

euronews

euronews in Portugal in Portuguese



euronews

Key assets

- euronews broadcasts in **Portuguese**, the national language.
- euronews is **available to 100%** of cable, satellite and terrestrial **households in Portugal**.
- Portuguese euronews is **also available in Brazil, Angola, Guinea-Bissau, Cap Verde, Mozambique and all over the world**.
- The channel is the **leading international news channel in Europe and in Portugal according to EMS Summer release 2011**. The survey measuring the top 20% of households by income shows that euronews is upmarket and ahead of CNN Int. in the country.

all Portuguese residents can watch euronews



available via cable, satellite, IPTV, mobile phones & terrestrial

- **Satellite free to air:** Astra 1L HOTBIRD 6 Tp. 94, free-to-air in 10 languages
- **Satellite platforms:** Zon (TV Cabo), Meo (PT Comunicações)
- **main cable operators:** ZON TV Cabo, AR Telecom
- **IPTV:** Meo (PT Comunicações), Sonaecom, Vodafone
- **terrestrial:** RTP1, RTP2, RTP Açores, RTP Madeira, RTP internacional
- **mobile phones:** Vodafone, Optimus

number of households covered by euronews

Cable	1,196,000
ADSL (IPTV)	290,000
Satellite digital	638,000
Free To Air	242,000
Terrestrial	3,487,000
Total	3,487,000

number of households in Portugal

number of households	3,650,757
TV households	3,487,000



**100% coverage of Portuguese
cable & satellite and
terrestrial market**

euronews available on all RTP channels' network



3,490,000 households covered via terrestrial windows

channel	day	local times
RTP1	Tue	05.15-06.05
	Wed	05.30-06.05
	Thu	05.15-06.05



channel	day	local times
RTP2	Mon	02.45-05.00
	Tue	02.45-05.00
	Wed	02.45-05.00
	Thu	02.45-05.00
	Fri	04.00-05.00
	Sat	05.00-08.00
	Sun	06.15-07.35



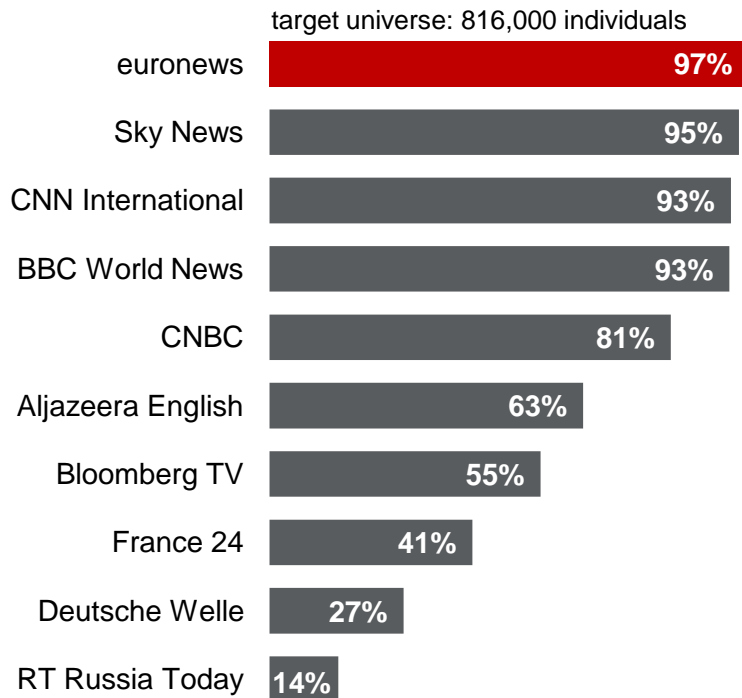
channel	day	local times
RTP Madeira	Mon	00.34-06.30
	Tue	00.48-06.30
	Wed	00.48-06.30
	Thu	01.03-06.30
	Fri	01.03-06.30
	Sat	00.40-08.00
	Sun	00.40-08.00



channel	day	local times
RTP Açores	Mon	00.20-07.30
	Tue	00.20-07.30
	Wed	00.20-07.30
	Thu	00.20-09.00
	Fri	02.30-07.30
	Sat	02.10-10.00
	Sun	00.20-10.00



