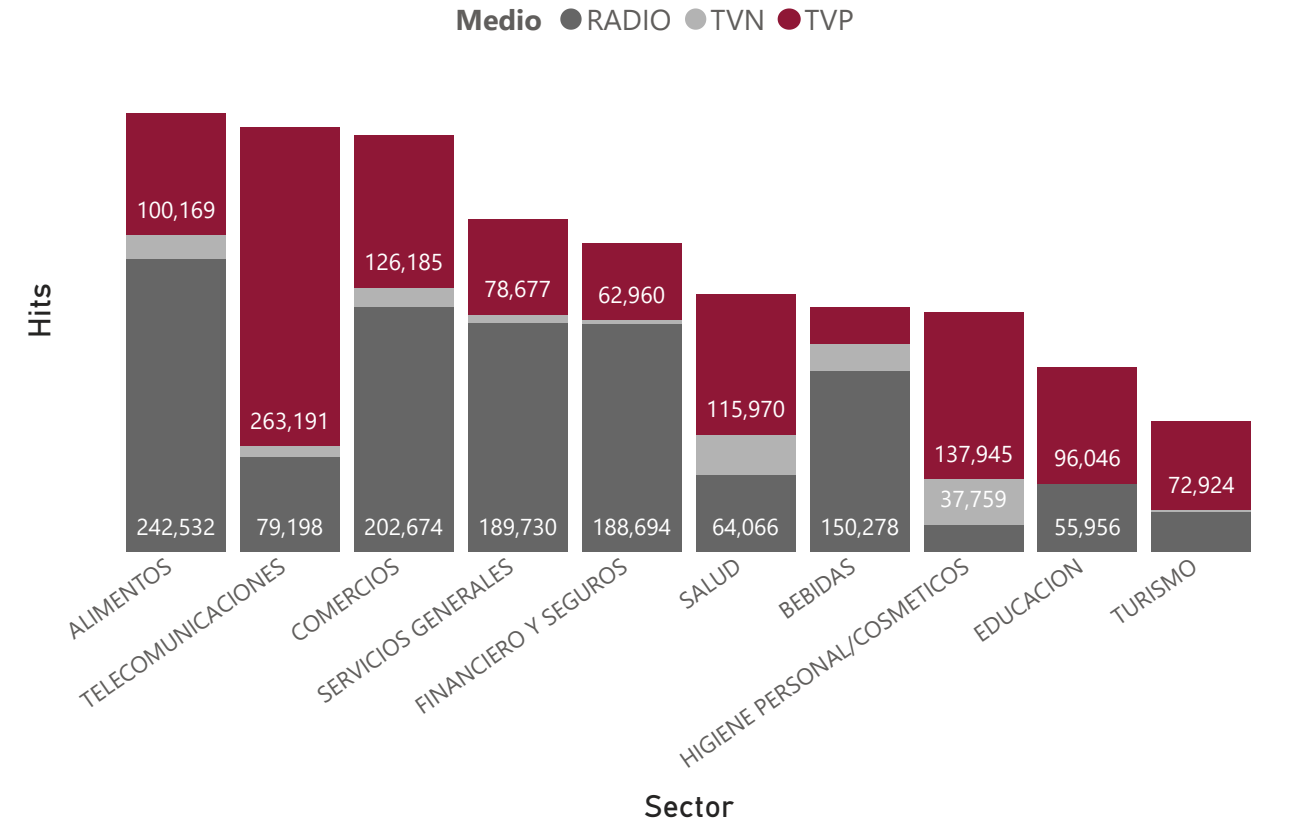
Cronología de actividad (Semanal)



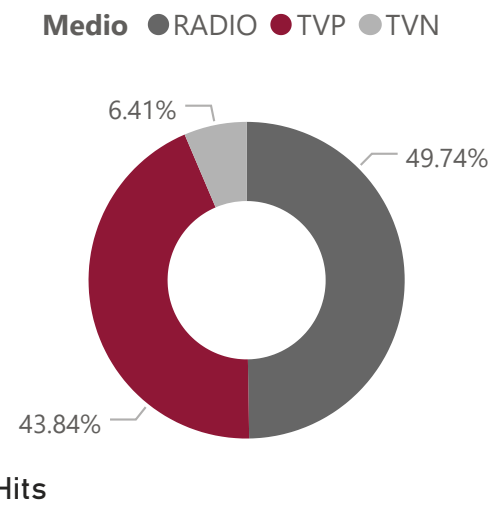
Top Anunciantes



Top Sectores x Medio



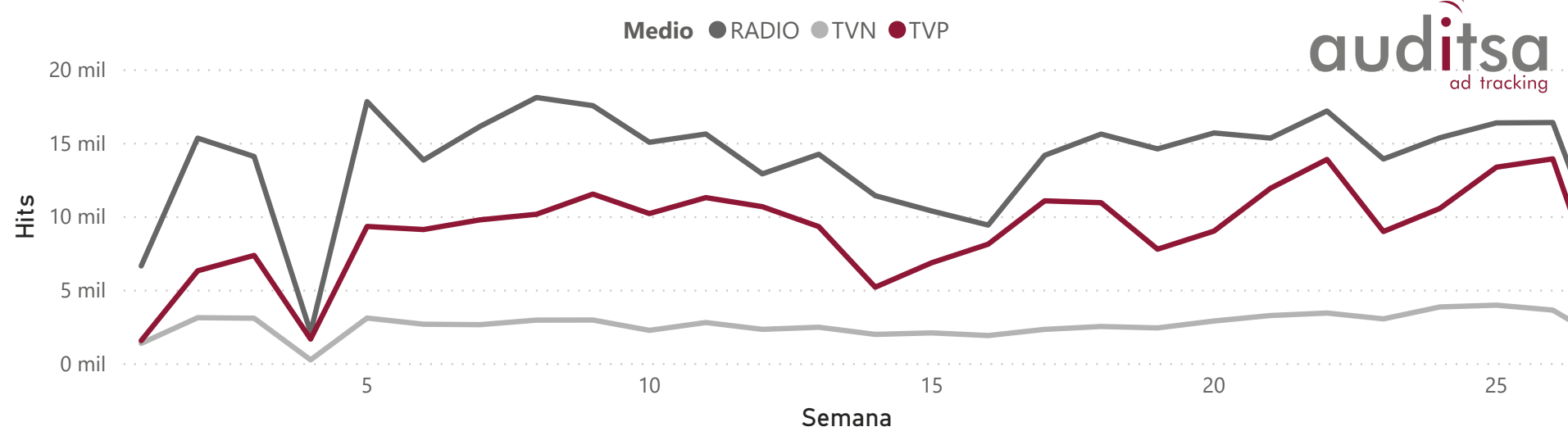
Actividad por país



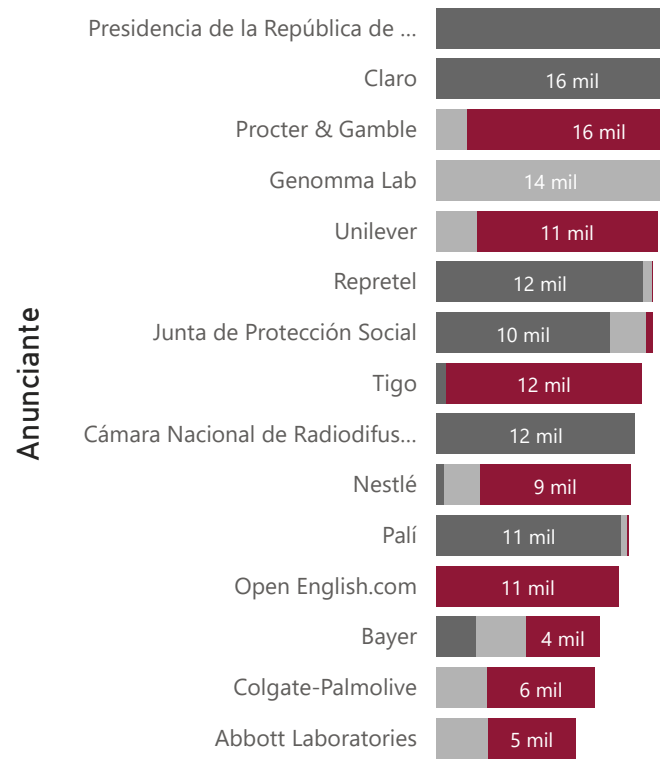


**RADIO**  
32  
**TVN**  
6  
**TVP**  
14

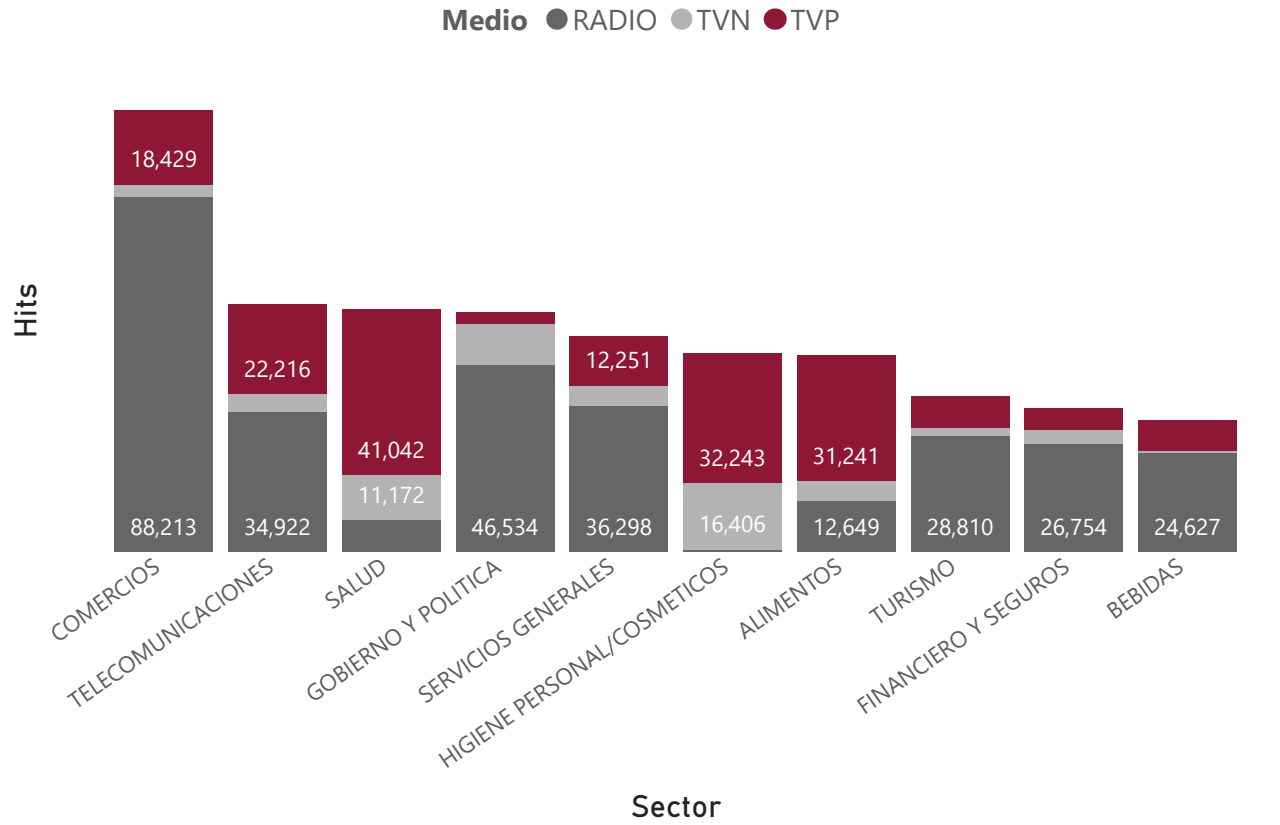
Cronología de actividad (Semanal)



