



# Market indicators: Updated number of subscribers per channel and per States

NUMBER  
**155**

January of 2010 - Year XIV

**Nº 155** - January of 2010 - Year XIV  
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## Preface

This month **PTS** publishes its quarterly update of the number of subscribers per channel and per state throughout Brazil. As usual, the numbers refer to subscribers who were connected (receiving programming) and fully paid up at the end of the period, in this case September, 2009. Thus they exclude “complimentary subscriptions”, delinquent subscribers who had not yet been disconnected and estimated viewers per subscription point.

In the Market Survey section, **PTS** publishes findings of 16th survey profiling pay-TV subscribers in metropolitan areas of Brazil, conducted in partnership with IBOPE. This issue focuses on evaluation of channel’s packages offered by operators.



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## Channel coverage September - October/2009

PTS calculates coverage by channel and state based on the number of connected and paying subscribers at the end of September/2009.

Because the main programmers operating in Brazil are remunerated in terms of the average number of subscribers for the previous month, PTS presents these figures with reference to September - October/09. Thus while there may be a difference between the data published here and the main programmers' own figures for September/09, the gap should not be greater than 5%. Numbers in blue were supplied by programmers (showing a margin of error of less than 5% compared with figures calculated by PTS). Numbers in black were calculated by PTS.

A&E	
<b>Programmer: A&amp;E Television Networks</b>	
SP	973.367
RJ	358.375
MG	131.830
PR	92.435
SC	51.489
DF	52.631
Satellite and other States	2.230.469
<b>Total</b>	<b>3.890.596</b>

Animal Planet	
<b>Programmer: Discovery Brasil Networks</b>	
SP	1.213.737
RJ	552.400
MG	141.904
SC	131.670
PR	128.552
RS	125.850
DF	68.142
PE	43.081
AM	39.521
RN	38.310
CE	35.284
Satellite and other States	1.547.228
<b>Total</b>	<b>4.065.679</b>

Source: Discovery Brasil

AXN	
<b>Programmer: Sony Pictures Entertainment</b>	
SP	1.276.977
RJ	409.742
MG	182.582
PR	139.495
RS	131.200
SC	98.059
DF	78.554
GO	35.574
CE	33.502
ES	26.283
Satellite and other States	2.106.402
<b>Total</b>	<b>4.518.370</b>

Bandnews	
<b>Programmer: Newco</b>	
SP	607.148
RJ	186.171
PR	92.511
SC	60.081
MG	37.206
PB	22.687
Satellite and other States	1.317.737
<b>Total</b>	<b>2.323.541</b>

Source: Newco

Bandsports	
<b>Programmer: Newco</b>	
SP	367.487
RJ	121.495
PR	62.027
SC	42.188
MG	29.869
RN	21.275
Satellite and other States	1.224.038
<b>Total</b>	<b>1.868.379</b>

Source: Newco

BBC	
<b>Programmer: BBC</b>	
SP	392.214
RJ	159.148
RS	90.769
MG	89.755
PR	50.933
DF	46.237
SC	32.956
Satellite and other States	1.325.038
<b>Total</b>	<b>2.187.050</b>

Source: Castalia Communications Corp

Bloomberg Television	
<b>Programmer: Bloomberg Television</b>	
SP	537.355
RJ	312.082
MG	73.407
RS	55.501
DF	46.281
PR	39.156
SC	31.607
CE	23.733
Satellite and other States	1.375.726
<b>Total</b>	<b>2.494.848</b>

Source: Bloomberg

Boomerang	
<b>Programmer: Turner International</b>	
SP	1.113.960
RJ	417.758
MG	134.756
PR	116.887
RS	114.790
SC	81.829
DF	81.494
RN	42.757
ES	25.665
GO	23.920
CE	23.290
AM	20.959
Satellite and other States	1.519.105
<b>Total</b>	<b>3.717.170</b>



## Channel coverage September - October/2009

### Canal Brasil

**Programmer:** Globosat

SP	623.253
RJ	265.446
RS	73.659
PR	72.462
MG	67.805
DF	50.964
SC	42.875
Satellite and other States	1.349.028
<b>Total</b>	<b>2.545.492</b>

Source: Globosat

### Cartoon Network

**Programmer:** Turner International

SP	1.213.899
RJ	420.530
RS	195.701
MG	179.974
PR	142.652
SC	106.837
DF	81.957
RN	39.999
ES	37.602
CE	35.611
GO	32.072
PE	27.620
AM	24.151
MS	20.114
Satellite and other States	2.154.094
<b>Total</b>	<b>4.712.812</b>