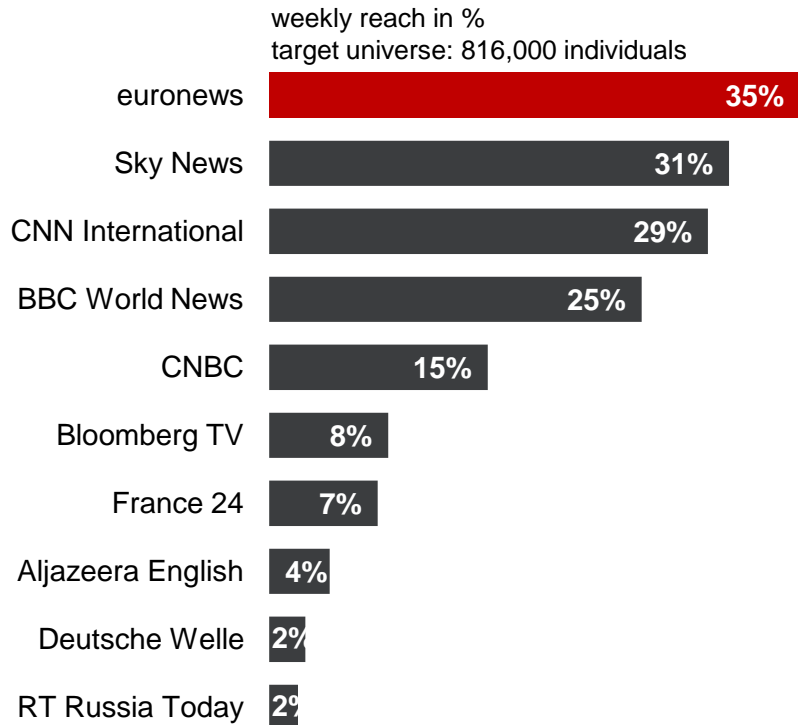
awareness of euronews in Portugal



euronews is the most popular international news channel in Portugal

audience of euronews in Portugal

weekly reach in %

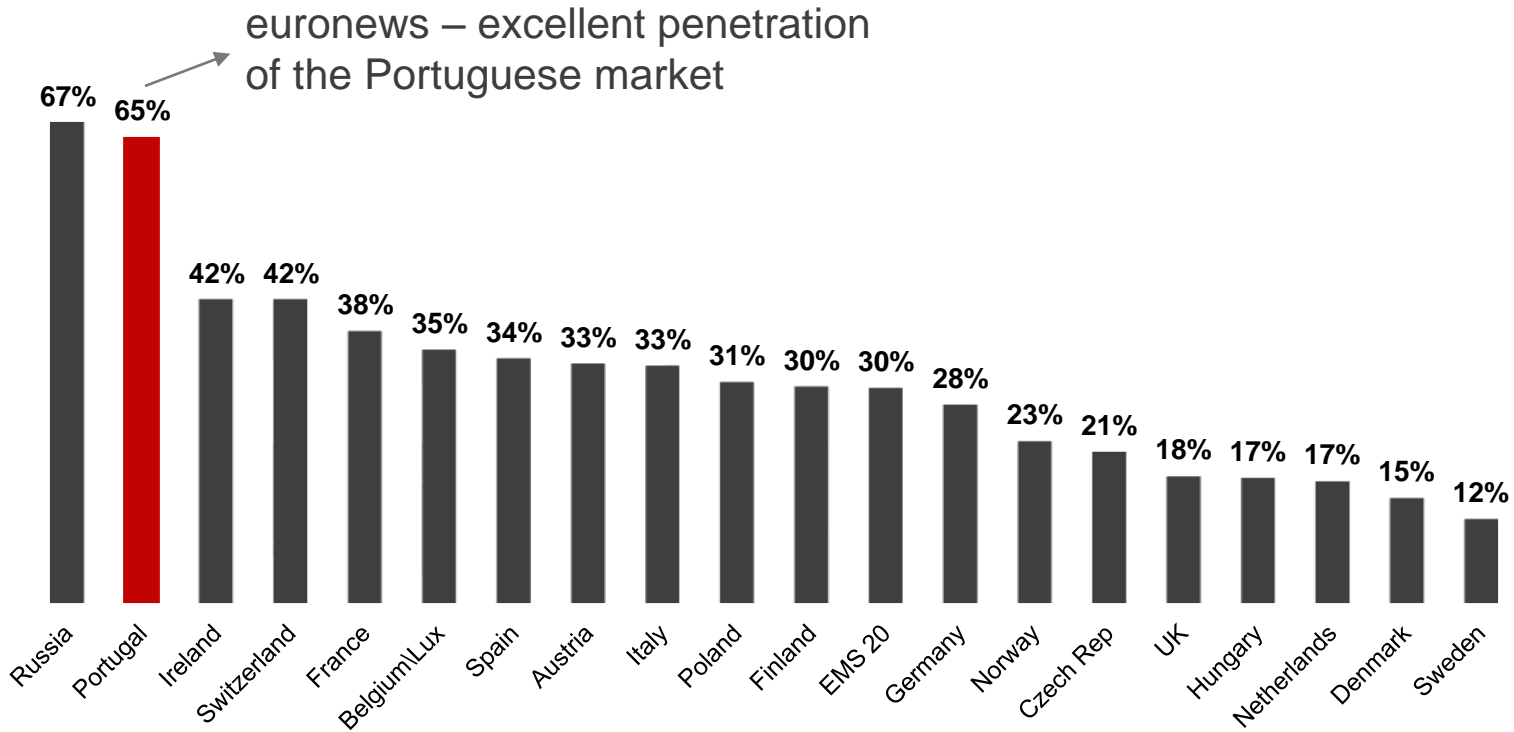


euronews is the most watched international news channel in Portugal

Portugal: second strongest penetration

audience in %

euronews monthly reach by country in %



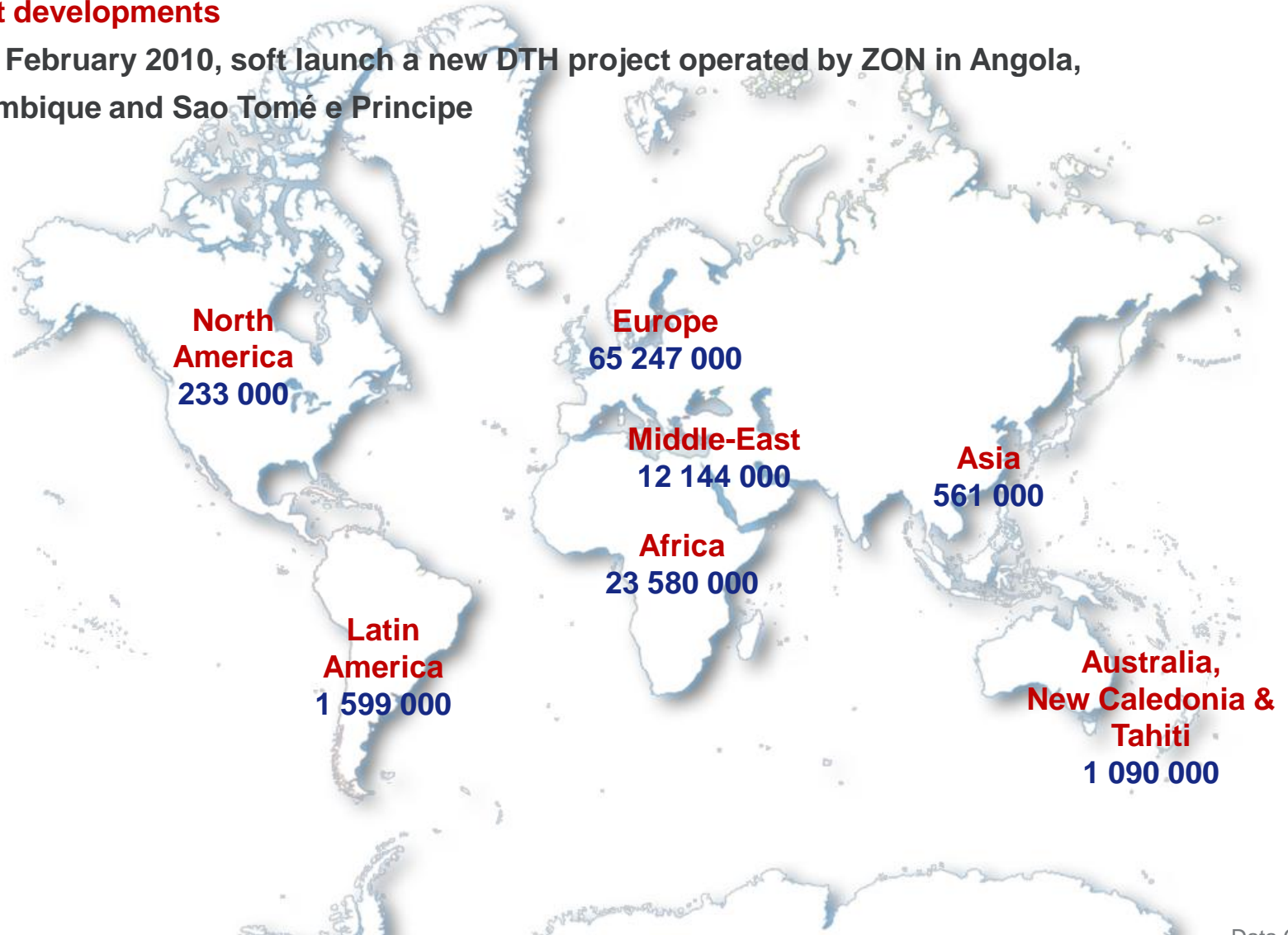
euronews broadcasts in Portuguese through the world

a total of 104 million households



Latest developments

Since February 2010, soft launch a new DTH project operated by ZON in Angola, Mozambique and Sao Tomé e Príncipe



Few examples of the 2010 coverage about Portugal

- Limpar Portugal
- Euro crisis Portugal
- Pope visit in Portugal
- Gay marriage
- Storms in Madeira
- Conflict between Portugal Telecom and Spanish Telefonica
- Rallye of Portugal
- La ligue portugaise de futebol
- Moda Lisboa
- Fantasporto – Porto Film Festival
- World Press Cartoon

Partnership



The Alliance of Civilizations Forum 2010
Rio de Janeiro, Brazil 27---29 May 2010



Jorge SAMPAIO, former President of Portugal,
visit at **euronews** 14 April 2005



euronews in Portuguese

A successful and promising tool for RTP and Portugal



euronews

- euronews is the only international news channel broadcasting in Portuguese in the world.
- euronews contributes to Portuguese influence throughout the world by broadcasting news about Portugal in 9 languages.
- The Portuguese service is essential for euronews and the channel is committed to maintain it.
- euronews has built a strong relationship with RTP through the years.
- 27 Portuguese journalists working for euronews and committed to deliver Quality news.
- A strong growth potential amongst Portuguese-speaking countries particularly in Brazil.

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