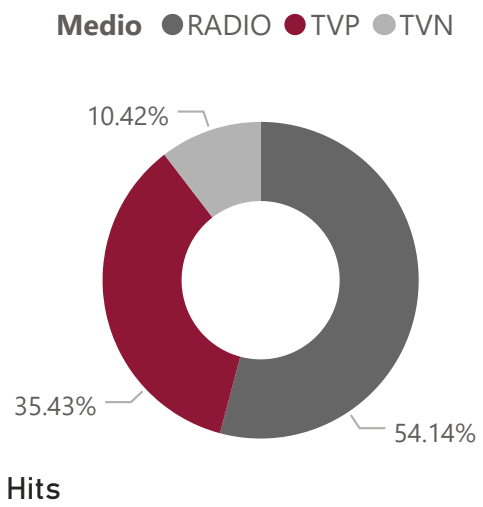
Top Anunciantes



Top Sectores x Medio

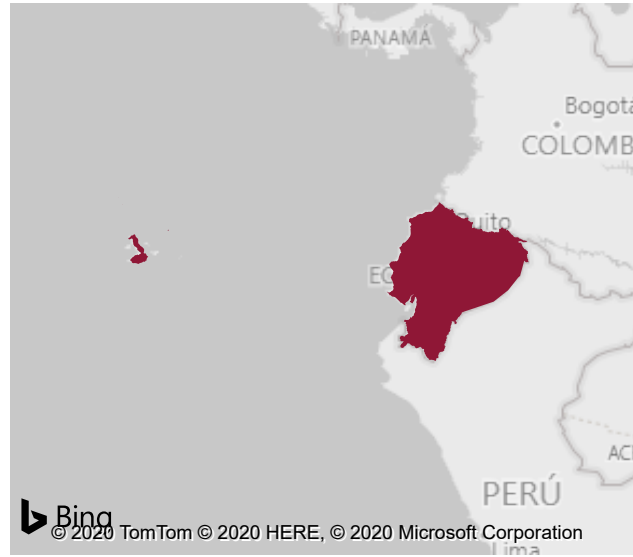
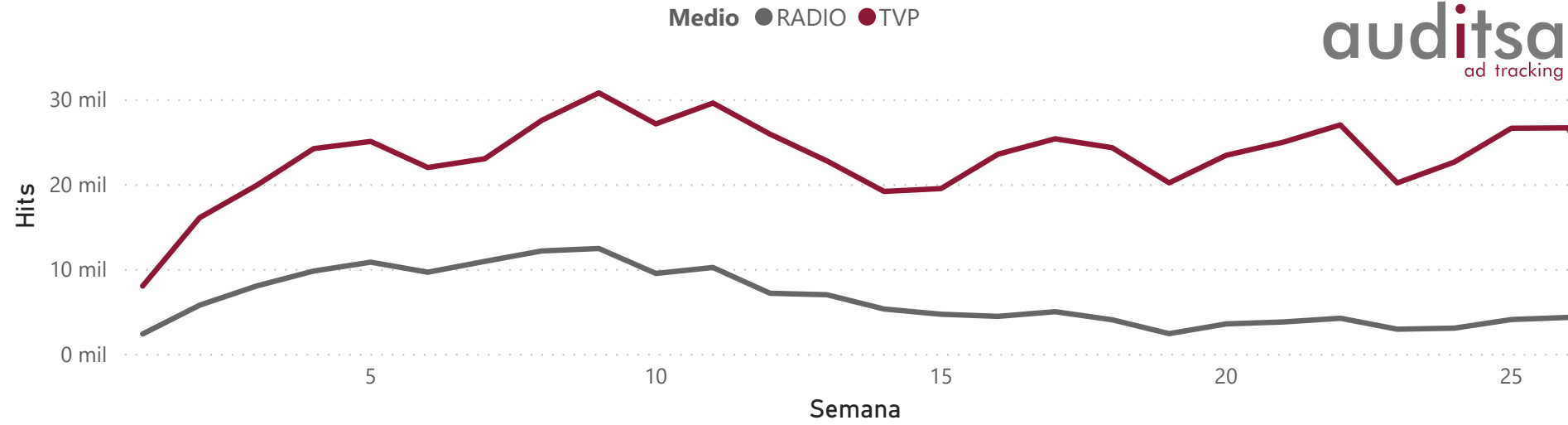


Actividad por país

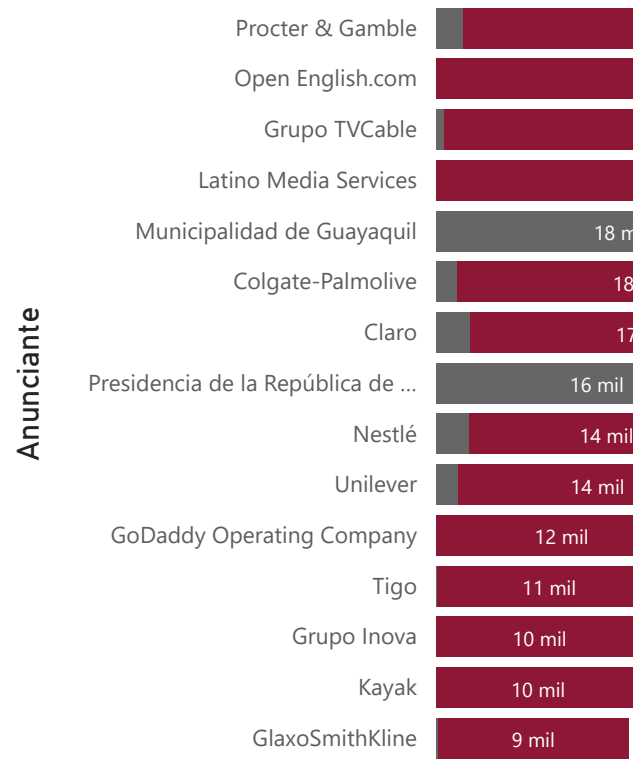


**RADIO**  
15  
**TVP**  
29

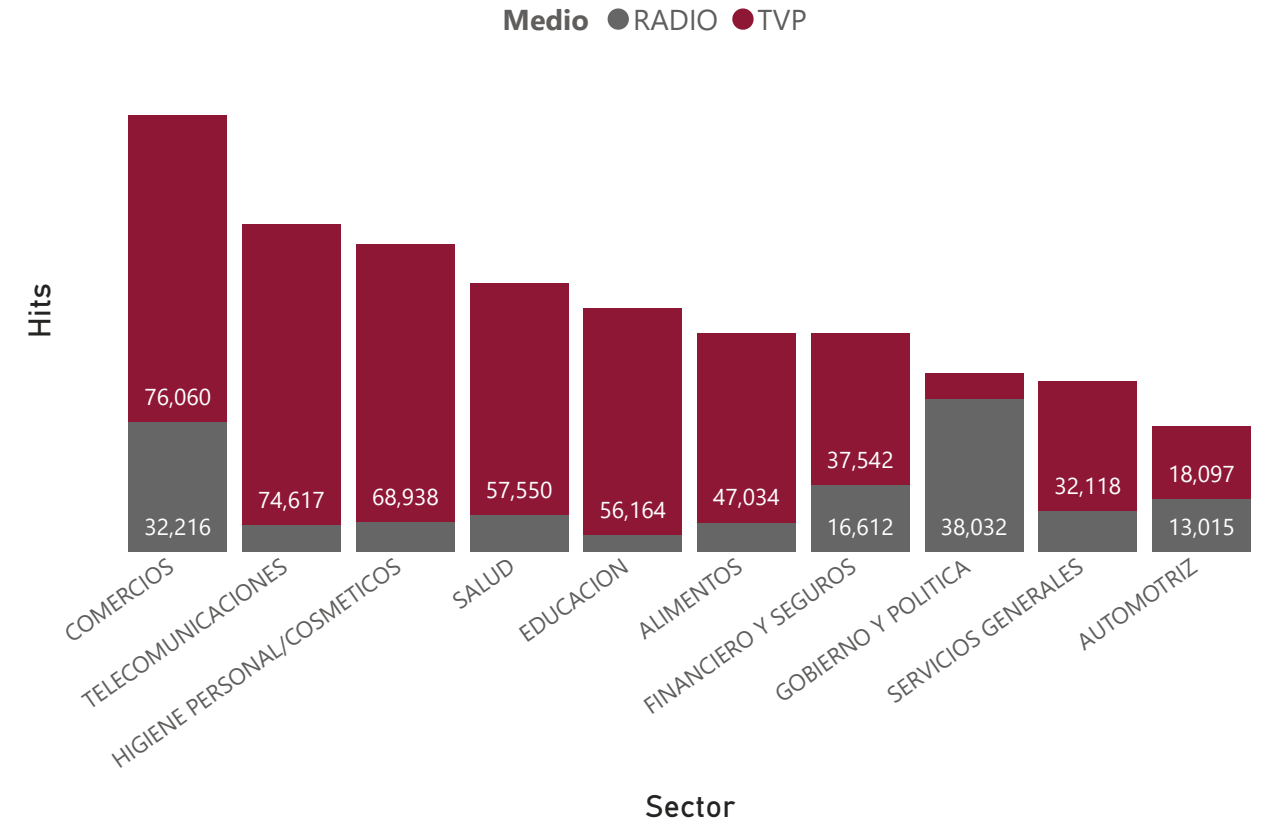
Cronología de actividad (Semanal)



