



Media Capital

Together, we build the future

The Group

The leading
Audiovisual group
in Portugal

- ✓ #1 in profit
- ✓ #1 in share – TVI and Rádio Comercial
- ✓ #1 in audiovisual production

2018

- ✓ € 181.8 M€ Revenue
- ✓ € 40,2 M€ EBITDA
- ✓ € 21.6 M€ Net profit

- ✓ Focus in crucial business areas, namely contents in Portuguese and with presence in strategic Portuguese spoken markets in Africa, non-Portuguese speaking countries of Africa, countries in South America, and Europe
- ✓ Content production expansion for new markets, platforms and supports
- ✓ Reinforce of Media Capital's relation with the sector regulators
- ✓ The Groups's brands, professionals and companies are regularly recognized and awarded by the market
- ✓ Media Capital employs around 1100 professionals. Additionally, Plural's productions employ about 700 actors yearly.

Source: GMC

PART OF PRISA GROUP



- Media Capital is part of PRISA, the world's leading Spanish and Portuguese-language media group in the creation and distribution of content in the fields of culture, education, news and entertainment.
- With presence in 23 countries, PRISA reaches millions of people through its global brands *El País*, LOS40, Santillana, W Radio and As. As market leader in press, TV, both spoken-word and music radio, and education, it is one of the Spanish-speaking world's largest media groups thanks to its high-quality content and its eagerness to embrace the digital economy through the connectivity and innovation of its products and services. Its presence in Brazil and Portugal, and among the growing Hispanic community in the US, opens up a global market of 700 million people.
- With 25 million unique users* (123 million unique browsers**) worldwide, PRISA is at the forefront of communications companies and has a solid strategy of content creation and distribution, offering products and services adapted to users' changing consumer habits through a wide range of formats, channels and platforms.

Leadership in Strategic Segments



- Leading brand as a group of channels and online
- TVI is the market leader in Fiction, News and Entertainment
- Pay TV channels TVI24 (news), TVI Ficção, TVI Reality (reality shows), TVI Internacional and TVI África
- New and innovative interactive app: TVI Player
- 1M 200k Subscribers on TVI's youtube channel



- Top AV production player in Iberia
- International prizes
- Proven experience and results in various genres, to various clients in Portugal and abroad
- Internationalization of contents, technical services and scenario production



- #1 Radio group – 24,1% share in 2018
- #1 Radio station in Portugal (Radio Comercial)
- #3 Radio station (m80)
- Broad & diversified portfolio | Efficiency in reaching multiple targets



- IOL – the second largest internet portal in Portugal
- Leading unique and differentiated digital contents
- Innovation in apps and OTT solutions
- #1 app designed for a TV operator (Vodafone TV)
- 390 Million page views in 2018

Media Capital has a commitment towards our society. The group who is the leader in the media sector in Portugal is involved in dozens of actions on areas like *health, education, culture* and *news*.

Of those:

- Member of the Council of Founders of *Fundação de Serralves* and *Casa da Música*, and founding partner of the *Plataforma de Meios Privados*
- Media Capital's CEO is involved personally in the **Congress of Communications (APDC)**, the most important in this medium
- Adherent of the **30% quota of women on boards** (as proposed by the Portuguese Government)
- Association to the Efficiency Awards (*Prémios Eficácia*), that recognize the best work in advertising in Portugal
- Pioneer and innovation with the creation of the postgraduate in journalism in 2013 (in association with ISCTE)
- Partnership with colleges and Universities to accept trainees in several areas across the group
- **Protocol with the College of Fine Arts of Lisbon** for the disclosure of new Portuguese talent
- **Support of short and feature films projects by non-professional artists**
- On-air support to ICA (Instituto Português do Cinema e Audiovisual), Festival Flamenco, Secretary of State for parliamentary affairs, Lisbon & Estoril Film Festival, Municipal entity of Mobility and transportation, etc.
- Commitment with the Portuguese Ministry of Health on national campaigns for the promotion of good health and food habits.