### Cinemax

**Programmer:** HBO

SP	317.617
RJ	91.018
PR	35.826
DF	12.065
Satellite and other States	618.544
<b>Total</b>	<b>1.075.070</b>

### CNN

**Programmer:** Turner International

SP	983.004
RJ	365.595
MG	138.592
PR	105.295
RS	99.888
DF	75.625
SC	64.583
GO	27.761
CE	27.916
PE	26.314
ES	20.931
RN	19.825
AM	20.227
Satellite and other States	1.656.109
<b>Total</b>	<b>3.631.667</b>

### Discovery Channel

**Programmer:** Discovery Networks

SP	1.692.814
RJ	538.672
RS	252.927
MG	228.749
PR	179.350
SC	148.927
DF	106.602
AM	63.719
CE	48.605
PE	46.789
GO	44.797
ES	37.907
RN	29.852
Satellite and other States	1.912.949
<b>Total</b>	<b>5.332.660</b>

Source: Discovery Brasil

### Discovery Home & Health

**Programmer:** Discovery Networks

SP	1.311.482
RJ	598.221
MG	151.064
RS	130.700
PR	123.994
SC	93.482
DF	71.168
PE	44.994
AM	41.276
CE	36.851
AL	31.101
Satellite and other States	1.531.820
<b>Total</b>	<b>4.166.154</b>

Source: Discovery Brasil

### Discovery Kids

**Programmer:** Discovery Networks

SP	1.821.785
RJ	652.097
MG	314.805
RS	271.046
PR	221.785
SC	196.668
DF	140.730
PE	67.457
CE	66.456
ES	53.931
GO	52.012
BA	39.608
AM	37.091
RN	36.994
MS	32.923
AL	29.421
Satellite and other States	2.126.622
<b>Total</b>	<b>6.161.430</b>

Source: Discovery Brasil

### Discovery Travel & Living

**Programmer:** Discovery Networks

SP	707.935
RJ	114.009
MG	76.648
AM	48.499
PR	47.078
RN	40.829
Satellite and other States	2.113.432
<b>Total</b>	<b>3.148.430</b>

Source: Discovery Brasil



## Channel coverage September - October/2009

### Discovery Turbo, Science, Civilization

**Programmer:** Discovery Networks

SP	282.194
RJ	165.355
MG	47.069
RS	41.455
PR	30.327
DF	32.408
Satellite and other States	134.404
<b>Total</b>	<b>733.212</b>

Source: Discovery Brasil

### Disney Channel

**Programmer:** Walt Disney Company

SP	1.512.752
RJ	343.411
MG	138.730
RS	149.825
PR	101.790
SC	85.993
DF	70.019
GO	33.596
AM	21.157
RN	20.957
Satellite and other States	2.045.490
<b>Total</b>	<b>4.523.720</b>

Source: Disney & ESPN Media Networks

### Disney XD

**Programmer:** Walt Disney Company

SP	1.074.674
RJ	291.924
MG	103.032
RS	101.073
PR	76.076
SC	63.977
DF	61.581
CE	31.208
AL	25.140
PB	29.448
Satellite and other States	1.864.188
<b>Total</b>	<b>3.722.321</b>

Source: Disney & ESPN Media Networks

### E! Entertainment

**Programmer:** E! Entertainment Television

SP	577.433
RJ	228.564
MG	109.373
PR	72.429
SC	45.034
Satellite and other States	1.935.236
<b>Total</b>	<b>2.968.069</b>

### ESPN

**Programmer:** ESPN International

SP	1.052.759
RJ	322.770
MG	185.893
PR	105.661
RS	101.967
SC	82.269
DF	70.857
PE	23.656
CE	31.203
ES	23.914
GO	20.241
AM	28.627
RN	42.610
MS	13.003
AL	24.770
PB	29.460
Satellite and other States	1.578.082
<b>Total</b>	<b>3.737.740</b>

Source: Disney & ESPN Media Networks

### ESPN Brasil

**Programmer:** ESPN Brasil

SP	861.902
RJ	308.699
MG	112.838
PR	88.906
RS	79.293
SC	70.414
DF	61.337
CE	29.243
ES	23.562
RN	21.440
Satellite and other States	1.749.661
<b>Total</b>	<b>3.407.294</b>