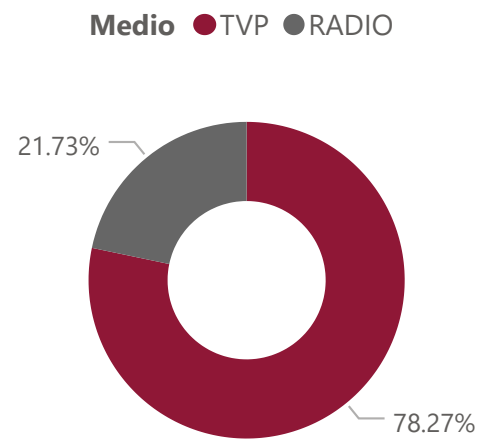
Top Anunciantes



Top Sectores x Medio



Actividad por país

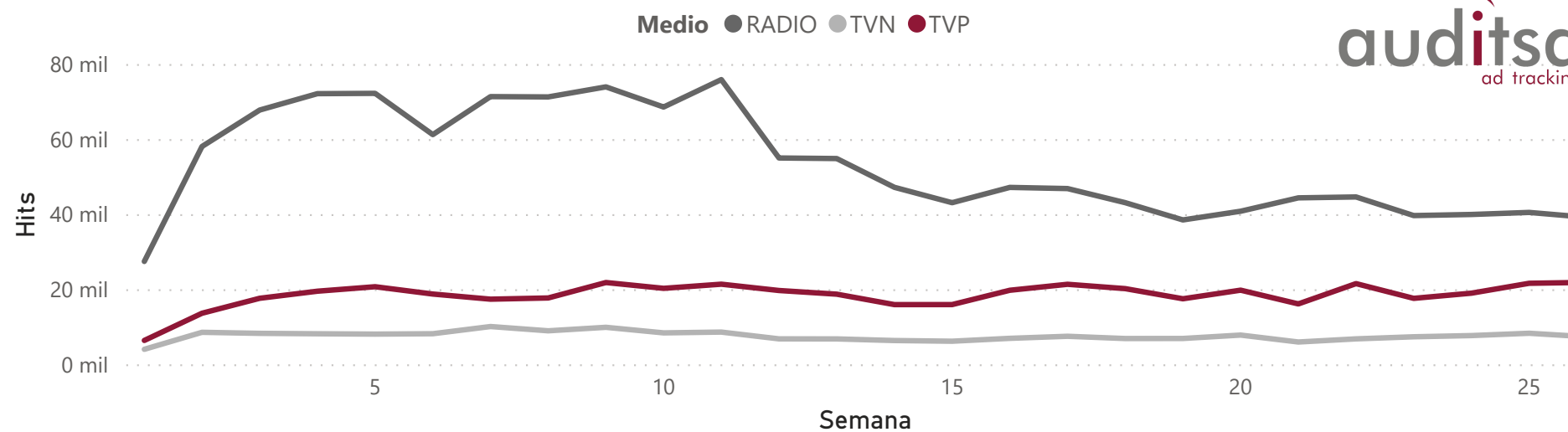


Hits

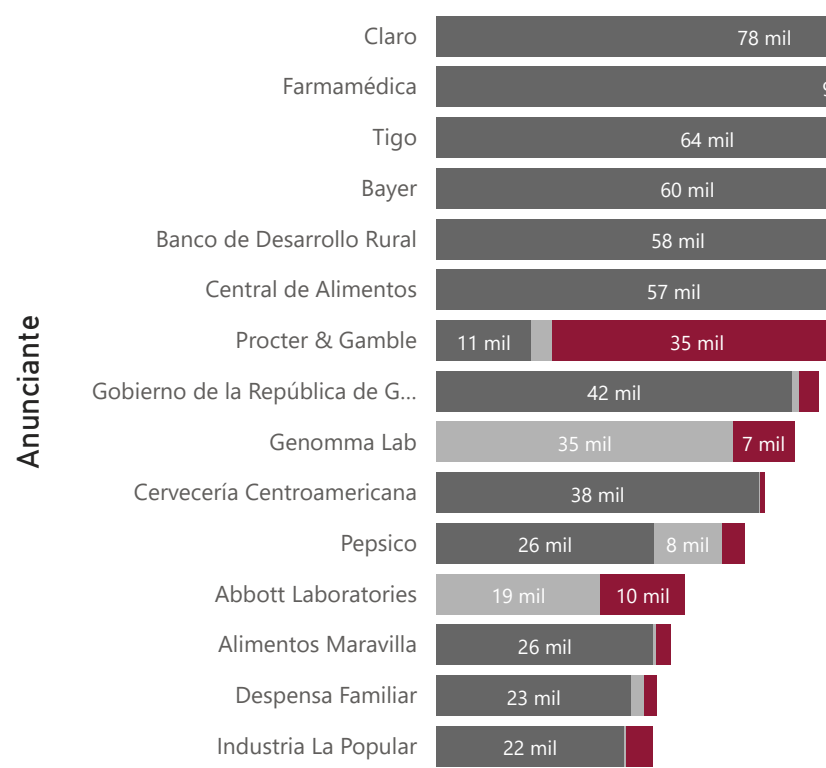


**RADIO**  
55  
**TVN**  
5  
**TVP**  
26

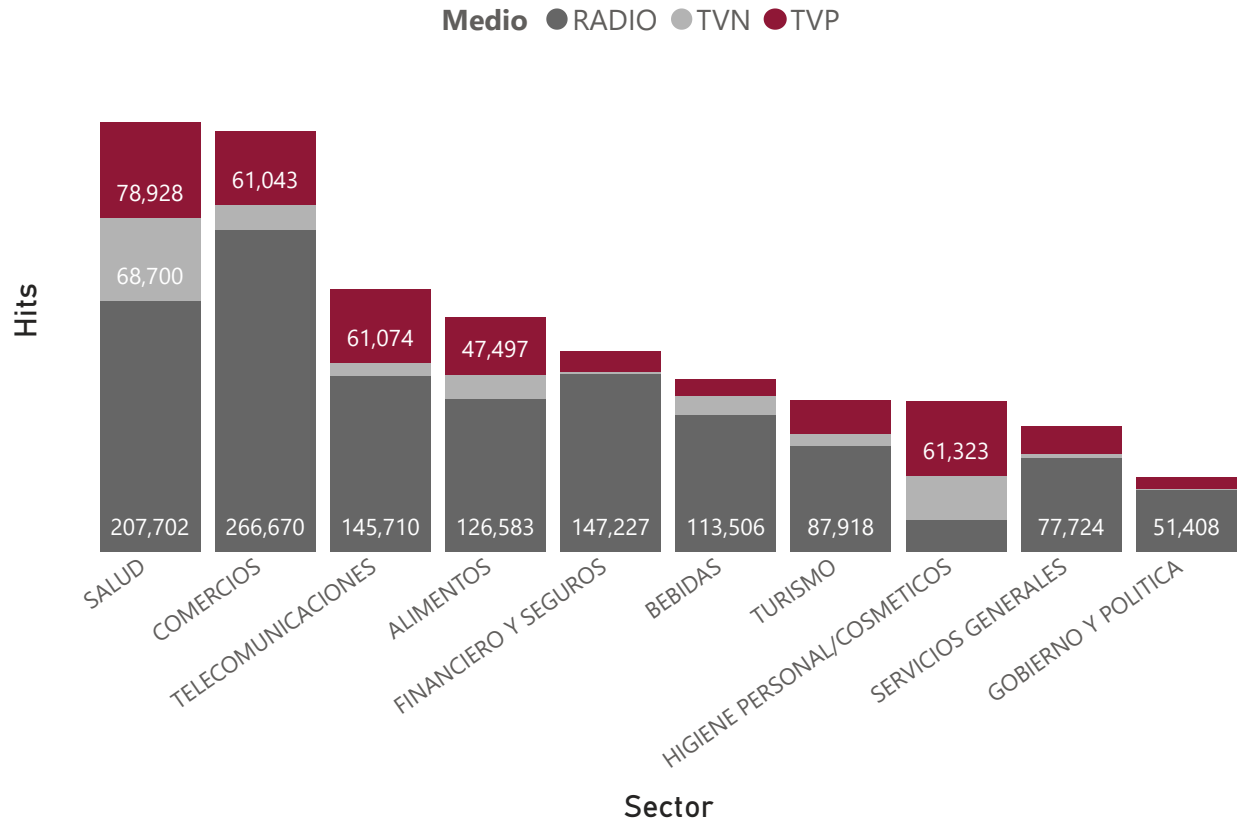
Cronología de actividad (Semanal)



