**Informe sobre el comportamiento de las omisiones en 2019**

Derivado de los acuerdos generados durante la segunda sesión ordinaria del Comité de Radio y Televisión, llevada a cabo el 24 de febrero de 2020, se elaboró un informe sobre el comportamiento de las omisiones de los promocionales de los partidos políticos nacionales durante 2019. El presente informe incluye el detalle de la transmisión durante el periodo ordinario y los seis procesos electorales locales que tuvieron lugar en 2019.

El porcentaje de promocionales transmitidos se calculó con base en los promocionales verificados y los detectados (conforme a pauta, en diferente versión o fuera del horario pautado) y no con respecto a los promocionales pautados. Esto derivado a que, por fallas técnicas mínimas y aleatorias, menos del 1% de los promocionales pautados en señales monitoreadas no pudieron ser verificados por el área correspondiente, por lo que no se puede determinar si son omisiones o efectivamente, se transmitieron.

**Periodo Ordinario 2019**

Únicamente el 1.21% del total de verificados en televisión no se transmitieron inicialmente. En radio, dicha proporción es del 0.87%.

**Detalle de la transmisión en televisión**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Actor | Promocionales pautados | Promocionales verificados | Promocionales transmitidos | Promocionales no transmitidos inicialmente\* |  | % Transmitidos | % Promocionales no transmitidos\* |
| PAN | 118,319 | 115,462 | 114,092 | 1,370 |  | 98.81% | 1.19% |
| PRI | 117,202 | 114,493 | 113,040 | 1,453 |  | 98.73% | 1.27% |
| PRD | 118,390 | 115,732 | 114,331 | 1,401 |  | 98.79% | 1.21% |
| PT | 117,477 | 114,699 | 113,213 | 1,486 |  | 98.70% | 1.30% |
| PVEM | 117,643 | 114,890 | 113,764 | 1,126 |  | 99.02% | 0.98% |
| MC | 117,281 | 114,568 | 112,945 | 1,623 |  | 98.58% | 1.42% |
| MORENA | 117,221 | 114,602 | 113,309 | 1,293 |  | 98.87% | 1.13% |
| **Total** | **823,533** | **804,446** | **794,694** | **9,752** |  | **98.79%** | **1.21%** |

\*Se refiere al incumplimiento inicial.

**Detalle de la transmisión en radio**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Actor | Promocionales pautados | Promocionales verificados | Promocionales transmitidos | Promocionales no transmitidos inicialmente\* |  | % Transmitidos | % Promocionales no transmitidos\* |
| PAN | 337,620 | 334,777 | 331,545 | 3,236 |  | 99.03% | 0.97% |
| PRI | 336,922 | 334,014 | 330,997 | 3,023 |  | 99.10% | 0.91% |
| PRD | 339,148 | 336,415 | 333,645 | 2,776 |  | 99.18% | 0.83% |
| PT | 336,389 | 333,759 | 330,931 | 2,834 |  | 99.15% | 0.85% |
| PVEM | 338,078 | 335,377 | 332,625 | 2,760 |  | 99.18% | 0.82% |
| MC | 337,549 | 334,809 | 331,774 | 3,041 |  | 99.09% | 0.91% |
| MORENA | 337,008 | 334,235 | 331,476 | 2,767 |  | 99.17% | 0.83% |
| **Total** | **2,362,714** | **2,343,386** | **2,322,993** | **20,437** |  | **99.1%** | **0.87%** |

\* Se refiere al incumplimiento inicial

Al realizar el análisis por franja horaria, se observa que en la transmisión de promocionales en radio no existe diferencia significativa en el porcentaje de omisiones por horario. En televisión hay una ligera concentración en la franja horaria de las 23:00 a las 23:59 horas, sin embargo, no se identifica ningún sesgo por partido político.