Source: Disney & ESPN Media Networks

### Eurochannel

**Programmer:** Eurochannel

SP	250.000
RJ	90.000
MG	65.000
PR	65.000
Satellite and other States	1.380.000
<b>Total</b>	<b>1.850.000</b>

Source: InteracTV

### Fashion TV Brasil

**Programmer:** Turner International

SP	124.803
RJ	88.543
MG	19.905
RS	19.431
PR	15.645
DF	14.883
ES	14.231
Satellite and other States	1.375.842
<b>Total</b>	<b>1.673.283</b>



## Channel coverage September - October/2009

### Fox

**Programmer: Fox**

SP	1.471.167
RJ	462.300
MG	213.377
RS	214.086
PR	180.722
SC	130.108
DF	104.436
CE	44.075
Satellite and other States	2.605.441
<b>Total</b>	<b>5.425.712</b>

Source: FOX Film do Brasil

### Fox Life

**Programmer: Fox**

SP	700.166
RJ	317.653
MG	82.193
RS	51.258
PR	71.409
SC	36.138
DF	48.145
Satellite and other States	1.727.034
<b>Total</b>	<b>3.033.996</b>

Source: FOX Film do Brasil

### Fox News

**Programmer: Fox**

SP	358.888
RJ	157.850
MG	44.042
RS	71.750
PR	30.930
SC	13.325
DF	34.557
CE	26.650
Satellite and other States	1.384.745
<b>Total</b>	<b>2.122.738</b>

Source: FOX Film do Brasil

### FX

**Programmer: Fox**

SP	1.136.415
RJ	389.113
MG	147.034
RS	116.300
PR	118.400
SC	76.252
DF	73.124
Satellite and other States	1.806.815
<b>Total</b>	<b>3.863.453</b>

Source: Fox Film do Brasil

### Globonews

**Programmer: Rede Globo**

SP	1.728.439
RJ	462.093
RS	286.371
MG	255.182
PR	180.901
DF	111.544
SC	108.478
GO	71.289
AM	46.191
CE	30.361
PE	29.958
MS	29.519
ES	28.794
Satellite and other States	2.260.478
<b>Total</b>	<b>5.629.598</b>

Source: Globosat

### GNT

**Programmer: Globosat**

SP	1.333.241
RJ	416.150
RS	217.835
MG	190.716
PR	129.501
DF	93.002
SC	91.567
GO	41.508
AM	30.796
PE	28.896
CE	25.921
ES	22.908
MS	22.857
Satellite and other States	2.218.079
<b>Total</b>	<b>4.862.977</b>

Source: Globosat

### Hallmark

**Programmer: Hallmark**

RJ	28.861
MG	23.624
SP	11.803
CE	8.029
PR	6.617
SC	5.442
Satellite and other States	1.792.685
<b>Total</b>	<b>1.877.061</b>

Source: FOX Film do Brasil

### HBO

**Programmer: HBO**

SP	401.335
RJ	141.115
PR	45.430
MG	37.199
RS	29.192
DF	23.945
SC	22.216
Satellite and other States	663.577
<b>Total</b>	<b>1.364.009</b>



## Channel coverage September - October/2009

### HBO Family

**Programmer: HBO**

SP	248.478
RJ	71.946
PR	14.037
RS	10.972
MG	10.638
SC	4.642
Satellite and other States	530.837
<b>Total</b>	<b>891.550</b>

### HBO Plus

**Programmer: HBO**

SP	365.680
RJ	132.691
PR	37.750
RS	29.176
MG	21.940
SC	21.805
Satellite and other States	607.050
<b>Total</b>	<b>1.216.092</b>

### History Channel

**Programmer: A&E Television Networks**

SP	1.130.331
MG	154.970
PR	104.348
AM	24.593
Satellite and other States	2.556.931
<b>Total</b>	<b>3.971.173</b>

### Max Prime

**Programmer: HBO**

SP	317.617
RJ	91.018
PR	35.826
DF	12.065
Satellite and other States	618.544
<b>Total</b>	<b>1.075.070</b>

### Megapix

**Programmer: Globosat**

SP	986.739
RJ	328.475
MG	116.576
RS	105.433
PR	84.293
DF	78.222
SC	45.991
CE	23.467
GO	20.710
Satellite and other States	1.039.581
<b>Total</b>	<b>2.829.487</b>

### MGM

**Programmer: MGM**

SP	579.960
RJ	362.391
RS	64.436
MG	80.590
PR	53.917
SC	52.352
DF	39.545
CE	19.282
AM	15.759
Satellite and other States	1.280.769
<b>Total</b>	<b>2.549.000</b>