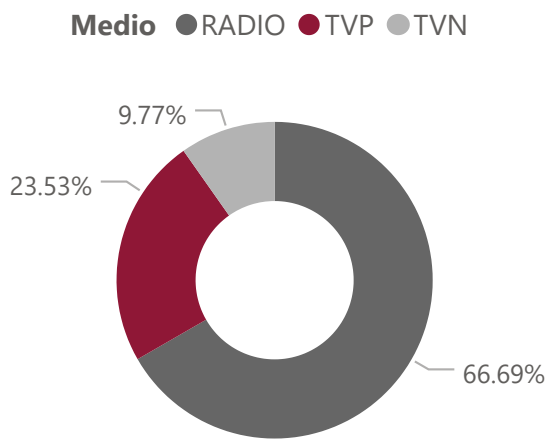
Top Anunciantes



Top Sectores x Medio

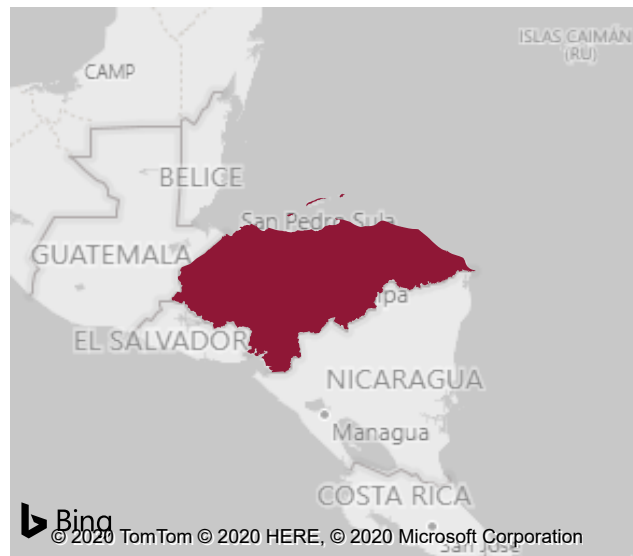


Actividad por país



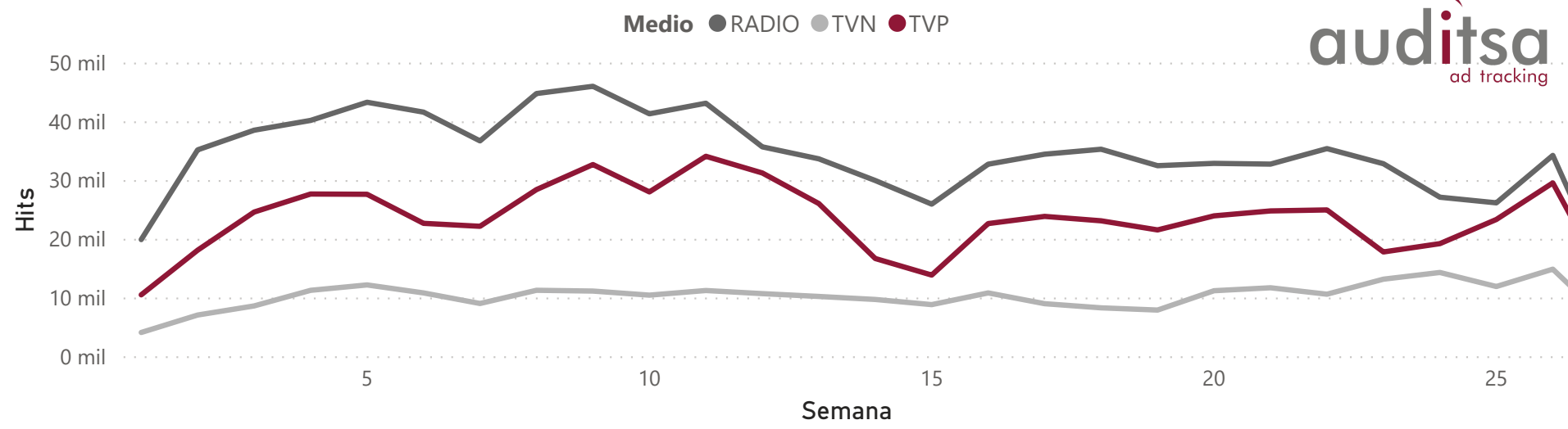
Hits

Sector

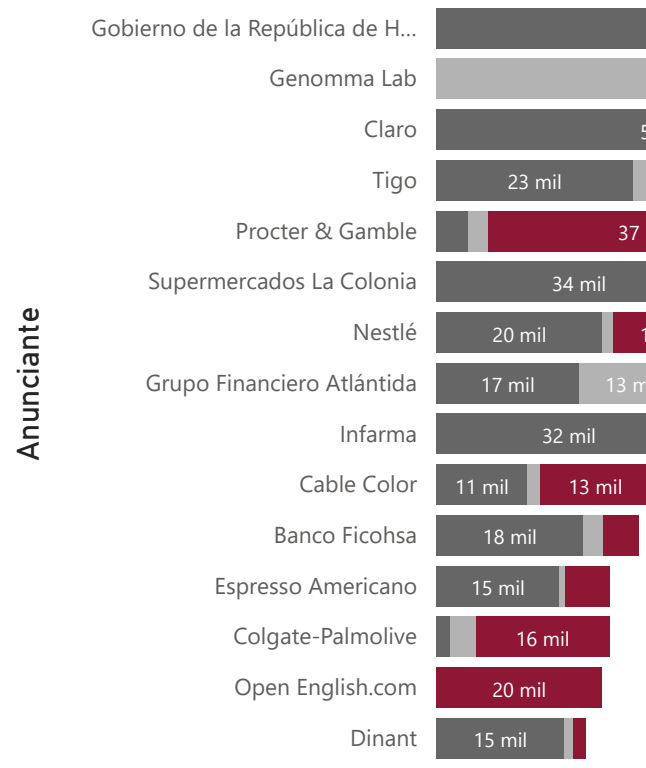


**RADIO**  
47  
**TVN**  
17  
**TVP**  
32

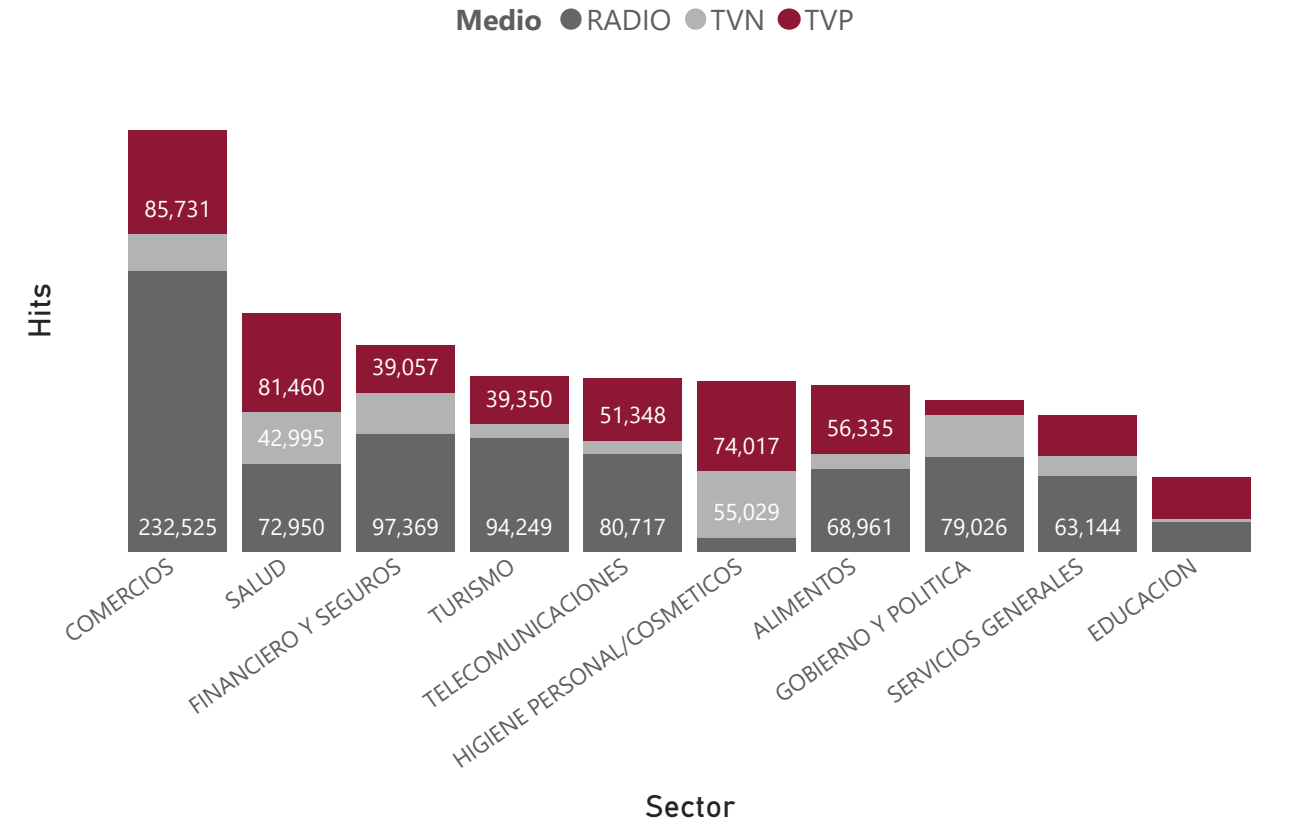
Cronología de actividad (Semanal)



