

TVI starts 2009 maintaining leadership

TVI managed to lead audience share again in January, with an average all-day audience share of 33.8%, i.e. 5.3pp more than the number two broadcaster.

Share All-Day				Share Prime-Time			
	Jan 2008	Jan 2009	Var p.p.		Jan 2008	Jan 2009	Var p.p.
RTP1	29,6	29,7	0,1	RTP1	26,6	26,3	-0,3
RTP2	6,2	6,2	0,0	RTP2	4,9	5,5	0,6
SIC	29,5	30,3	0,8	SIC	29,0	30,3	1,3
TVI	34,7	33,8	-0,9	TVI	39,5	37,9	-1,6

Source: Marktest

In prime-time, TVI also kept leadership, reaching an average share of 37.9%. **Portuguese drama** had yet another outstanding month. "Flor do Mar", broadcasted early in the evening, posted an average share of 41.3%, whereas the soap "Feitiço de Amor" maintained leadership (47.8% share). Latter in the evening, "Olhos nos Olhos" obtained an average share of 38.9%. Important to highlight is the fact that, as an aggregate, these three soaps registered an average audience above 1.1 million individuals. "Morangos com Açúcar", in its daily late afternoon shows, had 60.8% share in its 4-24 years-old target.

Still in **Portuguese drama**, the high-quality TV series "Equador" posted an average share of 41% (i.e. 1.4 million regular viewers) in the four episodes aired during the month.

In what regards **news**, "Jornal da Uma" (aired on lunch time) posted an average audience of 547 thousand viewers, while "Jornal Nacional" (aired on prime-time) reached 1.1 million daily viewers. In-depth report news program "Repórter TVI" had over 1.5 million average viewers.

In **sports**, we highlight the match Taça de Portugal Millennium FC Porto x Leixões (on the 28th), which had an average audience of 1.5 million individuals (corresponding to a 38.4% share within the target universe), and a share over 47% in the male audience.

Regarding **entertainment**, "Caia Quem Caia" ended its first season in January, with an average share of 39%, equivalent to 870 thousand regular viewers. On a daily basis, "Você na TV", which had its 1,000 show this month, kept a leadership status of 34.3%, while "Tardes da Júlia" (broadcasted in the afternoons) continued to grab one third of audience share.

During January, the average daily coverage of TVI was 6.3 million viewers (4.7 million in prime-time).

Last but not least, Media Capital is proud to confirm that the thematic news channel TVI24 will start emissions on the 26th of February, with a 24-hours daily broadcast. TVI24 will be distributed by Zon (main cable operator in Portugal).

Queluz de Baixo, 2 February, 2009

Grupo Media Capital Investor Relations

About Media Capital

"Grupo Media Capital owns TVI, the leading Portuguese free-to-air TV broadcasting channel, as well as Plural the leading Portuguese TV production company and one of the most important in the Iberian Peninsula. Media Capital also has significant market positions and operations in radio, music edition, cinema and video distribution, as well as a reference presence in the Internet through the IOL network."