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SIC INTERNACIONAL distributed in BRAZIL

SIC Internacional, which is the SIC international channel, will be distributed on Brazil satellite and cable networks from the August 2nd.

SIC has celebrated an agreement with Net Brasil for the distribution of SIC Internacional in all the Brazilian territory, through the operators NET (cable) and SKY (DTH). NET is the largest cable operator in Brazil and SKY is the leading pay-tv satellite operator. Both operators have a strong presence in the major brazilian cities, namely, Rio de Janeiro, S. Paulo, Brasília, Porto Alegre, Curitiba, Belo Horizonte and Recife, reaching almost one million family homes of Portuguese origin, representing a potential audience of 4 million spectators.

SIC Internacional reinforce its presence on the Portuguese speaking world, already available by cable or satellite in France, Switzerland, Luxemburg, USA, Canada, Angola, Mozambique, South Africa, Timor and Australia, with 24 hours broadcasting service live and in Portuguese.

The entrance in Brazil will allow SIC Internacional to be the main advertising vehicle to reach the Portuguese community living in Brazil.

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