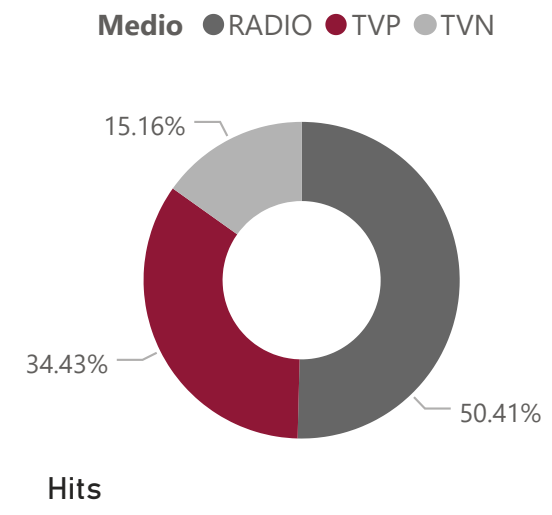
Top Anunciantes



Top Sectores x Medio



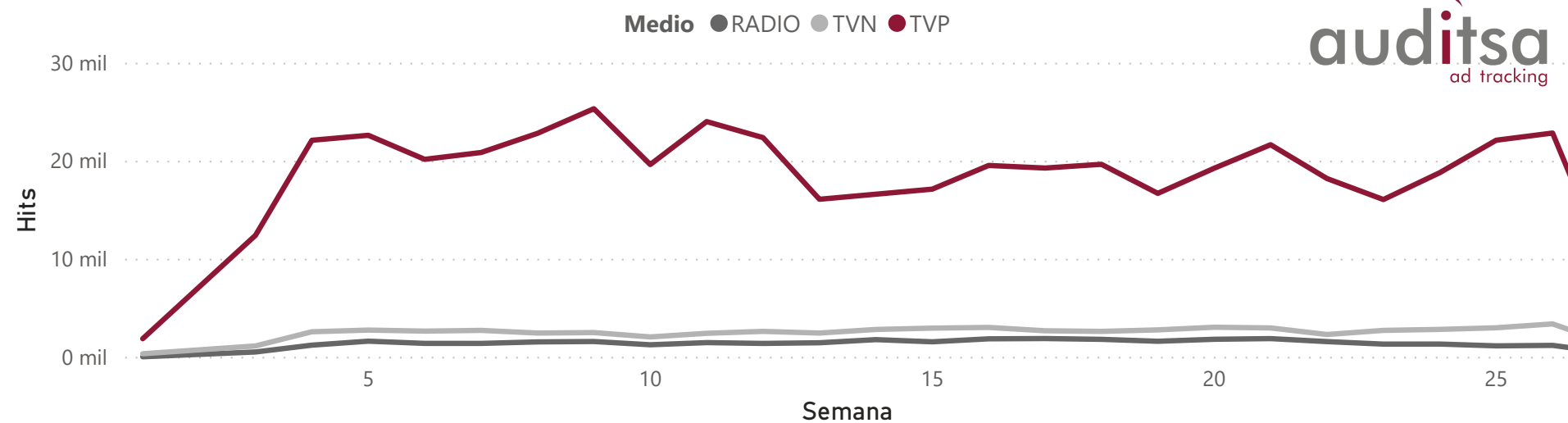
Actividad por país



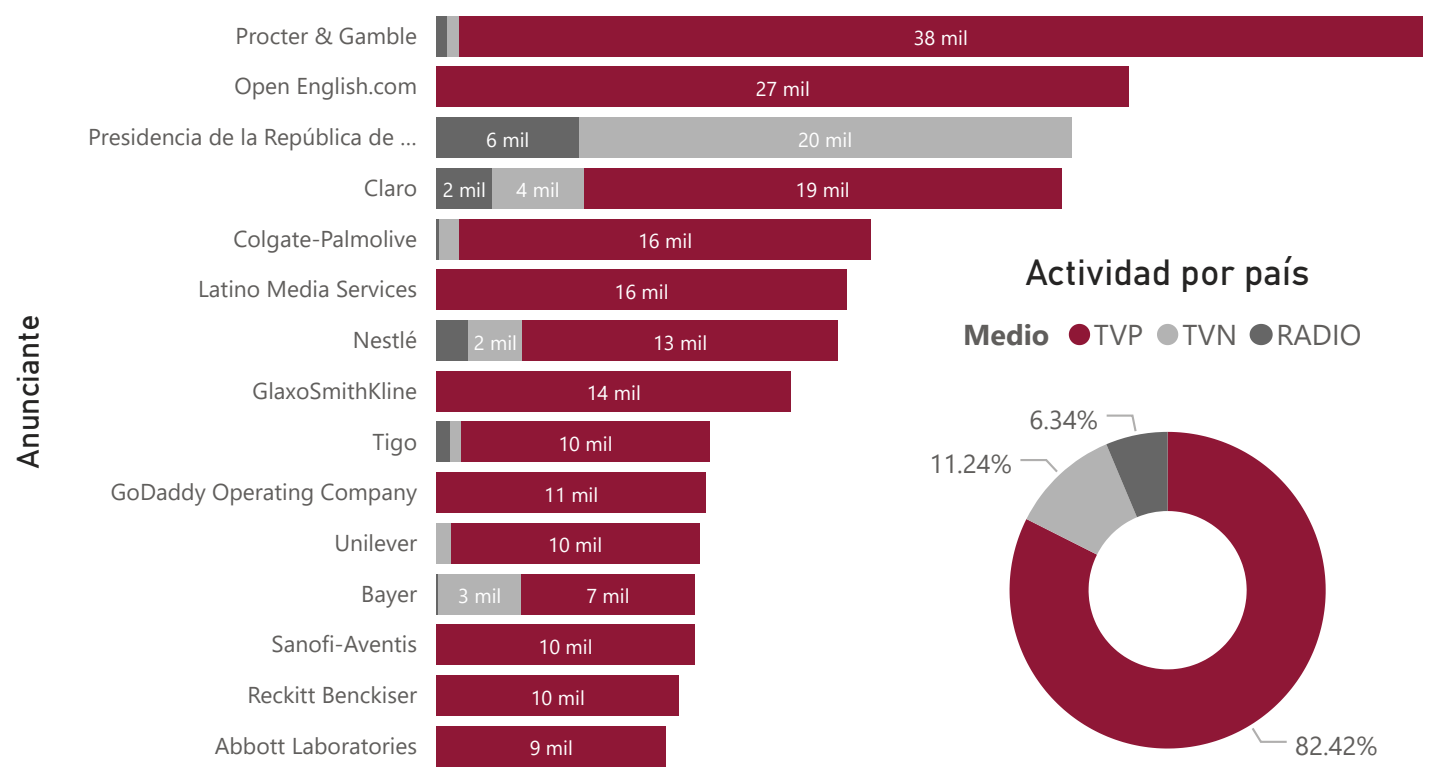


**RADIO**  
7  
**TVN**  
4  
**TVP**  
23

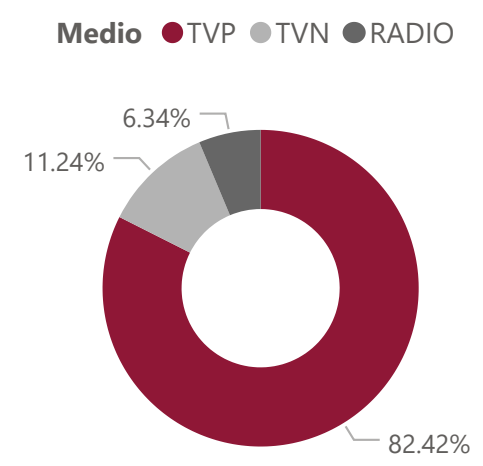
Cronología de actividad (Semanal)



