**ANEXO 1**

|  |  |
| --- | --- |
| **Barra Programática** | |
| **Canal** |  |
| **Nombre del Programa** |  |
| **Día y Horas de Transmisión** |  |
| **Duración del Programa** |  |
| **Descripción** |  |

|  |
| --- |
| **Público Objetivo** |

|  |  |  |
| --- | --- | --- |
| **SEXO** | **Hombres** |  |
| **Mujeres** |  |
| **NIVEL SOCIOECONOMICO** | **ABC+** |  |
| **C** |  |
| **D+** |  |
| **DE** |  |

|  |  |  |
| --- | --- | --- |
| **EDADES** | **4 a 12** |  |
| **13 a 18** |  |
| **19 a 29** |  |
| **30 a 44** |  |
| **45 a 54** |  |
| **Mayores de 55** |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **CULTURAL** |  | **CONCURSO** |  |
| **NOTICIEROS** |  | **DEPORTES** |  |
| **RELIGIÓN** |  | **SERIES** |  |
| **DEBATE** |  | **PELÍCULAS** |  |
| **GOBIERNO** |  | **INFANTILES** |  |
| **PARTIDOS POLÍTICOS** |  | **CARICATURAS** |  |
| **TELENOVELAS** |  | **MERCADEO** |  |
| **MUSICALES** |  | **REVISTA** |  |
| **DRAMATIZADO UNITARIO** |  | ***REALITY SHOW*** |  |
| **CÓMICO** |  | ***TALK SHOW*** |  |

|  |
| --- |
| **Género Televisivo** |