

Venezuela's Media System

Polarized media within a plural system

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Historical Aspects

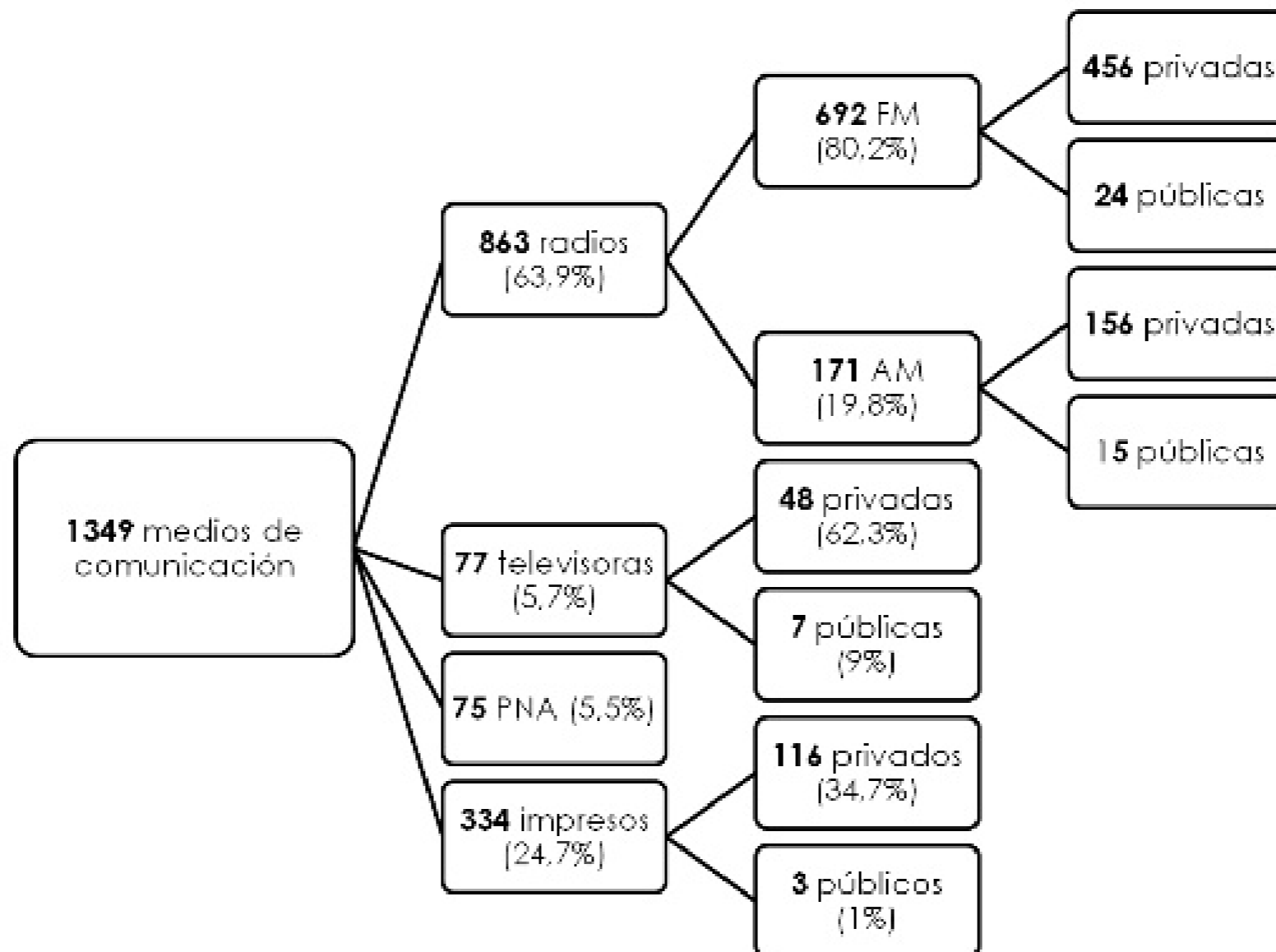
- 1808 La Gazeta de Caracas, 1818 Correo del Orinoco, created by Simón Bolívar
- Dual Media System since 1936
- Punto Fijo Pact: symbiotic dependence between Media and Government
- Media Access and Reach: Among the top Countries in Latin America