### MTV\*

**Programmer: MTV Brasil**

SP	336.838
SC	141.314
GO	69.523
RS	52.997
RJ	41.008
CE	40.940
MG	33.292
PR	25.474
PB	25.474
Satellite and other States	334.814
<b>Total</b>	<b>1.101.671</b>

### Multishow

**Programmer: Globosat**

SP	1.728.210
RJ	462.093
RS	286.365
MG	254.086
PR	180.900
DF	111.544
SC	108.478
GO	71.289
AM	46.191
CE	30.164
PE	29.958
MS	29.519
ES	28.794
Satellite and other States	2.256.083
<b>Total</b>	<b>5.623.674</b>

Source: MGM Latin America

Source: MTV Brasil  
\*Broadcast via UHF to main Brazilian cities.

Source: Globosat



## Channel coverage September - October/2009

### National Geographic

**Programmer:** National Geographic

SP	1.850.632
RJ	524.563
MG	264.654
RS	286.007
PR	219.128
SC	135.803
DF	125.820
CE	28.700
Satellite and other States	2.693.661
<b>Total</b>	<b>6.128.968</b>

Source: Fox Film do Brasil

### Nickelodeon

**Programmer:** Viacom Networks Brasil

SP	1.135.121
RJ	390.552
RS	189.046
MG	153.573
PR	113.462
SC	88.749
DF	78.483
GO	32.167
RN	27.792
CE	23.360
AM	22.885
ES	22.559
AL	20.393
Satellite and other States	1.967.214
<b>Total</b>	<b>4.265.356</b>

Source: Nickelodeon

### People + Arts

**Programmer:** Discovery Networks

SP	1.278.235
RJ	493.725
BA	416.571
RS	240.665
MG	211.490
SC	141.987
PR	138.897
DF	77.626
PE	49.494
CE	36.011
GO	33.553
ES	31.043
AM	29.031
Satellite and other States	1.750.739
<b>Total</b>	<b>4.929.067</b>

Source: Discovery Brasil

### Sci-Fi

**Programmer:** Sci-Fi

SP	491.433
RJ	254.583
MG	74.518
RS	54.393
DF	45.040
PR	43.445
SC	20.413
Satellite and other States	1.178.001
<b>Total</b>	<b>2.161.825</b>

Source: Fox Films do Brasil

### Sony

**Programmer:** Sony Entertainment Television

SP	1.346.265
RJ	449.346
RS	209.654
MG	199.972
PR	160.789
SC	119.480
DF	88.368
CE	36.636
GO	36.955
ES	34.550
PE	31.412
Satellite and other States	2.215.764
<b>Total</b>	<b>4.929.191</b>

### Space

**Programmer:** Turner International

RJ	95.010
RN	16.039
ES	15.381
SP	210.500
MA	7.683
MG	15.885
RS	11.020
Satellite and other States	1.790.000
<b>Total</b>	<b>2.161.519</b>

### Speed

**Programmer:** Fox

SP	352.305
RJ	175.328
MG	38.815
RS	35.521
PR	35.281
SC	12.744
DF	34.673
Satellite and other States	1.297.899
<b>Total</b>	<b>1.982.565</b>

Source: Fox Film do Brasil

### Sportv

**Programmer:** Globosat

SP	1.325.950
RJ	416.150
RS	211.064
MG	190.716
PR	125.541
DF	93.002
SC	91.567
GO	41.508
AM	30.796
PE	28.896
CE	25.993
ES	22.908
MS	22.857
Satellite and other States	2.173.092
<b>Total</b>	<b>4.800.040</b>

Source: Globosat



## Channel coverage September - October/2009

### Sportv 2

**Programmer:** Globosat

SP	1.325.950
RJ	415.909
RS	210.464
MG	189.429
PR	125.541
DF	93.002
SC	91.567
GO	41.508
AM	30.796
PE	28.896
CE	25.993
MS	22.857
ES	21.743
Satellite and other States	2.129.119
<b>Total</b>	<b>4.752.774</b>

Source: Globosat

### TCM

**Programmer:** Turner International

SP	674.420
RJ	307.180
MG	90.960
PR	67.563
RS	61.271
SC	35.970
ES	16.107
RN	15.440
Satellite and other States	1.657.605
<b>Total</b>	<b>2.926.517</b>