**Análisis por franja horaria**

Detalle del porcentaje de omisiones por partido político y franja horaria (radio)

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Franja horaria | PAN | PRI | PRD | PT | PVEM | MC | MORENA | Promedio |
| 07:00- 07:59 | 1.22% | 1.18% | 1.02% | 0.99% | 1.00% | 1.10% | 1.01% | 1.07% |
| 08:00 – 08:59 | 1.17% | 1.07% | 0.89% | 0.88% | 0.86% | 1.21% | 0.92% | 1.00% |
| 09:00- 09:59 | 1.02% | 1.02% | 0.82% | 0.95% | 0.80% | 0.89% | 0.87% | 0.91% |
| 10:00-10:59 | 0.71% | 0.85% | 0.66% | 0.77% | 0.76% | 0.73% | 0.72% | 0.74% |
| 11:00- 11:59 | 0.85% | 0.83% | 0.71% | 0.82% | 0.73% | 0.81% | 0.73% | 0.78% |
| 12:00- 12:59 | 0.77% | 0.79% | 0.59% | 0.67% | 0.64% | 0.79% | 0.73% | 0.71% |
| 13:00- 13:59 | 0.98% | 0.93% | 0.88% | 0.87% | 0.84% | 0.75% | 0.77% | 0.86% |
| 14:00- 14:59 | 0.94% | 0.83% | 0.87% | 0.88% | 0.83% | 0.88% | 0.84% | 0.86% |
| 15:00- 15:59 | 0.70% | 0.83% | 0.79% | 0.75% | 0.68% | 0.78% | 0.61% | 0.74% |
| 16:00- 16:59 | 1.12% | 0.91% | 0.78% | 0.78% | 0.79% | 0.97% | 0.84% | 0.88% |
| 17:00 – 17:59 | 0.80% | 0.71% | 0.82% | 0.70% | 0.86% | 0.80% | 0.78% | 0.78% |
| 18:00- 18:59 | 1.14% | 0.87% | 1.04% | 0.89% | 0.96% | 0.93% | 0.90% | 0.96% |
| 19:00- 19:59 | 0.83% | 0.79% | 0.72% | 0.94% | 0.70% | 1.04% | 0.87% | 0.84% |
| 20:00- 20:59 | 1.03% | 0.95% | 0.80% | 0.86% | 0.77% | 0.95% | 0.75% | 0.87% |
| 21:00- 21:59 | 1.09% | 0.97% | 0.89% | 0.93% | 1.05% | 0.95% | 1.05% | 0.99% |

**Análisis por franja horaria**

Detalle del porcentaje de omisiones por partido político y franja horaria (televisión)

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Franja horaria | PAN | PRI | PRD | PT | PVEM | MC | MORENA | Promedio |
| 07:00 – 07:59 | 1.22% | 1.54% | 1.20% | 1.34% | 1.13% | 1.63% | 1.19% | 1.32% |
| 08:00- 08:59 | 0.94% | 1.14% | 0.85% | 0.80% | 0.77% | 1.18% | 0.83% | 0.93% |
| 09:00- 09:59 | 0.87% | 0.63% | 0.45% | 0.89% | 0.56% | 0.77% | 0.85% | 0.72% |
| 10:00- 10:59 | 0.99% | 0.95% | 0.62% | 0.49% | 0.84% | 1.00% | 0.68% | 0.79% |
| 13:00 – 13:59 | 0.70% | 0.75% | 0.63% | 1.03% | 0.58% | 0.97% | 0.54% | 0.74% |
| 14:00- 14:59 | 0.56% | 0.91% | 0.61% | 0.81% | 0.53% | 0.99% | 0.88% | 0.76% |
| 15:00- 15:59 | 0.55% | 0.92% | 0.46% | 0.70% | 0.51% | 0.81% | 0.63% | 0.65% |
| 20:00- 20:59 | 0.47% | 0.97% | 1.10% | 0.81% | 0.68% | 1.07% | 0.64% | 0.83% |
| 21:00- 21:59 | 0.66% | 1.02% | 0.76% | 1.39% | 0.64% | 1.06% | 0.78% | 0.90% |
| 22:00- 22:59 | 1.31% | 1.14% | 1.27% | 0.96% | 1.00% | 1.23% | 1.31% | 1.17% |
| 23:00- 23:59 | 5.53% | 4.48% | 6.16% | 5.57% | 3.81% | 5.86% | 4.48% | 5.10% |

**Procesos Electorales 2019**

Únicamente el 0.83%% del total de verificados en televisión no se transmitieron inicialmente. En radio, dicha proporción es del 0.51%.