Top Anunciantes

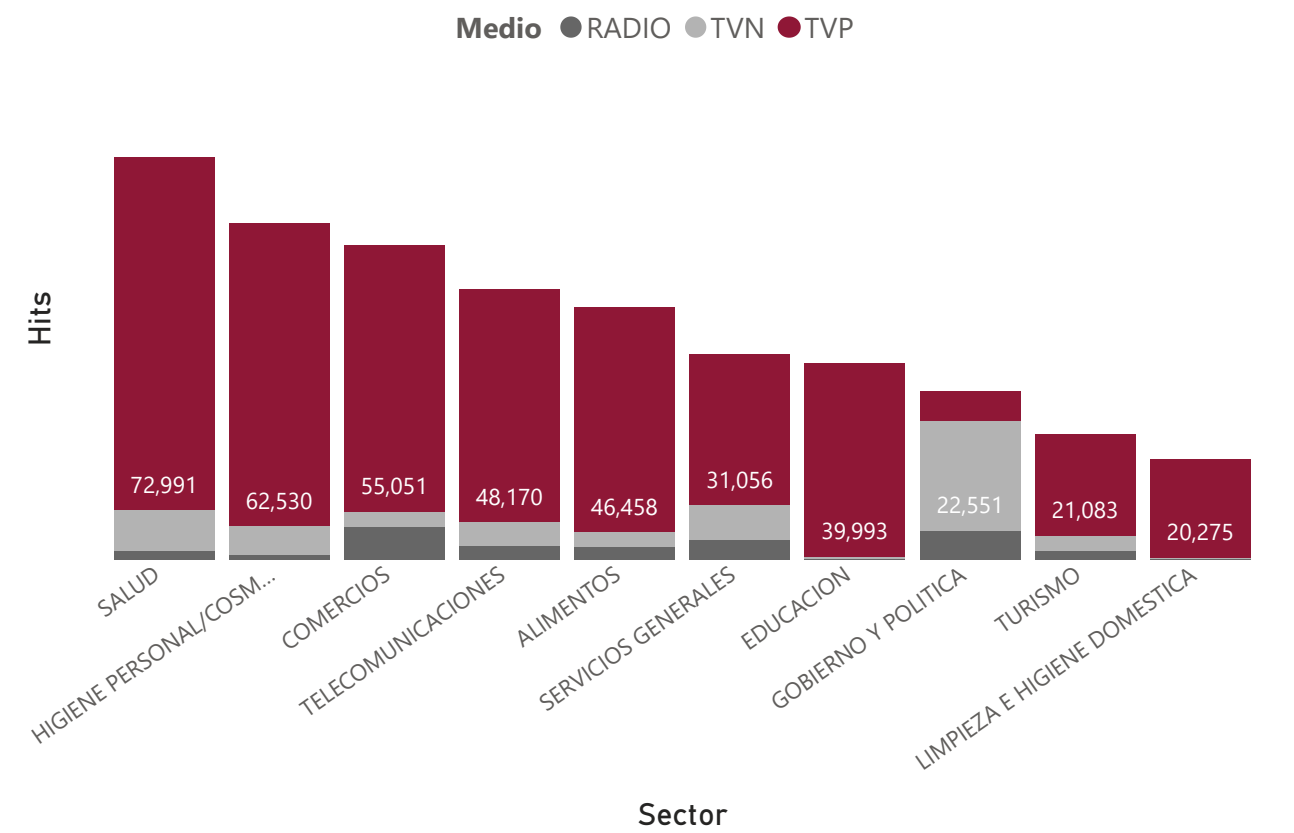


Actividad por país

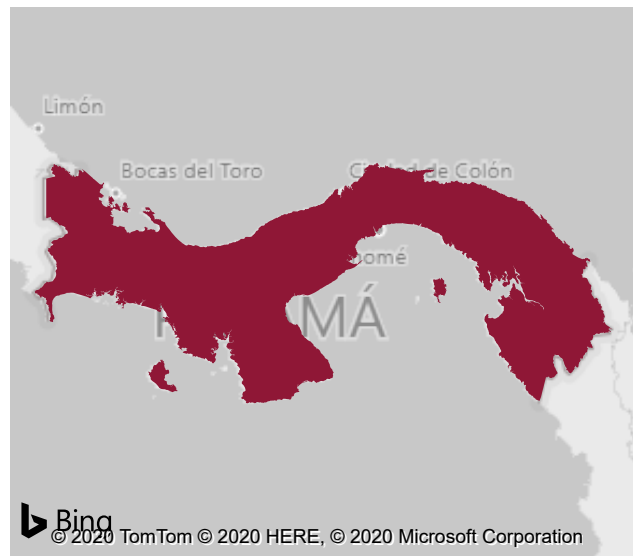


Hits

Top Sectores x Medio

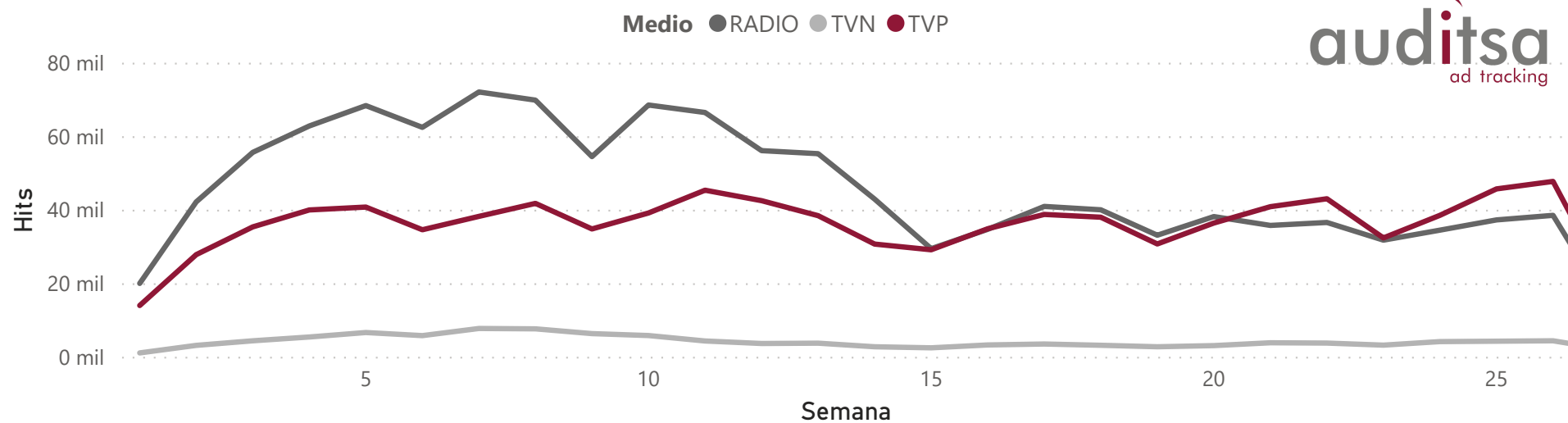


Sector

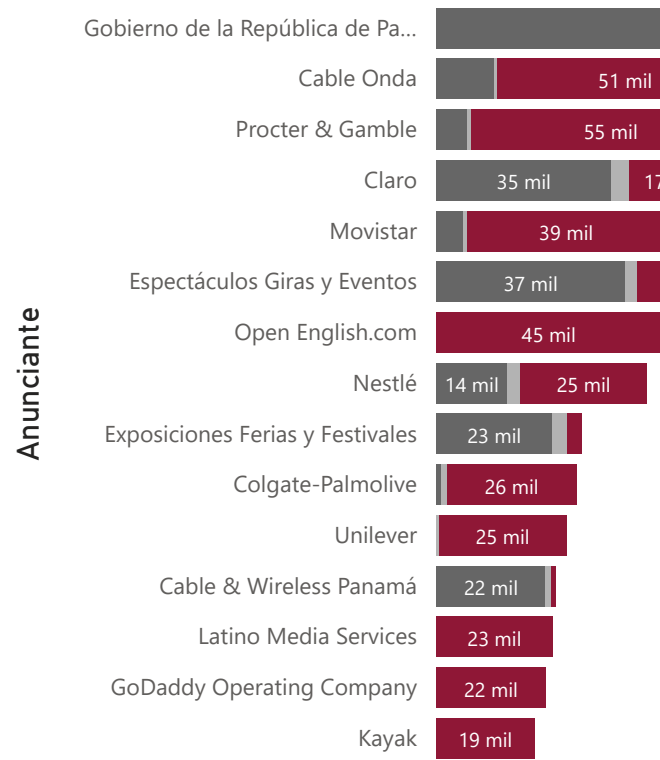


**RADIO**  
80  
**TVN**  
8  
**TVP**  
52

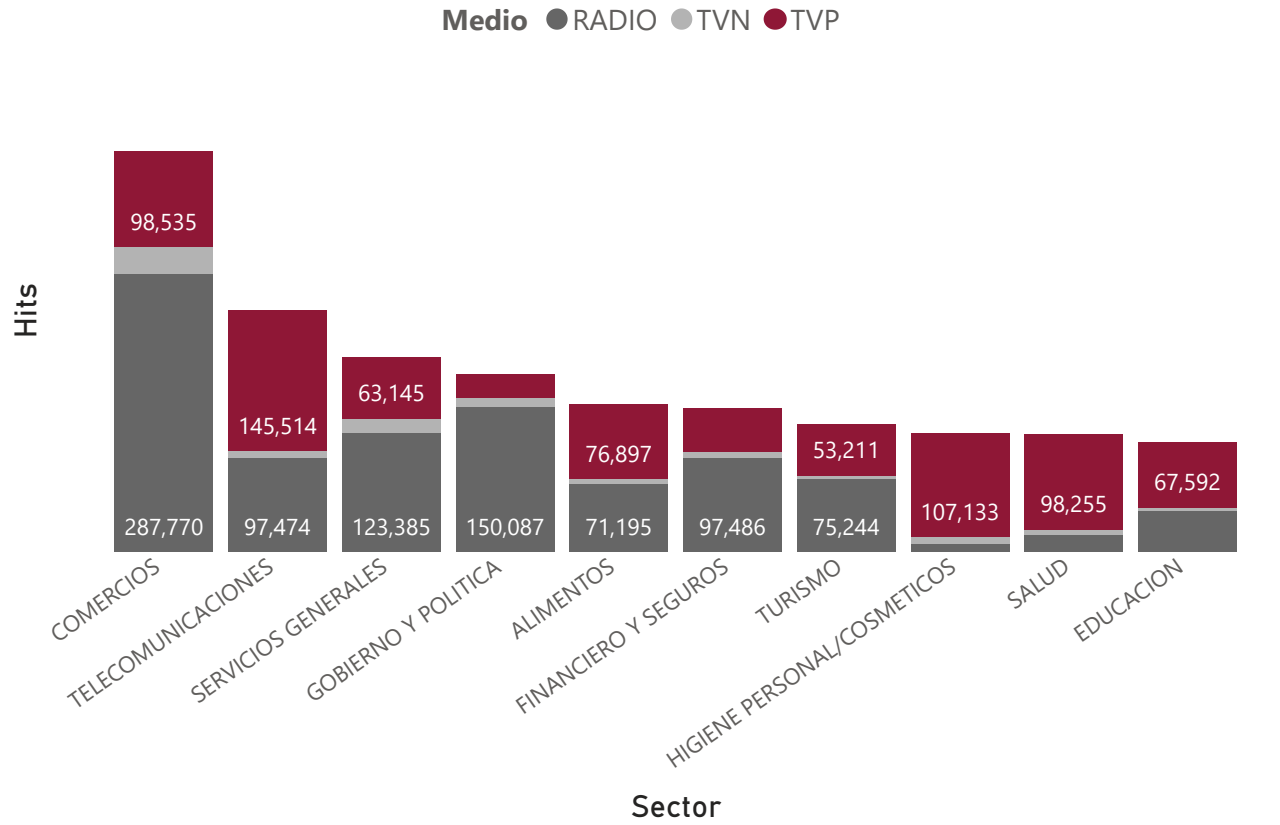
Cronología de actividad (Semanal)



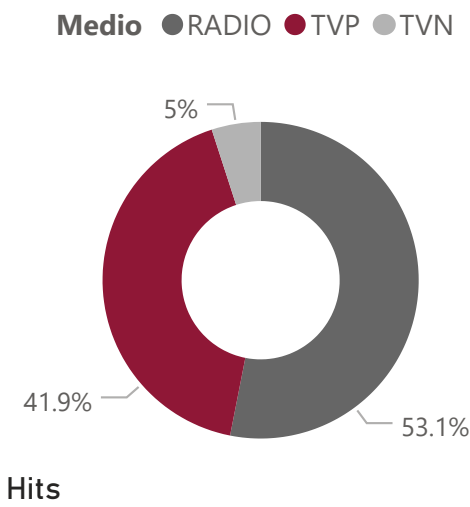
Top Anunciantes

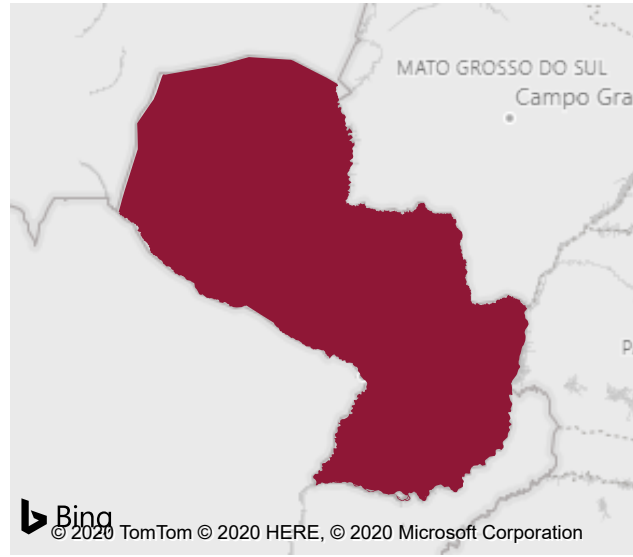


Top Sectores x Medio



Actividad por país

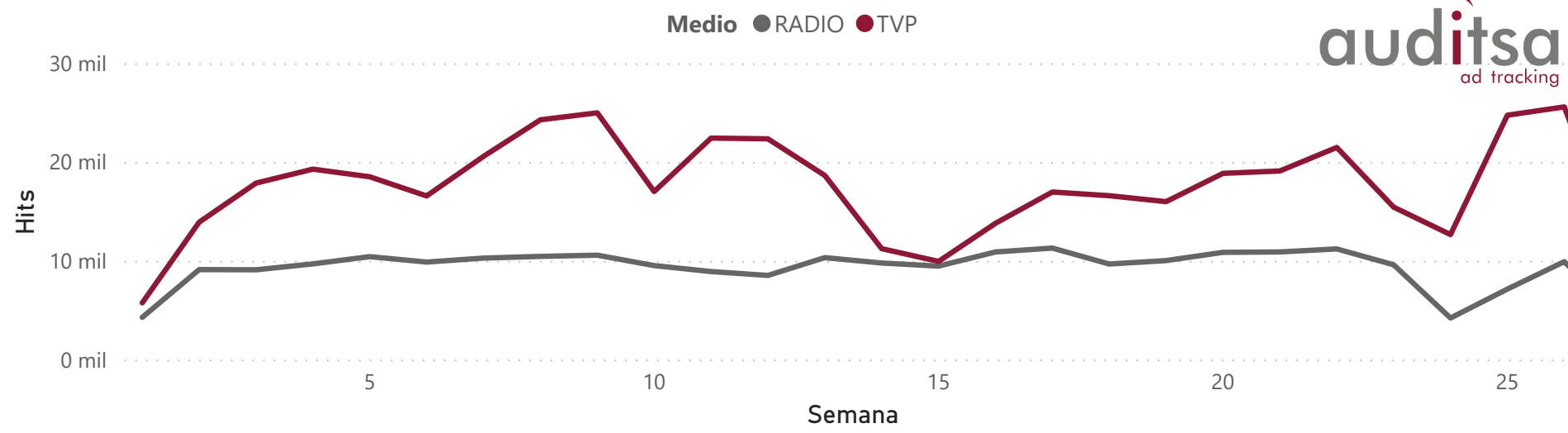




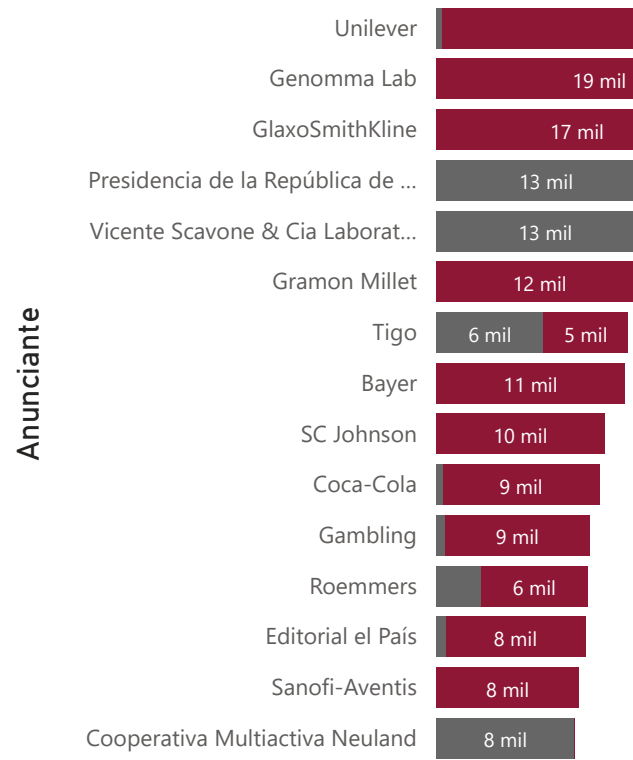
**RADIO**  
14

**TVP**  
21

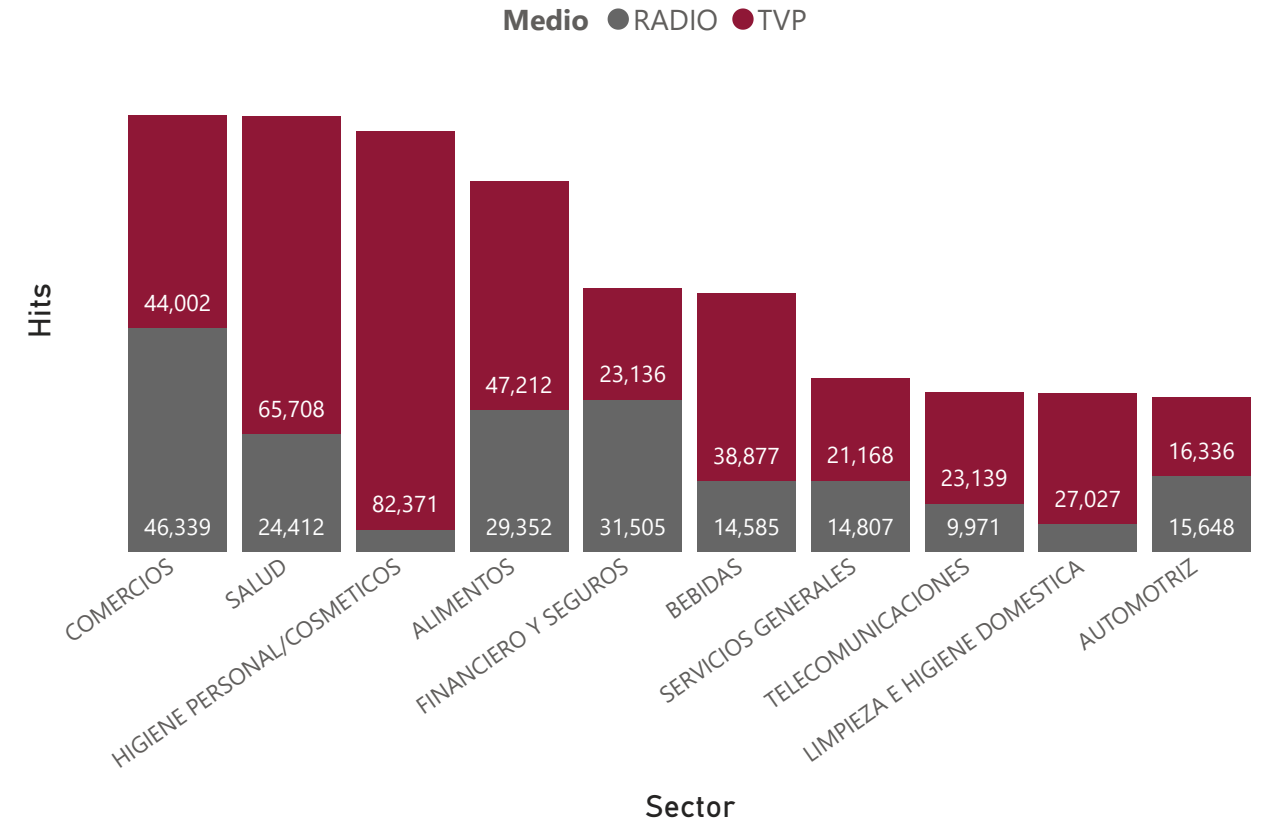
Cronología de actividad (Semanal)