### TA, TL, TP and TC

**Programmer:** Globosat

SP	545.382
RJ	262.085
RS	89.911
MG	65.965
PR	52.902
DF	51.858
SC	47.190
Satellite and other States	1.139.405
<b>Total</b>	<b>2.254.698</b>

Source: Globosat

### Telecine Premium

**Programmer:** Globosat

SP	550.822
RJ	270.522
RS	93.382
MG	65.965
DF	53.711
PR	53.433
SC	48.005
Satellite and other States	1.150.057
<b>Total</b>	<b>2.285.897</b>

### TNT

**Programmer:** Turner International

SP	1.407.653
RJ	465.088
RS	214.962
MG	210.397
PR	167.735
SC	115.632
DF	89.425
RN	46.160
CE	39.505
ES	39.212
GO	37.663
AM	37.657
PB	33.200
PE	30.439
AL	29.420
MS	23.064
Satellite and other States	2.163.733
<b>Total</b>	<b>5.150.945</b>

### TV5 Monde

**Programmer:** TV5 Monde

SP	358.301
RJ	262.370
RS	129.677
MG	115.945
DF	92.923
SC	70.352
PR	63.913
GO	24.924
CE	24.269
Satellite and other States	415.409
<b>Total</b>	<b>1.558.083</b>

Source: Media Mundi

### TV Rá-Tim-Bum

**Programmer:** TV Cultura

SP	762.200
RJ	182.493
MG	63.974
DF	33.278
SC	25.051
AM	11.500
PR	43.982
RS	32.547
Satellite and other States	1.375.401
<b>Total</b>	<b>2.530.426</b>

Source: TV Rá-Tim-Bum

### TVE International

**Programmer:** TVE International

SP	700.000
RJ	290.000
RS	160.000
PR	80.000
SC	60.000
Satellite and other States	610.000
<b>Total</b>	<b>1.900.000</b>

Source: InteractV



## Channel coverage September - October/2009

### Universal Channel

**Programmer:** USA Brasil

SP	1.578.463
RJ	425.611
RS	280.697
MG	210.311
PR	173.107
SC	115.416
DF	111.544
GO	72.241
AM	46.191
CE	30.164
PE	29.826
ES	28.679
MS	28.512
Satellite and other States	1.831.018
<b>Total</b>	<b>4.961.780</b>

Source: Globosat

### VH1

**Programmer:** Viacom Networks

SP	524.586
RJ	197.679
MG	89.822
RS	39.832
DF	35.965
PR	34.016
Satellite and other States	1.840.349
<b>Total</b>	<b>2.762.248</b>

Source: Viacom Networks Brasil

### VH1 Mega Hits

**Programmer:** Viacom Networks

SP	377.356
RJ	174.201
MG	55.779
RS	36.272
DF	35.965
PR	32.357
Satellite and other States	1.891.388
<b>Total</b>	<b>2.603.317</b>

Source: Viacom Networks Brasil

### Warner

**Programmer:** Warner Channel

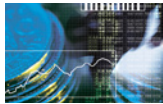
SP	1.347.706
RJ	448.930
RS	209.880
MG	195.844
PR	161.679
SC	118.151
DF	83.037
CE	36.634
GO	35.304
ES	35.297
PE	29.725
Satellite and other States	2.171.307
<b>Total</b>	<b>4.873.494</b>