The Rule-Breaker

- December 2001: End of Puntofijismo
- Subversive Position against the Government
- April 2002: „mediated Coup“
- Orientation to a Public Service Model

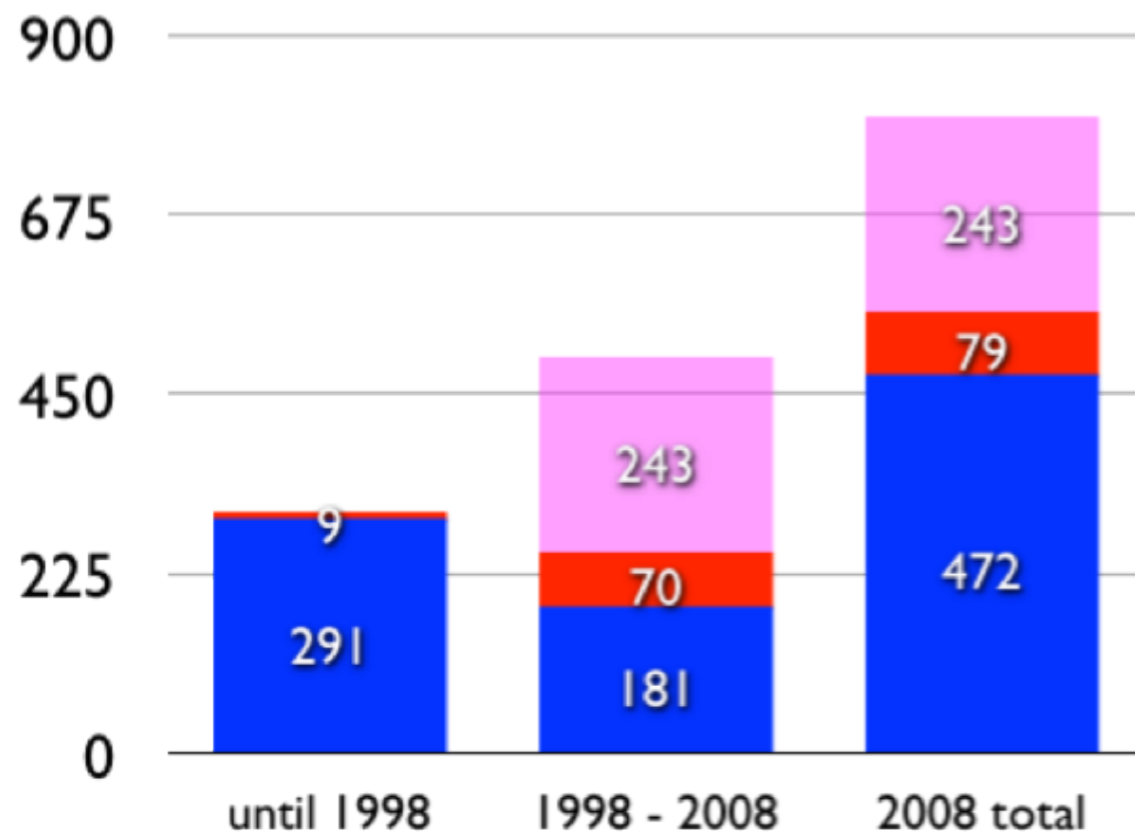
Altogether 2013

Medios de Comunicación en Venezuela Situación actual

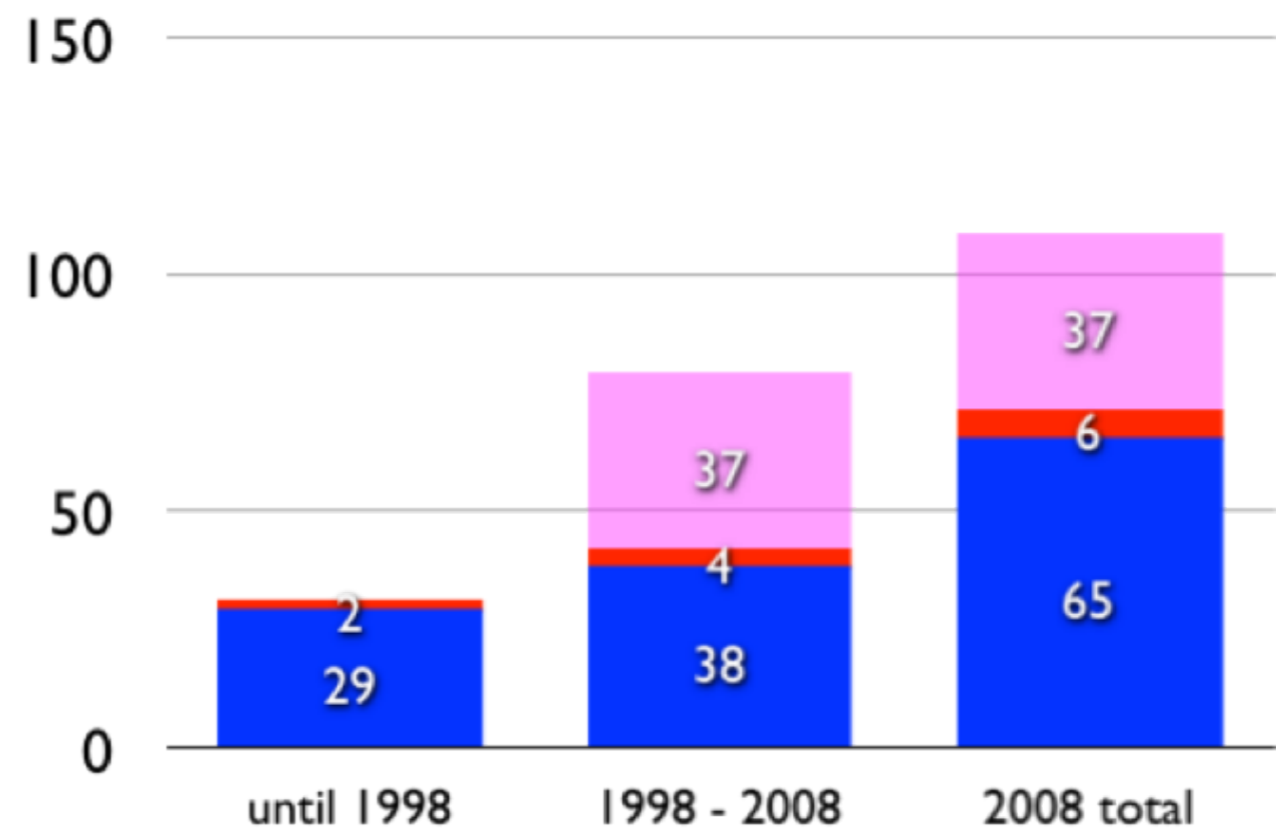


Licences 1998 - 2008

