

Special Report **Government Advertising**

August, 2015



FUNDACIÓN LED
Libertad de Expresión + Democracia



FUNDACIÓN LED
Libertad de Expresión + Democracia



Introduction

From time to time, Fundación LED (Libertad de Expresión + Democracia) prepares a report on the resources allocated to Government advertising by the Federal Government. In the annual reports “Limitations to the Exercise of Freedom of Expression” for 2012, 2013 and 2014 we included a chapter on the distribution of official advertising and on the resources allocated to the TV show Football for All of Us.

In 2015 LED published a mid-year report during the month of July for the first half of 2015, given the increase of the line items provided for in the budget that was adopted for the current year (<http://www.fundacionled.org/informes-y-publicaciones/informe-semestral-sobre-publicidad-oficial-y-programa-futbol-para-todos>).

The information analyzed was taken from the budget information published by the Ministry of Economy, from the current national Budget and from information obtained through different requests for public information concerning the allocation of resources for official advertising that LED does file every now and then with the Chief of Cabinet Ministers.

After the publication of the special report on official advertising for the first semester of 2015, LED got an answer from the Chief of Cabinet Ministers on the placement of advertising. That report was broken down by company, corporate name and/or individuals for the second semester of 2014 and the first semester of 2015. Indeed, the answer to the request for information (filed in agreement with Executive Order 1172/03) which was first submitted on 8 June, 2015 and then reiterated on 21 June, same year, consisted in printed documents containing official government advertising spreadsheets (this information was submitted in hard copies (362 pages) with no digital back up).

The data supplied by the Chief of Cabinet Ministers specifically refer to Program No. 19, “Publicizing Government Actions. Chief of Cabinet Ministers”. The information broken down by company, corporate name or recipient was analyzed by LED. The following sections cover even more information than what was published in the special report for the first semester of 2015.

Resources Allocated to Government Advertising **Second Semester, 2014 – First Semester, 2015**

The information supplied by the Chief of Cabinet Ministers is the answer to the request for information filed by LED in connection with official advertising expenses provided for for the second semester of 2014 and the first semester of 2015.





PERIOD	AMOUNT
Second semester 2014	\$ 951,422,665.71
First semester 2015	\$ 986,209,492.75

Resources Allocated to Official Advertising for 2015

The original budget for 2015 amounted to \$ **1,203,204,414**. Later on this amount was increased by \$ **611,000,000** under Executive Order 251/2015; according to the website of the Ministry of Economy, as of 20 August, 2015 the credit amount is \$ **2,014,204,414.00**ⁱ.

PROGRAM NO. 19 - BREAKDOWN	AMOUNT IN PESOS
National Budget for 2015	1,203,204,414.00
Budget increases	611,000,000.00
	200,000,000.00
Total Budget + increases	2,014,204,414.00
Total amount used as of 20 August, 2015	1,598,710,000.00

ⁱ To date, there is no Executive Order or Administrative Decision accounting for the \$ 200,000,000 increase for the program "Publicizing Government Actions" shown in the amounts reported by the Ministry of Economy.



Percentage Increase of Resources Intended for Government Advertising for 2014 & 2015

LED follows up on the national Budget line items intended for official advertising and draws up a yearly comparative table. Please refer to the Annual Report "Limitations to the Exercise of Freedom of Expression in Argentina - 2014" (<http://www.fundacionled.org/informes-y-publicaciones/informe-limitaciones-al-ejercicio-de-la-libertad-de-expresion-argentina-2014>)

The annual percentage increase for the periods that have been analyzed has been listed in the following table:

YEAR	INITIAL BUDGET	TOTAL INCL. BUDGET INCREASES	INCREASE PERCENTAGE
2014	\$ 950.734.803,00	\$ 1,763,318,535.00	85.00 %
2015	\$ 1.203.204.414,00	\$ 2,014,204,414.00	67.40 %

Distribution of Official Advertising for the First Semester of 2015

The information supplied by the Chief of Cabinet Ministers shows that the distribution matrix follows the same parameters as in previous years. The difference recorded between the groups getting more resources and the groups getting less resources is meaningfully higher than in previous semesters.

The more significant information highlighted by LED regarding distribution of different line items is the fact that the group where more advertising was placed is the Szpolsky group, with \$127,855,530.45, while the second beneficiary of official advertising is the González González group, with \$44,169,281.38.

Such arbitrary distribution and discretionary allocation of advertising resources remains constant in the information analyzed by us, from which we may conclude that on this occasion the relevant Supreme Court rulings (Editorial Río Negro -2007, Editorial Perfil-2011, PAMI-2012, Artear-2013) have been once more ignored, namely that the State should place official advertising following objective and equitable parameters, according to clear criteria and in a transparent manner.



The following table lists official advertising amounts distributed between the main media groups for the first semester of 2015:

GROUP	FIRST SEMESTER 2015
SPOLSKI GROUP	\$ 127,855,530.45
GONZALEZ GROUP	\$ 44,169,281.38
CLARIN GROUP	\$ 43,358,012.07
INDALO GROUP	\$ 43,018,489.95
UNO AMERICA GROUP (VILA MANZANO)	\$ 27,739,826.20
PAGINA12	\$ 22,846,084.52
TELEFE	\$ 21,598,709.37
DIARIO POPULAR	\$ 11,559,815.85
CORDACOM S,A,	\$ 10,488,130.02
MULTIMEDIA: LA CAPITAL (MDP) FLORENCIO ALDREY	\$ 9,775,227.94
PERFIL GROUP	\$ 9,571,967.67
ARGENTINA CORRE S,A,	\$ 8,470,000.00
OCTUBRE GROUP	\$ 7,758,297.48
ELECTROINGENIERIA GROUP	\$ 7,659,783.91
LA NACION DAILY	\$ 6,833,442.41
CUYO TELEVISION (SIGIFREDO ALONSO) GROUP	\$ 5,307,764.36
ASISTENZA GROUP (RADIO RIVADAVIA)	\$ 5,116,143.65