## Channel coverage September - October/2009

### Other channels

Channel	Language	Genre	Origin	Channel	Language	Genre	Origin
<b>Over 3 millions</b>							
TV Brasil	Port	Variety	Brazilian	NHK	Jap	Ethic	Foreign
TV Câmara	Port	Politic	Brazilian	TV Gospel	Port	Religious	Brazilian
TV Justiça	Port	Politic	Brazilian	Woohoo	Port	Sports	Brazilian
TV Legislativa	Port	Politic	Brazilian	<b>From 250,000 to 500,000</b>			
TV NBr	Port	Politic	Brazilian	Biography Channel	Eng/Port	Documentaries	Brazilian
TV Senado	Port	Politic	Brazilian	Cine Brasil	Port	Movies	Brazilian
<b>From 1,5 million to 3 millions</b>				Esotérico	Port	Esoteric	Brazilian
Animax	Spa/Port	Children's-Juvenile's	Foreign	Golf Channel	English	Sports	Foreign
Canal Comunitário	Port	Variety	Brazilian	Rede Gênese	Port	Religious	Brazilian
Canal Universitário	Port	Variety	Brazilian	RTPi	Port	Ethic	Foreign
Deutsche Welle	Ger/Ing	Ethic	Foreign	The Concert Channel	Eng	Music	Foreign
Mosaico	Port	Guide	Brazilian	TV Jóquei	Port	Sports	Brazilian
Mosaico Adulto	Port	Guide	Brazilian	TVA no ar	Port	Guide	Brazilian
Mosaico Infantil	Port	Guide	Brazilian	<b>Up to 250 ,000 subscribers</b>			
Mosaico Interativo	Port	Guide	Brazilian	Abu Dhabi	Arabic	Ethic	Foreign
MTV Hits	Port	Music	Foreign	Argentina Televisora C	Spanish	Ethic	Foreign
Net TV	Port	Guide	Brazilian	Baby TV	Port	Children's	Foreign
Passo a passo	Port	Guide	Brazilian	HTV	Spanish	Music	Foreign
RAI	Italian	Ethic	Foreign	I.Sat	Spanish	Variety	Foreign
SIC International	Port	Variety	Foreign	Infinito	Spanish	Esoteric	Foreign
TV Climatempo	Port	Metheorologic	Brazilian	Movietraxx	English	Music	Foreign
<b>From 500,000 to 1,5 million</b>				Much Music	Spanish	Music	Foreign
Art Latino	Arabic	Ethic	Foreign	Multipremier	Port	Movies	Foreign
Casa Club TV	Port	Lifestyle	Foreign	Nick Jr	Port	Children's	Foreign
CNN Espanhol	Spanish	News	Foreign	NSC	Port	Sports	Brazilian
Film & Arts	Port	Variety	Foreign	Playhouse Disney	Port	Children's	Foreign
ManagemenTV	Port	Business	Brazilian	Rit	Port	Religious	Brazilian
				Syrian Channel	Port	Ethic	Foreign
				Telehit	Spanish	Music	Foreign



## Channel coverage September - October/2009

### Outros canais

Channel	Language	Genre	Origin	Channel	Language	Genre	Origin
Telesur	Spanish	News	Foreign	Sexy Zone	Eng	Erotic	Foreign
Tooncast	Port	Children's-Juvenile's	Foreign	Venus	Spanish/Port	Erotic	Foreign
TruTV	English	Variety	Foreign	<b>Interactive channel</b>			
TV Alphaville	Port	Local channel	Brazilian	Cartoon Games	Port	Interactive games	Foreign
TV Coréia	Corean	Etnic	Foreign	Games	Port	Interactive games	Brazilian
Venezuela	Spanish	Etnic	Foreign	Playin' TV	Port	Interactive games	Brazilian
VH1 Classic	English	Music	Foreign	<b>HD channel</b>			
Worldnet	English	Informative	Foreign	Cine Sky HD	Port	Films HD	Brazilian
<b>A la carte and pay-per-view channels</b>				Discovery Theater HD	Port	Documentary	Foreign
Big Brother Brasil	Port	Events	Brazilian	ESPN HD	Port	Sports	Foreign
Brasileirão Interativo	Port	Sports	Brazilian	FOX HD	Port	Films and series	Foreign
Buttman TV	Port	Erotic	Brazilian	Globosat HD	Port	Variety	Brazilian
Canal Adulto	Eng/Port	Erotic	Brazilian	HBO HD	Port	Film and series	Brazilian
Cine Sex	Port	Erotic	Brazilian	MGM HD	Port	Movies	Brazilian
Forman	Port	Erotic	Foreign	MTV HD	Port	Variety	Brazilian
Hentai	Eng/Port	Erotic	Foreign	Multishow HD	Port	Variety	Brazilian
Hustler TV	Ing	Erotic	Foreign	National Geographic HD	Port	Documentary	Brazilian
NHK Premium	Japoneso	Etnic	Foreign	Rush HD	English	Sports	Brazilian
Penthouse	Eng/Port	Erotic	Foreign	Sex Zone HD	English	Erotic	Brazilian
Planet Sex	Port	Erotic	Brazilian	Space HD	Port	Esoteric	Brazilian
Playboy	Eng/Port	Erotic	Foreign	TNT HD	Port	Movies	Brazilian
Premiere	Port	Events	Brazilian				
Premiere Combate	Eng/Port	Sports	Foreign				
Premiere Filmes	Eng/Port	Movies	Brazilian				
Premiere Futebol	Port	Sports	Brazilian				
Private Gold	Eng/Port	Erotic	Foreign				
Sexy Hot	Port	Erotic	Brazilian				
Sexy TV	Eng/Port	Erotic	Brazilian				



# Channel packages considered good by subscribers

Even those who intend to cancel pay-TV service give package offerings good ratings.