**Detalle de la transmisión en televisión**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Actor | Promocionales pautados | Promocionales verificados | Promocionales transmitidos | Promocionales no transmitidos inicialmente\* |  | % Transmitidos | % Promocionales no transmitidos\* |
| PAN | 200,620 | 198,899 | 197,197 | 1,702 |  | 99.14% | 0.86% |
| PRI | 163,188 | 161,746 | 160,362 | 1,384 |  | 99.14% | 0.86% |
| PRD | 65,859 | 65,068 | 64,558 | 510 |  | 99.22% | 0.78% |
| PT | 54,945 | 54,201 | 53,730 | 471 |  | 99.13% | 0.87% |
| PVEM | 61,322 | 60,525 | 60,058 | 467 |  | 99.23% | 0.77% |
| MC | 71,076 | 70,201 | 69,537 | 664 |  | 99.05% | 0.95% |
| MORENA | 128,274 | 126,914 | 125,992 | 922 |  | 99.27% | 0.73% |
| **Total** | **745,284** | **737,554** | **731,434** | **6,120** |  | **99.17%** | **0.83%** |

\* Se refiere al incumplimiento inicial

**Detalle de la transmisión en radio**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Actor | Promocionales pautados | Promocionales verificados | Promocionales transmitidos | Promocionales no transmitidos inicialmente\* |  | % Transmitidos | % Promocionales no transmitidos\* |
| PAN | 361,788 | 359,772 | 358,019 | 1,753 |  | 99.51% | 0.49% |
| PRI | 293,598 | 291,799 | 290,301 | 1,498 |  | 99.49% | 0.51% |
| PRD | 120,870 | 120,122 | 119,411 | 711 |  | 99.41% | 0.59% |
| PT | 95,854 | 95,185 | 94,664 | 521 |  | 99.45% | 0.55% |
| PVEM | 107,802 | 107,079 | 106,483 | 596 |  | 99.44% | 0.56% |
| MC | 126,997 | 126,280 | 125,603 | 677 |  | 99.46% | 0.54% |
| MORENA | 241,001 | 239,341 | 238,269 | 1,072 |  | 99.55% | 0.45% |
| **Total** | **1,347,910** | **1,339,578** | **1,332,750** | **6,828** |  | **99.49%** | **0.51%** |

\* Se refiere al incumplimiento inicial.

Al realizar el análisis por franja horaria, se observa que en la transmisión de promocionales en radio no existe diferencia significativa en el porcentaje de omisiones por horario. En televisión hay una ligera concentración en las franjas horarias de las 22:00 a las 23:59 horas, sin embargo, no se identifica ningún sesgo por partido político.

Detalle del porcentaje de omisiones por partido político y franja horaria (radio)

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Franja horaria | PAN | PRI | PRD | PT | PVEM | MC | MORENA | Promedio |
| 06:00- 06:59 | 0.76% | 0.71% | 0.97% | 0.93% | 0.76% | 0.78% | 0.69% | 0.77% |
| 07:00 – 07:59 | 0.50% | 0.67% | 0.68% | 0.58% | 0.79% | 0.50% | 0.56% | 0.60% |
| 08:00- 08:59 | 0.55% | 0.47% | 0.58% | 0.53% | 0.55% | 0.58% | 0.45% | 0.52% |
| 09:00- 09:59 | 0.53% | 0.46% | 0.72% | 0.77% | 0.66% | 0.55% | 0.48% | 0.55% |
| 10:00- 10:59 | 0.38% | 0.48% | 0.38% | 0.20% | 0.49% | 0.46% | 0.32% | 0.39% |
| 11:00 – 11:59 | 0.38% | 0.43% | 0.42% | 0.30% | 0.41% | 0.36% | 0.27% | 0.37% |
| 12:00 – 12:59 | 0.32% | 0.39% | 0.43% | 0.55% | 0.41% | 0.27% | 0.38% | 0.38% |
| 13:00 – 13:59 | 0.46% | 0.37% | 0.87% | 0.43% | 0.29% | 0.46% | 0.30% | 0.43% |
| 14:00- 14:59 | 0.36% | 0.28% | 0.31% | 0.45% | 0.48% | 0.32% | 0.26% | 0.33% |
| 15:00- 15:59 | 0.42% | 0.43% | 0.39% | 0.50% | 0.51% | 0.37% | 0.36% | 0.42% |
| 16:00- 16:59 | 0.37% | 0.42% | 0.71% | 0.61% | 0.52% | 0.61% | 0.33% | 0.46% |
| 17:00-17:59 | 0.45% | 0.52% | 0.58% | 0.34% | 0.32% | 0.53% | 0.48% | 0.47% |
| 18:00- 18:59 | 0.47% | 0.46% | 0.40% | 0.47% | 0.62% | 0.68% | 0.54% | 0.51% |
| 19:00- 19:59 | 0.39% | 0.48% | 0.50% | 0.46% | 0.58% | 0.42% | 0.30% | 0.42% |
| 20:00- 20:59 | 0.46% | 0.51% | 0.43% | 0.57% | 0.54% | 0.51% | 0.47% | 0.49% |
| 21:00- 21:59 | 0.42% | 0.45% | 0.68% | 0.71% | 0.38% | 0.58% | 0.43% | 0.48% |
| 22:00- 22:59 | 0.62% | 0.68% | 0.58% | 0.57% | 0.62% | 0.65% | 0.60% | 0.63% |
| 23:00- 23:59 | 0.68% | 0.70% | 1.01% | 0.82% | 0.77% | 0.93% | 0.68% | 0.74% |