FM-Radio



Television



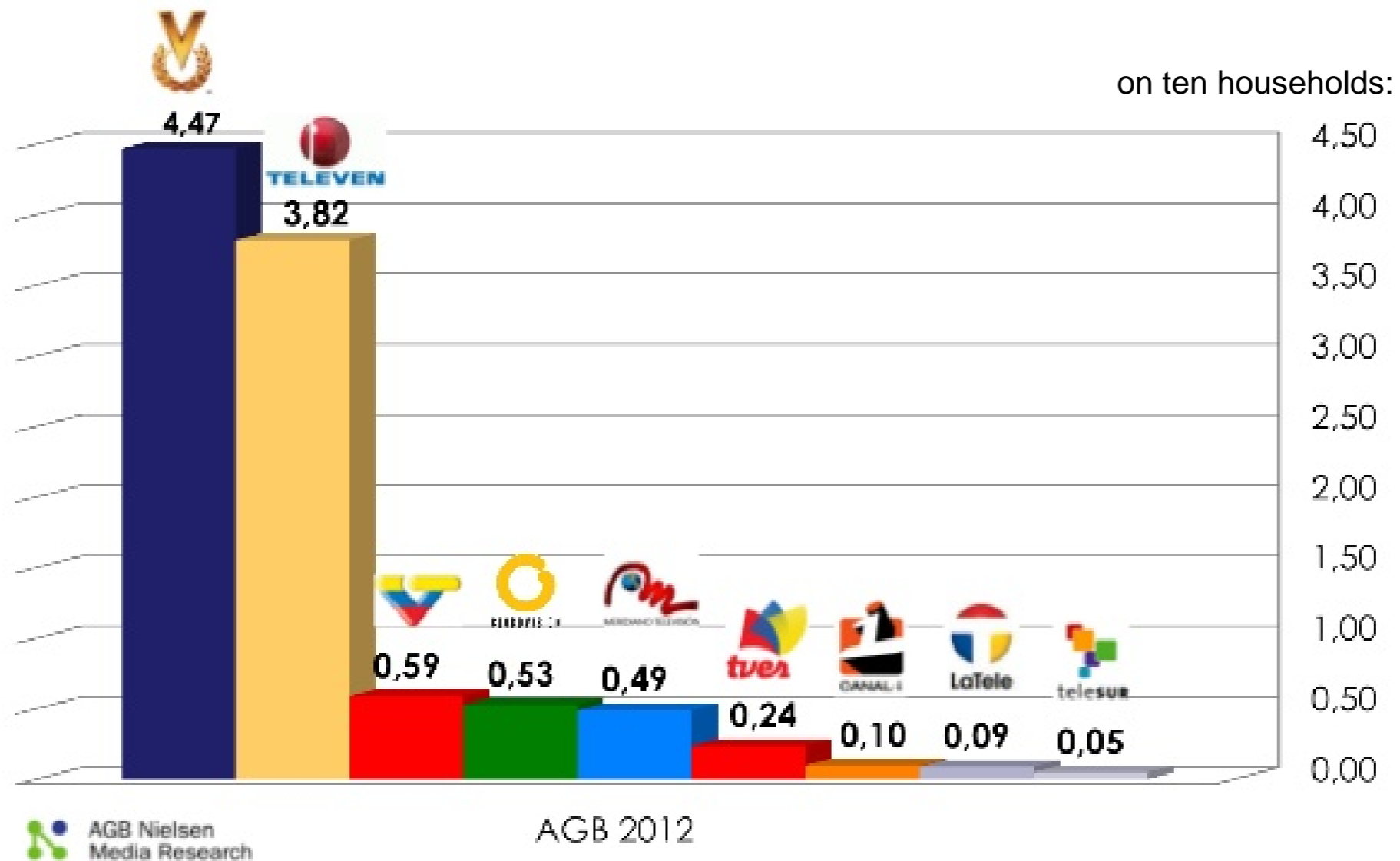
■ FM Citizen Media
■ FM Public
■ FM Commercial

■ TV Citizen Media
■ TV Public
■ TV Commercial

Source: Conatel
2009

Audience Reach TV

Televisión Nacional Abierta
Rating principales canales



Pay-TV Reach

TV por Suscripción
Penetración de TV Paga 2013



Fuente: AGB NIELSEN Venezuela, penetración de TV paga en hogares y por niveles socioeconómicos 2013.
Regiones medidas por AGB Nielsen: Caracas, Maracaibo, Valencia, Barquisimeto,
Puerto la Cruz, Ciudad Guayana.

Summary

- Democratic System of Government and a Ban on Censorship
- Divergent Media Policy
- Mixture of private and public Media Ownership
- Highly polarized political Culture