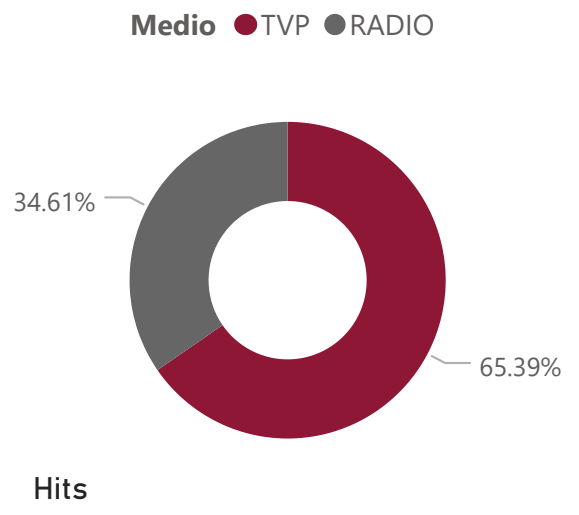
Top Anunciantes

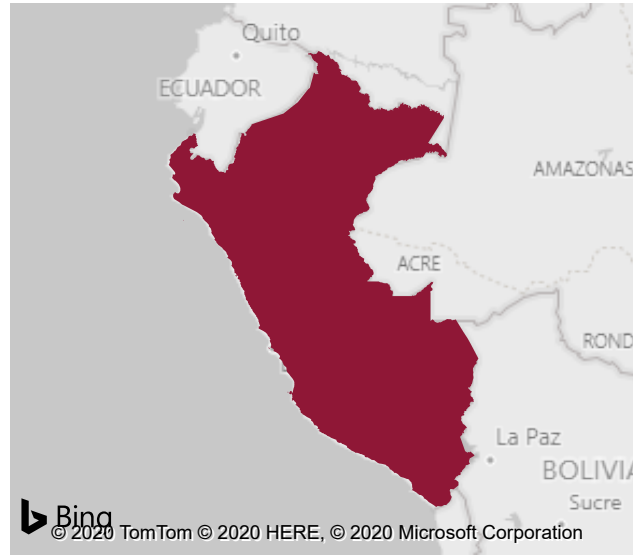


Top Sectores x Medio



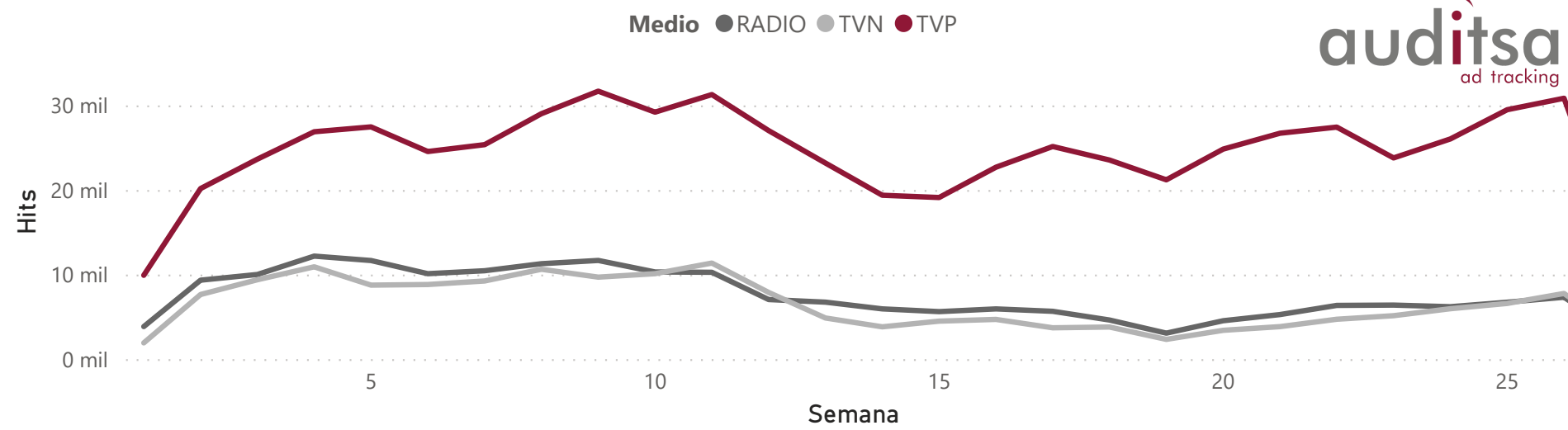
Actividad por país



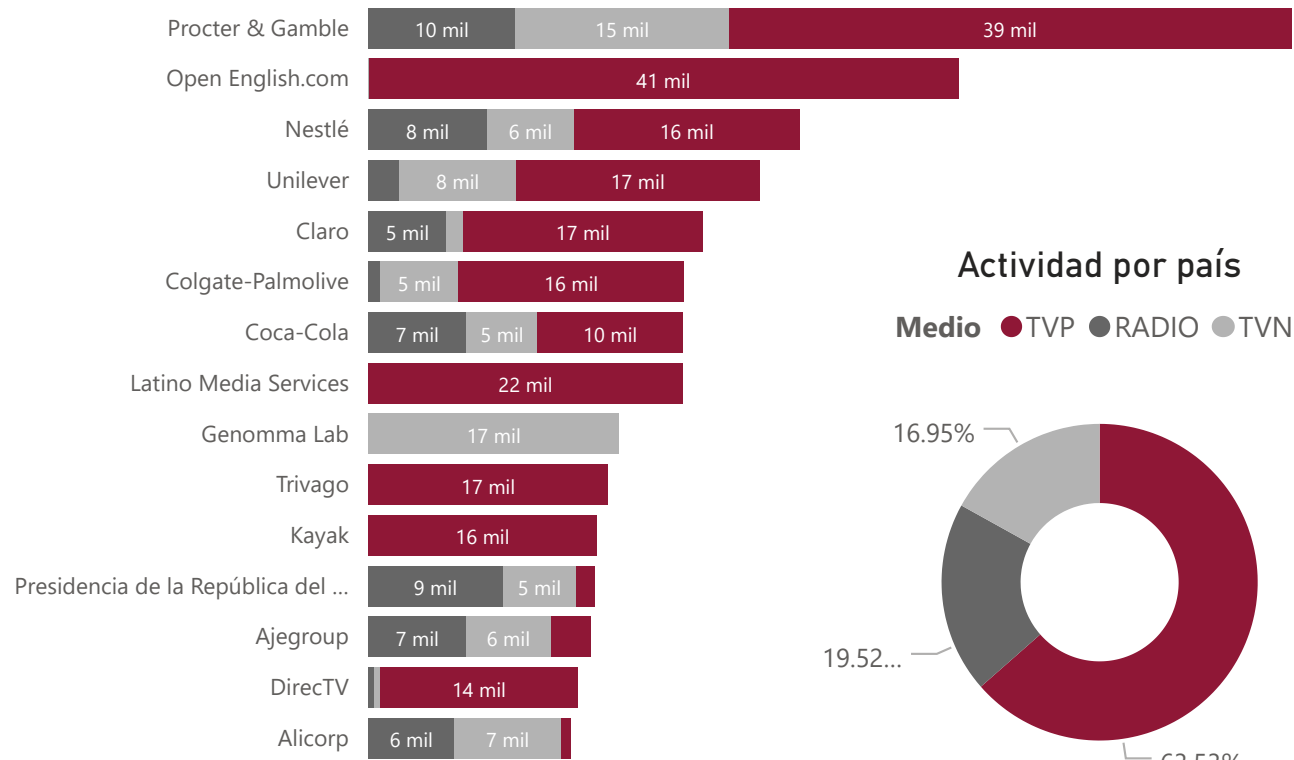


**RADIO**  
12  
**TVN**  
6  
**TVP**  
39

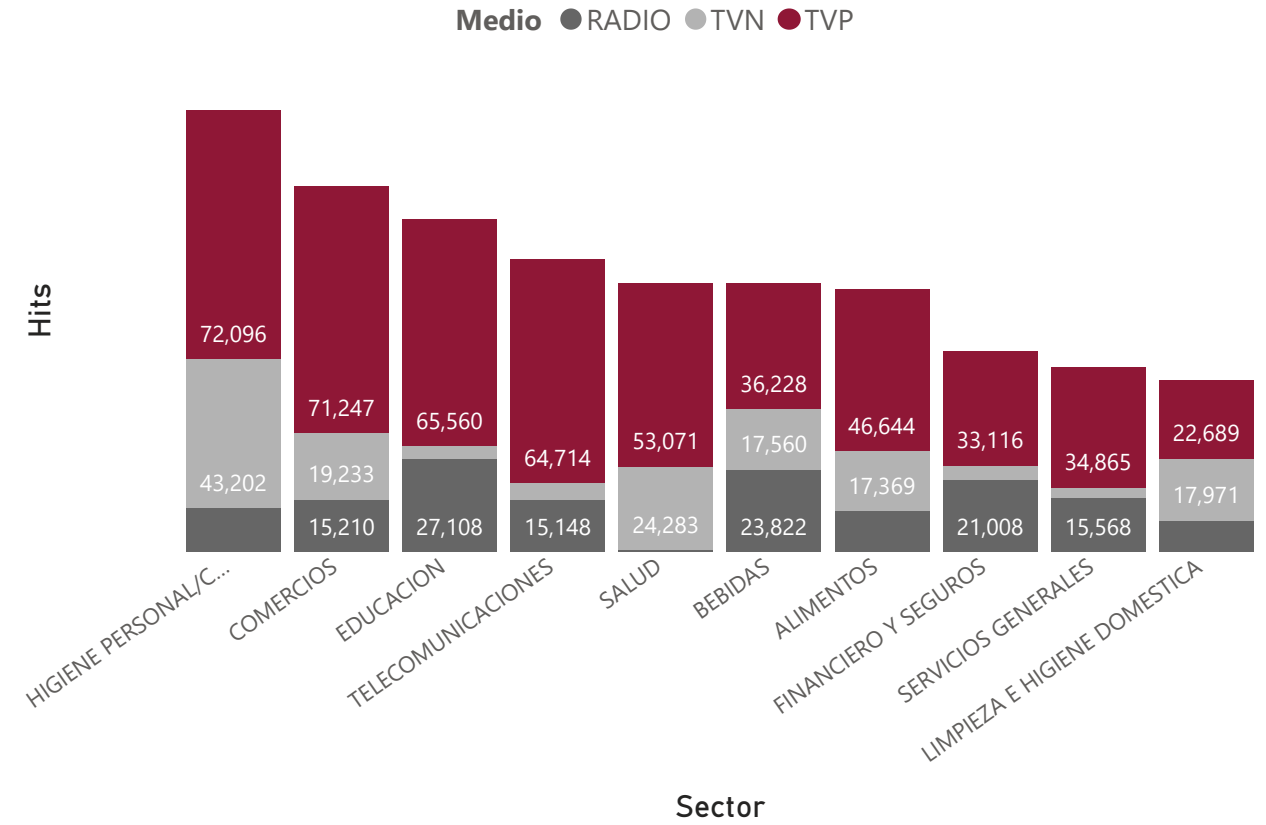
Cronología de actividad (Semanal)