Detalle del porcentaje de omisiones por partido político y franja horaria (televisión)

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Franja horaria | PAN | PRI | PRD | PT | PVEM | MC | MORENA | Promedio |
| 06:00- 06:59 | 1.03% | 0.93% | 1.04% | 1.45% | 0.96% | 1.26% | 1.01% | 1.05% |
| 07:00 – 07:59 | 0.74% | 0.61% | 0.32% | 0.59% | 0.91% | 0.71% | 0.43% | 0.62% |
| 08:00- 08:59 | 0.43% | 0.60% | 0.53% | 0.32% | 0.47% | 0.50% | 0.35% | 0.46% |
| 09:00- 09:59 | 0.50% | 0.45% | 0.34% | 0.59% | 0.54% | 0.56% | 0.47% | 0.49% |
| 10:00- 10:59 | 0.44% | 0.44% | 0.58% | 0.36% | 0.55% | 0.33% | 0.24% | 0.41% |
| 11:00 – 11:59 | 0.67% | 0.66% | 0.44% | 0.65% | 0.42% | 0.93% | 0.43% | 0.61% |
| 12:00 – 12:59 | 0.39% | 0.42% | 0.69% | 0.55% | 0.60% | 0.71% | 0.49% | 0.50% |
| 13:00 – 13:59 | 0.56% | 0.65% | 0.22% | 0.66% | 0.15% | 0.44% | 0.41% | 0.48% |
| 14:00- 14:59 | 0.41% | 0.51% | 0.45% | 0.29% | 0.27% | 0.51% | 0.38% | 0.42% |
| 15:00- 15:59 | 0.52% | 0.56% | 0.34% | 0.37% | 0.50% | 0.73% | 0.46% | 0.51% |
| 16:00- 16:59 | 0.62% | 0.52% | 0.25% | 0.91% | 0.65% | 0.58% | 0.49% | 0.56% |
| 17:00-17:59 | 0.68% | 0.53% | 0.44% | 0.26% | 0.17% | 0.52% | 0.38% | 0.49% |
| 18:00- 18:59 | 0.48% | 0.41% | 0.24% | 0.37% | 0.25% | 0.62% | 0.33% | 0.41% |
| 19:00- 19:59 | 0.43% | 0.51% | 0.20% | 0.65% | 0.53% | 0.60% | 0.45% | 0.47% |
| 20:00- 20:59 | 0.77% | 0.81% | 0.71% | 0.50% | 0.68% | 0.73% | 0.46% | 0.69% |
| 21:00- 21:59 | 1.00% | 0.90% | 0.87% | 1.19% | 0.73% | 0.83% | 0.83% | 0.92% |
| 22:00- 22:59 | 1.80% | 1.85% | 0.93% | 0.67% | 1.29% | 0.99% | 1.68% | 1.53% |
| 23:00- 23:59 | 2.75% | 2.73% | 4.87% | 5.59% | 4.01% | 5.57% | 2.96% | 3.42% |