**ANEXO 1**

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

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| **Público Objetivo** |

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

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

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

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| **Género Televisivo** |