- Leader on prime time since 2001
- Audience leader in the main and in the main time slots
- Leader in TV channels' online presence
- A solid and broad brand: TVI, TVI24, TVI Ficção, TVI Reality, TVI Internacional, TVI África
- Leadership as group of channels:

	Universe Total Day shr%	T028 Adults Total Day shr%
AAL DAY		
TVI Group	22,91	23,83
SIC Group	20,17	20,83
RTP Group	16,52	17,30
PRIME TIME		
TVI Group	26,02	26,67
SIC Group	23,61	24,26
RTP Group	16,10	16,67

	Universe Total Day shr%	T028 Adults Total Day shr%
AAL DAY		
TVI	19,95	20,79
SIC	16,50	17,15
RTP1	12,16	12,88
PRIME TIME		
TVI	23,56	24,19
SIC	20,32	20,99
RTP1	12,11	12,64

All of TVI's branding, content and channels strategy are developed in house, by TVI's highly qualified teams, whose professionals have a strong and vast experience in the audiovisual sector, both in Portugal and abroad.

Source: GfK, 2018



24hrs news channel

9th most viewed channel on cable in Portugal

Main multimedia screen in Portugal

Sustained growth path since its launch (in 2009)

Presence in all pay TV platforms and close to the most relevant commercial targets

International presence: Angola, Mozambique, Cape Verde

1,9% de share/ all day 1,8% / prime time leadership between news channels

	SITE	APP
VIDEOS / MONTH	1.269.066	115.885
PAGEVIEWS / MONTH	13.602.463	1.714.208
VISITS / MONTH	6.469.686	377.471
UNIQUE USERS	3.226.316	23.895

Source: GfK 2018

CHANNELS WITH STRONG INTERNATIONAL PRESENCE



STRONG INTERNATIONAL PRESENCE

- The **best national drama**, produced and broadcasted by TVI and Plural
- Interactive and innovative solutions
- Exclusive contents and services
- **TOP20** Cable news channels in Portugal
- **International presence:** Angola, Mozambique, Cape Verde, Germany, Spain, France, Andorra, Switzerland, Monaco, Luxembourg, United Kingdom, Australia, New Zealand, Martinique, Guadalupe, Saint Martin, Saint Barts, French Guiana, Reunion
- **First generalist channel exclusively created for a foreign market** - Angola and Moçambique
- **Exclusive contents** and TVI's premium offer
- Reflecting a strategic investment in Portuguese-speaking markets, which are essential for the expansion of TVI
- The international version of TVI broadcasts **live and simultaneous** more than 19 hours daily with TVI in Portugal **to 22 countries and territories:** Angola, Mozambique, Cape Verde, Germany, Spain, France, Andorra, Switzerland, Monaco, Luxembourg, United Kingdom, Australia, New Zealand, Martinique, Guadalupe, Saint Martin, Saint Bart's, French Guiana, Reunion, United States, Puerto Rico and Canada
- TVI's and PLURAL fiction has been sold to over **90 countries**
- The novella **"A Única Mulher"** was distributed in more than **70 countries** from South America to Africa and Europe
- **Ouro Verde**, winner of International Emmy for best novella in 2018, was broadcasted in the Balkans and became the first novella to be dubbed in Arabic being broadcasted in 22 countries and territories of the Arab world (from Syria to Iran)
- **"A Impostora"** was the prime time novella of the main Argentine broadcaster



- Reality shows, 24 hours
- Several times on the **Top 5 of the most viewed cable channels**
- “Love on Top” – **1st reality show made by (and for) TVI**
- App “Love on Top” reached number 1 in app stores and registered over 1 million pageviews and over 50.000 downloads
- App “Secret Story 6” reached over 110.000 downloads in less than 1 month

Source: GMC, 2018

PLURAL ENTERTAINMENT

- One of the major audiovisual production companies in Iberia
- High flexibility to produce various successful formats to different clients, target audiences (in Portugal and abroad), genres and budgets
- Audience leading contents
- Emmy Award winning Telenovela in 2010 (Meu Amor) and 2018 (Ouro Verde) and nominated 3 other times
- Awarded “Best Producer” in Portugal consecutively since 2011
- Leadership and innovation in scenarios (EPC) and image capture services for sports events (EMAV)
- EPC leader in the market in sets design / construction (Eurovision Song Contest, Portuguese and international fiction and spanish football league
- EMAV leader in the market of caption, broadcast and technical services (60th Anniversary of the Aga Khan, Fiction, and Spanish football league, ua...
- PLURAL, EMAV AND EPC with a billing volume outside of GMC of 16%
- Internationally awarded productions (series and movies – e.g. “Futbolín”, winner of a Goya Prize, the Grand Prize by the New York International Children’s Film Festival and the awards for Best Animation Movie and Best Original Music by “Prémios Platino do Cinema Iberoamericano”)







