



Batatoon

Batatoon the Clown brings laughter and entertainment to the youngest viewers on Sunday mornings.



Você na TV

This talk show, on air every weekday morning for three years running, has been growing its audience steadily.



Tu e Eu

This soap opera premiered in 2006 and already leads its timeslot, with an average audience share of 42.7 per cent.

Average audience share
target group: 4+

42.7%



Xmas Special 2006

TVI's Xmas special 2006 had most anchors, show hosts and their children singing for a campaign to raise money for paediatric hospitals. Even the General Manager had a go.



Rádio Comercial

Media Capital's main radio station using a national FM frequency with an adult contemporary format. In 2006 the station significantly increased its audience share.

Average audience share
2006

11.4%



Jornal Nacional

Jornal Nacional was the leading daily news programme on Portuguese TV, reaching an average audience share of 32.1 per cent.

Daily TV news programme
in Portugal

No.1



Doctor, Please Help

The reality show that helps people regain their self-confidence by improving their looks by means of aesthetic medical treatment.



Morangos com Açúcar

The longest-running fiction project on Portuguese television, this youth series is still the favourite programme among its core younger audiences.

Portugal

Television and radio

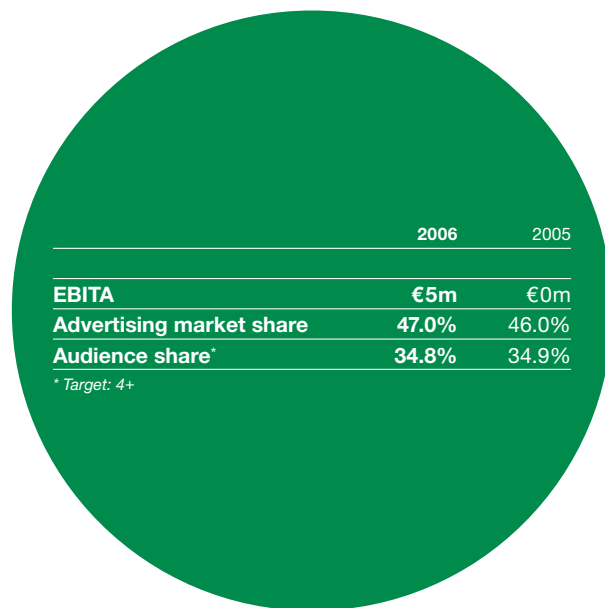


Highlights 2006

In Portugal, RTL Group held a 33 per cent stake in Media Capital which owns and runs the leading television channel, TVI, a generalist channel with a broad programme offer and an independent, innovative and popular style.

TVI maintained its position as the leading channel in terms of total audience, with a 34.8 per cent share (compared to 34.9 per cent in 2005). One of the key programming genres in TVI's grid is Portuguese fiction, based mostly on long-running formats such as tele-novelas. TVI also relies on two other main types of programmes – news, with three daily news services, and entertainment, based mainly on successful international formats.

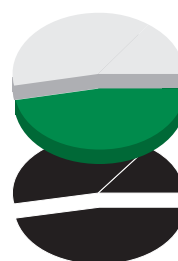
On 26 October 2006 Grupo Prisa, a 33 per cent shareholder in Media Capital, announced a preliminary offer, subject to market and regulatory approval, for the outstanding shares of Media Capital. On 22 January 2007 the market authorities, the CMVM, approved the terms and conditions of the voluntary offer which ran until 5 February 2007. Given the uncertainties surrounding both the pricing and the timing of a subsequent mandatory offer by Grupo Prisa, and the unlikelihood that a counter offer by RTL Group would succeed, RTL Group decided to sell its entire shareholding.



National advertising breakdown

Source: TVI/MC Estimates

2006 (%)



TVI	47.0
SIC	38.0
RTP 1	15.0

National audience breakdown

Source: Markttest, Target: 4+

2006 (%)



TVI	34.8
SIC	30.4
RTP 1	28.6
a:2	6.2