



PRESS RELEASE

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NOS PRESENTS AN EXCLUSIVE TVI REALITY SHOW CHANNEL AS FROM THE 3RD OF OCTOBER

TVI Reality, the new TVI live-streaming channel, makes its debut on the 3rd of October on the NOS channel grid. It will be on position 12 on the channel selection and is an exclusive channel of the operator.

As from the 3rd of October, TVI Reality, a channel 100% dedicated to reality shows and exclusive to NOS, will begin broadcasting 7 days a week, 24 hours a day, 365 days a year on channel position 12.

The first programme on the channel will be “A Quinta” presented by Teresa Guilherme. Leonor Poeiras and Isabel Silva will be looking after the programmes on a day to day basis.

This channel, successor to TVI Direct, will be available for all NOS customers, who will also be able to access programme contents using Iris Online.

Presentation of the new channel will take place today in Oeiras in the presence of representatives of NOS and TVI, as well as some personalities from the channel.

By providing this exclusive new channel on TVI, NOS strengthens the partnership set up with the television company Media Capital, which includes, in addition to TVI Reality and the TVI open channel, TVI24 and + TVI (also exclusive) on its channel listing.

Jorge Graça, board director of NOS Communications, points out that *“the partnership between NOS and TVI consolidates our strategy of bringing our customers an ever more broad ranging offer of contents and, in the case of the new channel (a NOS exclusive), a richer interactive experience compared to the previous live-streaming channel”*.

According to Luis Cunha Velho, managing director of TVI, *“Reality shows are quintessentially the television content that has the greatest impact on the general public. Their strength on social networks is the best testament to the importance of this product on the channel grid. TVI understood this from an early stage, and so over the last 15 years has built up a unique know how of producing, promoting and running this kind of format”*.

This is a unique project in the world of Portuguese television, designed from the bottom up with new interactivity solutions and with a 360° business model, using a concept shared between the operator (NOS) and the contents producer (TVI). TVI Reality provides unique alternative and additional contents as well as new interactivity solutions and multi-platform involvement: its own sites, social networks, second-screen app, a TV app with alternative cameras and also integrated advertising solutions and innovative page contents.

About NOS

NOS is the biggest communications and entertainment group in Portugal. It offers latest generation fixed and mobile phone, television, Internet, voice and data solutions for all market segments. It is leader in Pay TV, new generation broad band services and in cinema exhibition and distribution in Portugal.

In the business segment, it has positioned itself as a sustainable alternative in the Corporate and Mass Business segments, offering a broad portfolio of products and services with tailor made solutions for every sector and businesses of different sizes, complementing its offer with ICT and Cloud services.

NOS is part of the main Portuguese stock exchange index (PSI-20), with a capitalisation in excess of 2.5 thousand million Euros, and has more than 3.7 million mobile phone, 1.5 million television, 1.5 million fixed telephone and 1,067 thousand fixed broad band Internet customers.

About TVI

The leader in television audiences in Portugal for 11 years, TVI focuses on the best national drama, entertainment and news, as the cornerstones of its programming. Its leadership also extends online with the TVI group of websites, regularly recording significant numbers of visits and page visits.

Its highly innovative character, a pioneer in many types of content, has also meant that TVI has achieved leadership as a benchmark in social networks and apps, with its most recent launch, TVI Player, being a total success and one of the best examples of the company's continued ability to create and anticipate market trends.

In addition to its generalist channel, TVI owns TVI24, a news channel that achieved leadership in 2015 in its segment in prime time, TVI Fiction, +TVI and TVI International, which brings the station's contents to more than 2.3 million viewers in 14 countries.