**P**TS continues to publish the findings of the 16th survey profiling pay-television subscribers in the main metropolitan areas of Brazil, conducted in partnership with IBOPE. This issue focuses on subscribers' assessments of the channel packages offered by operators. The study also analyzes interviewees' opinions in a breakdown by operator and cross-tabulated with the variable "intent in respect of service".

**Methodology:** The survey consisted of personal interviews based on structured questionnaires with open-end and closed-end questions. Data were collected in the period January 19-February 2, 2009, in 11 major metropolitan areas: Brasília, Belo Horizonte, Campinas, Curitiba, Florianópolis, Fortaleza, Porto Alegre, Recife, Rio de Janeiro, Salvador, and São Paulo. The sample comprised 17,215 individuals, with pay-TV subscribers accounting for 2,353 or 13.6% of the total, proportionately distributed among the metropolitan areas surveyed. As in previous surveys, socioeconomic categories A, B, C and D/E were covered according to the Brazilian classification. This time class A accounted for 3% of the interviews, B for 30%, C for 47%, and D/E for 20%. Levels of educational attainment were in line with the averages for the Brazilian population, with 37% having completed secondary school or holding a university degree. The sample was balanced in terms of age groups: 20% were aged 10-19, 22% were 20-29 years old, 18% were aged 30-39, 16% were 40-49 years old, and 24% were aged 50 or over. Women accounted for 53%



of the sample.

For pay-TV subscribers interviewed only, the socioeconomic breakdown was as follows: 71% A/B, 27% C, and 2% D/E.

Respondents broke down as follows by the service provider to which they subscribed: Net 55%, Sky 26%, TVA 7%, Telefonica 4%, other 8%. Classes A and B accounted for the largest proportion of the service providers' subscriber bases, with D/E

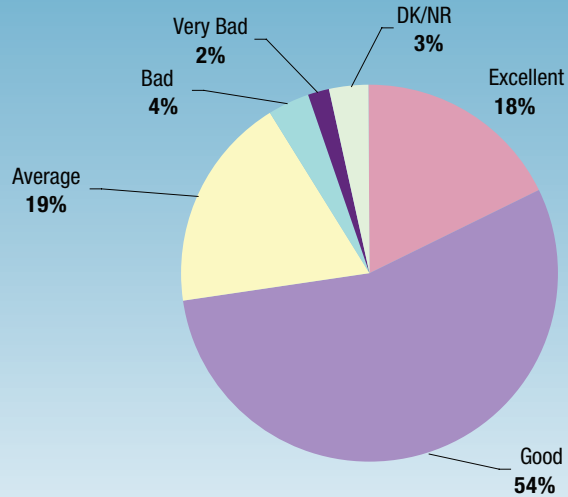
accounting for at most 2%.

**Conclusions:** Most pay-TV subscribers (54%) rated the channel packages offered by operators "good", with about 19% rating them "average" and 18% "excellent".

A breakdown by operator shows 54% of subscribers to Sky rating its packages "good", 23% "excellent", and 18% "average". In the case of subscribers to Net, 56% rated them "good", 21% "average", and 18% "excellent". Among subscribers to TVA, 54% rated them "good", 22% "excellent", and 17% "average". The same trend in opinions on channel packages can be seen in the chart that shows the results found by cross-tabulating package ratings with intent in respect of pay-TV service. Over half of those who said they planned to stay with the same operator and channel package rated the types of package offered "good", with 21% rating them "excellent" 15% "average". Among those who were minded to change to a different package, 54% rated the package offering "good", with 25% opting for "average". Some 40% of those who said they would like to switch to a different operator rated the packages available "average", and 34% of those who wanted to cancel the service said they were "good".



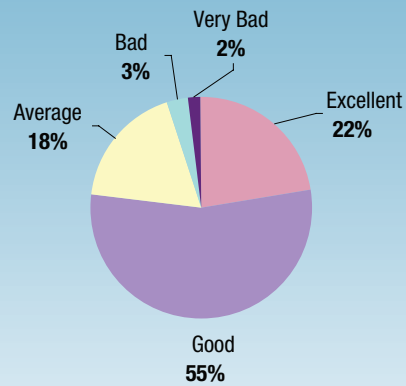
### Subscribers' assessments of the channel package