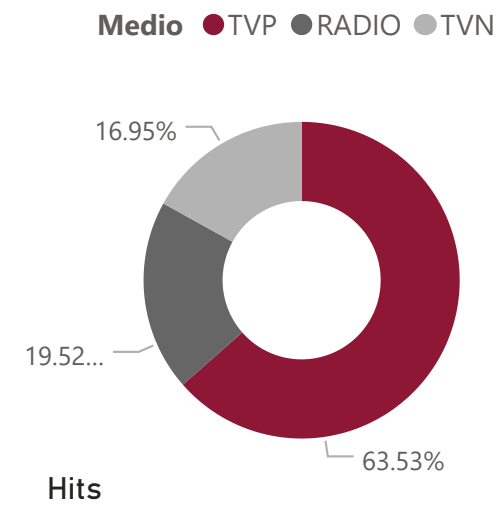
Top Anunciantes

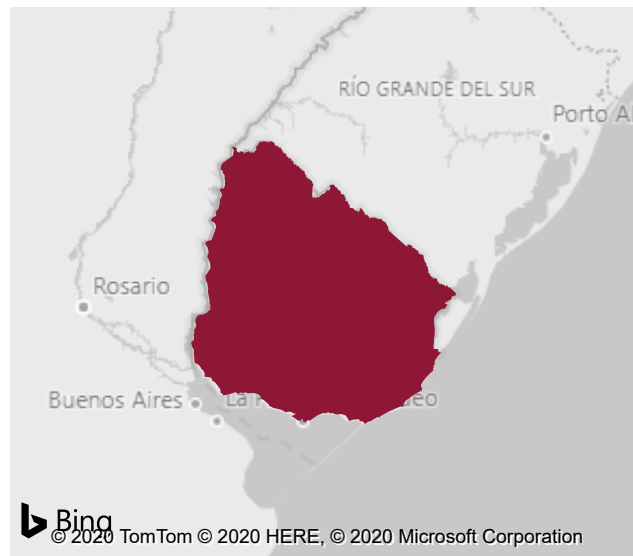


Top Sectores x Medio



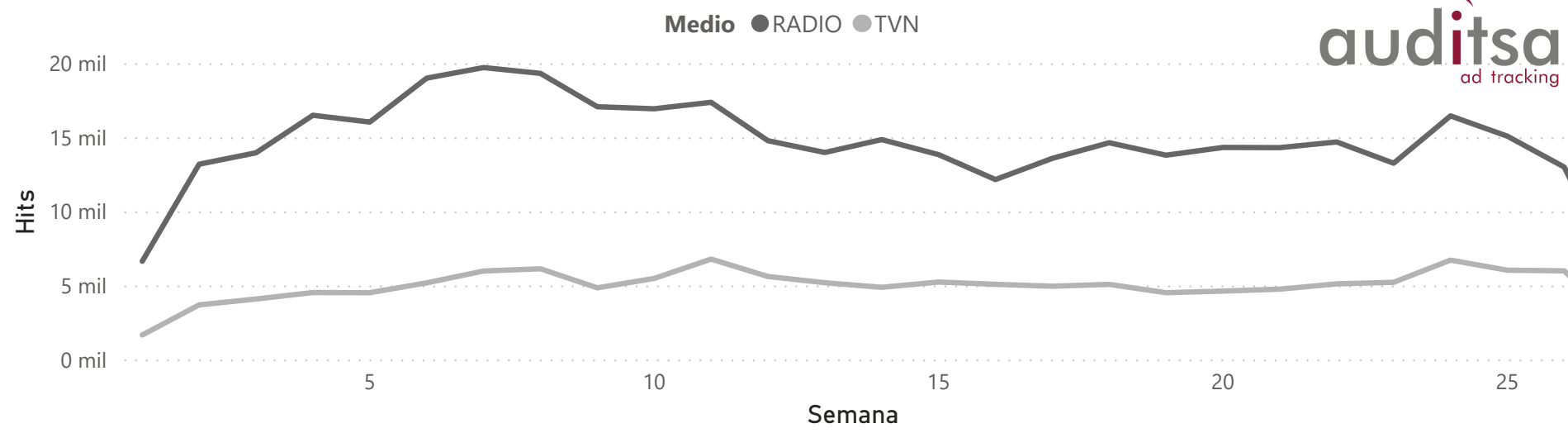
Actividad por país



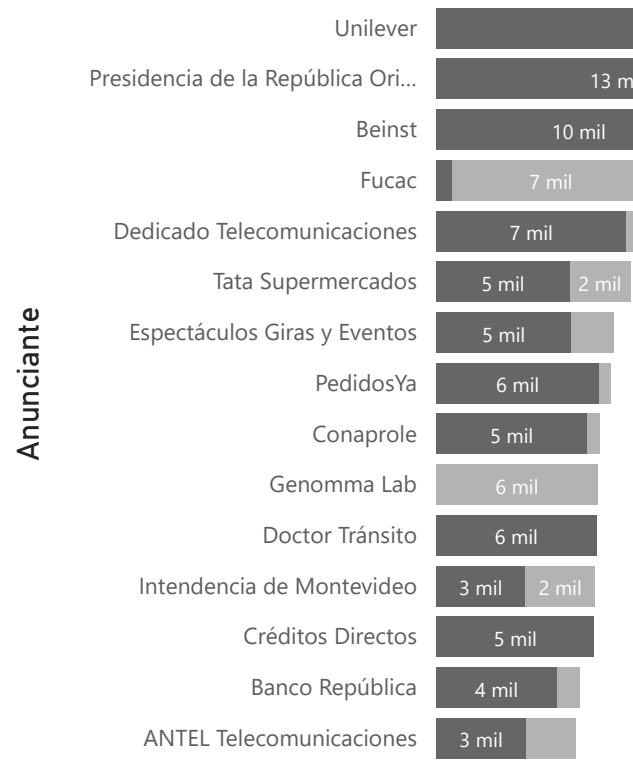


**RADIO**  
12  
**TVN**  
5

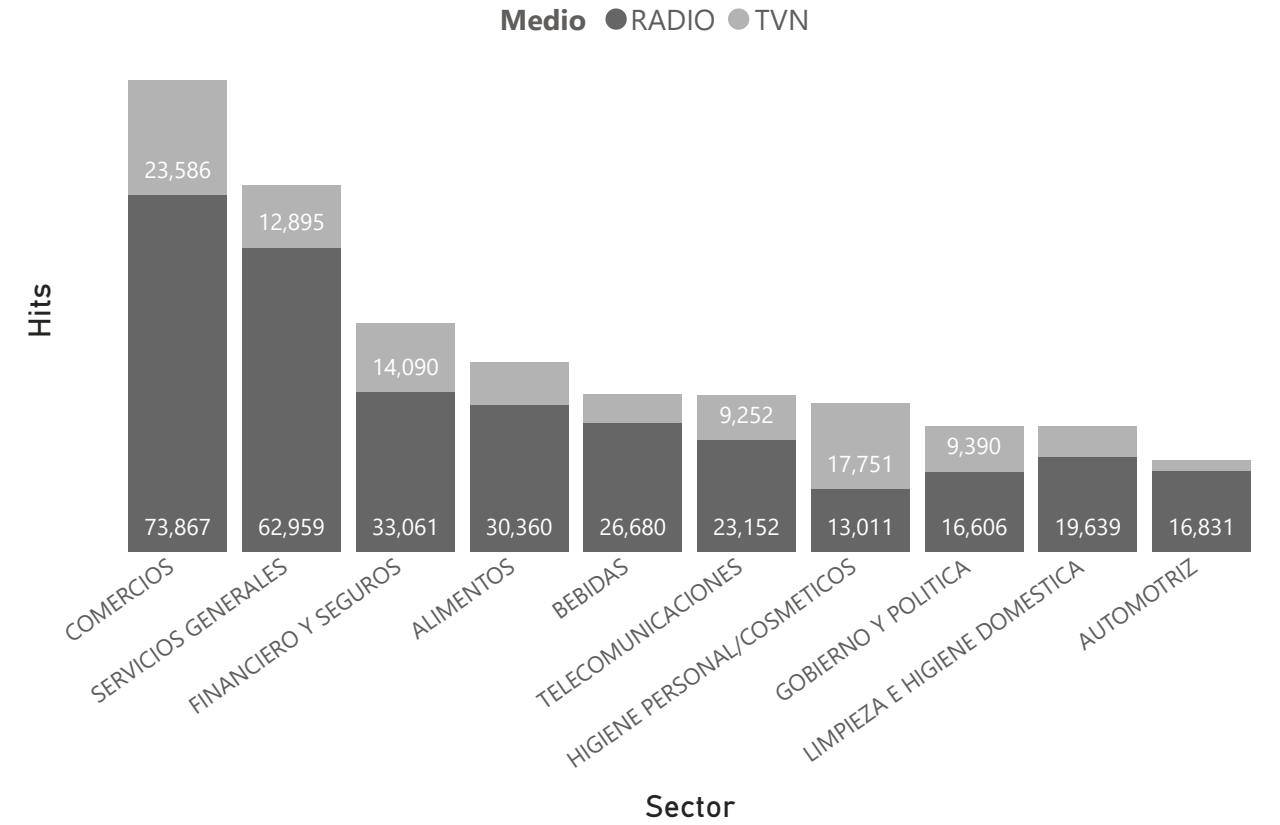
Cronología de actividad (Semanal)



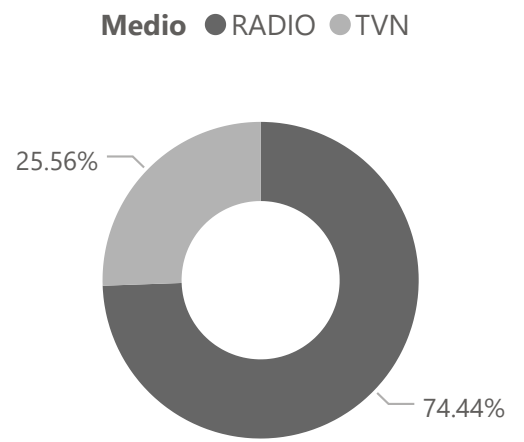
Top Anunciantes



Top Sectores x Medio



Actividad por país



Hits

Sector