Radio



- **Market leader** since June 2012
 - **Leader on social networks** with more than **2 millions followers on FB**
 - **18,0% Market share** (and absolut record for radio audiences in **Portugal**)
 - Pop-rock music from 2000 on
 - **Several times awarded** by the public and the Market as the **best radio in Portugal**
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- **Market leader for all non national radio stations**
 - **Overall 3rd modst listened radio in Portugal**
 - Hits from the 70´s, 80´s and 90´s music
 - **7,6% de share**
 - Apart from the radio station has 11 digital radios
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- Urban radio station with a strong digital component: targets 15/24
 - Leader in the young Market: 2,9% de share
-
- Smooth FM covers jazz vocal, blues, soul, bossa nova and motown
 - Apart from the radio station has 3 digital radios
-
- **First branding project** of a radio station in Portugal
 - Focused on a young and trendy target

Sources: Marktest, GMC 2018



	5.460.000 followers
	760.000 followers
	455.000 followers
	1.315.000 followers

8 Million followers on social networks

2,6 Million users / month

391 Million monthly visits

1569 Million *pageviews*

6 Million downloads on MCD Apps

Sources: Netscope, GMC; 2018



- The **major internet content producer in Portugal**, strongly supported on self content made specially for online platforms
- Development of **apps** for iPad, iPhone, Android, Nokia, Windows 8, Windows Phone and SmartTV
- Wide variety of **video contents**, especially in local drama, entertainment, sports and news
- **Innovation and leadership** in apps
- **OTT solutions**, complementing FTA
- **Partnerships with strategic companies**
- Wide offer of **thematic websites**
- **Transmedia content** development
- **Awarded and internationally recognized** websites
- Presence in the group buying sites segment, with Planeo
- New digital format **“Novela num Minuto”** – Special edition targeting mobile, where full daily episodes are condensed in one minute;



- Innovative **and unique initiative**, this award recognizes the best blogs and bloggers in Portugal
- “Blogs do Ano” is a clear and unquestionable reflex of Media Capital’s bet on digital platforms and on the most acknowledged and influent personalities in the blogosphere
- Strong participation both from applications and public



Launch of a partnership Media Capital / The Weather Channel – Media Capital assures project management regarding website, social networks and appmobile contents, as well as the commercialization in national territory

Sources: Netscope, GMC; 2018



Digital TV in Portugal

- TVI Player reached **65 million visits in 2018**
- is available for TVI's universe of channels, both in FTA – with the generalist channel TVI – and cable, which includes TVI24, a 24hrs news channel; TVI Ficção, the best of the Portuguese local drama production, by Plural Entertainment; TVI Reality, which broadcasts TVI's reality shows 24hrs live, featuring several interactive and innovative solutions and TVI Internacional. Those can be accessed in Portugal and around the world through a subscription fee.
- **#1 player associated with a TV operator in Portugal** – Vodafone TV
- Besides allowing the viewers to watch their favorite programs **live or VOD**, TVI Player introduces **new features**, such as the programs' highlights or backstage, as well as exclusive contents.
- **Available for free online and through its own apps for several platforms and devices** (iPad, iPhone, smartphone tablet and android), TVI Player's launch confirms TVI's quality, innovative and bold profile, that characterizes the company's strong performance, regarding content production and distribution.
- Sustained growth since its launch in June 2015: monthly averages of **1.0 million users and 7.5 million videos** watched, with local drama, news and entertainment being the major contributors for this huge success in the Portuguese language market.
- Presence in the World Summit Awards 2015, representing Portugal in the Media&News category (awarded most innovative Portuguese digital project); awarded best widget/app TV in Portugal by ACEPI; success case study at the "Multi Screen Salon" (during the International Broadcasting Convention)

tvi

tvi24

tvficção

plural
ENTERTAINMENT

mcr
media capital rádios



Media Capital

Together, we build the future

www.mediacapital.pt

38°44'23" N | 9°16'4" W

tviáfrica

tvi
player

RÁDIO
COMERCIAL

tvireality

tvinternacional

CIDADE
A CIDADE NÃO DORME

m80
radio

FAROL
MÚSICA

MAISFUTEBOL

autoportal

mc | D
MEDIA CAPITAL DIGITAL

iOL

PUSH BY IOL
AS NOTÍCIAS QUE NÃO PODE PERDER

SPOT+

planeo
as melhores descontos perto de si