Base: 2.353 interviews

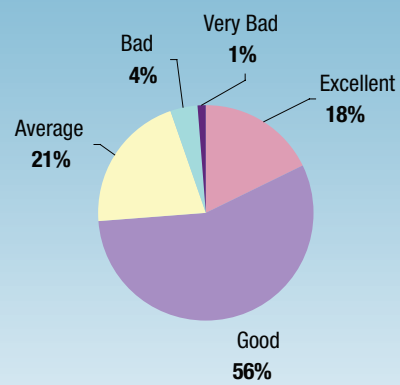
### By operator

#### SKY



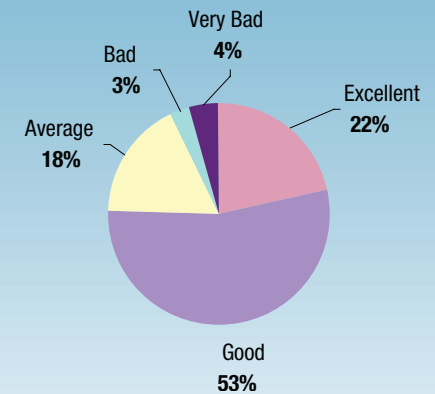
Base: 598 interviews

#### NET



Base: 1.292 interviews

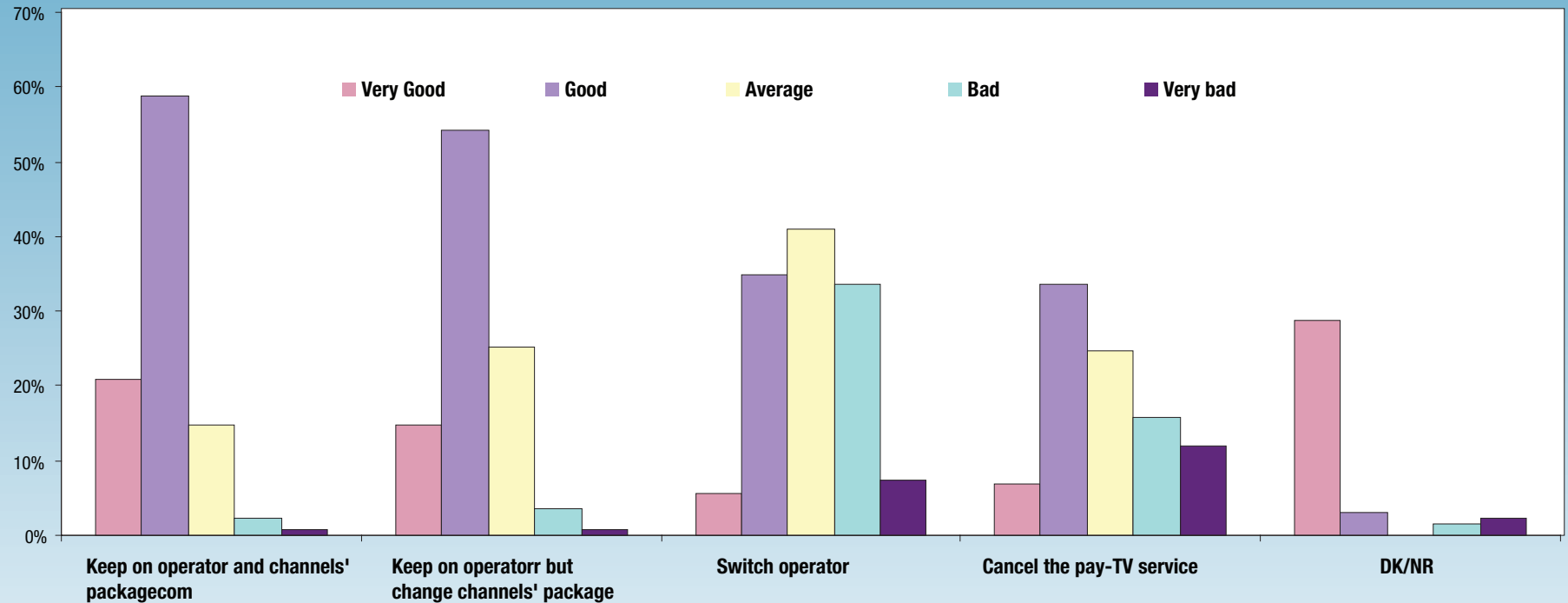
#### TVA



Base: 171 interviews



### Subscribers' assessments of the channel package X Intent in respect of service



Base: 2,353 interviews  
Source of charts: PTS/BOPE.



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