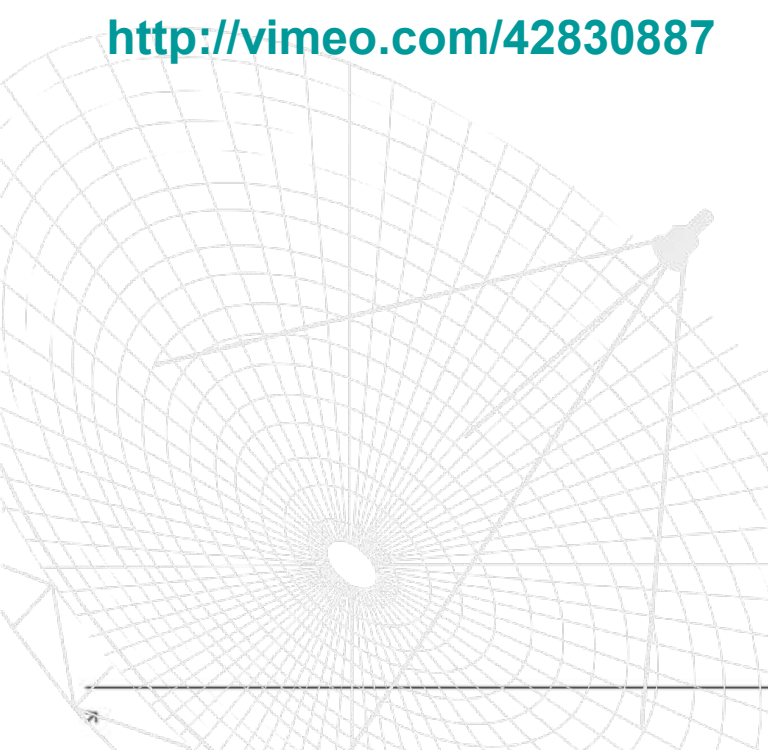




RTP
MADEIRA

Watch video about Madeira

<http://vimeo.com/42830887>





RTP-M (Madeira) belongs to RTP GROUP which headquarters are located in the mainland of Portugal

RTP-M (Madeira) is the regional channel for Madeira Island (that belongs to Portugal)

RTP GROUP is composed by

- 9 TV channels** (including 2 regional channels)
(RTP-M for Madeira Archipelago and RTP A for Azores)
- 8 Radio channels**



RADIO AND TELEVISION OF PORTUGAL GROUP

9 TV CHANNELS



(FTA – NATIONAL)



RTP2

(FTA – NATIONAL)



RTP
INFORMAÇÃO

(CABLE – NEWS)



RTP
MEMÓRIA

(CABLE – MEMORY Ch.)



RTP
MADEIRA

(FTA – MADEIRA ISL.)



RTP
AZORES

(FTA – AZORES ISL.)



RTP
INTERNACIONAL

(SATELLITE
WORLDWIDE)



RTP
ÁFRICA

(SATELLITE
ÁFRICA)



RTP
MOBILE

(MOBILE via TELCOS)

8 RADIO CHANNELS



(GENERALIST - NATIONAL)



(THEMATIC - NATIONAL)



(GENERALIST – youngsters,
NATIONAL)



RDP
MADEIRA



RDP
MADEIRA

(GENERALIST – MADEIRA:
2 CHANNELS)



RDP
AZORES

(GENERALIST– AZORES ISL.)



RDP
INT.

(SATELLITE
WORLDWIDE)



RDP
ÁFRICA

(SATELLITE
ÁFRICA)



TV - 9 CHANNELS

□ 2 FREE TO AIR CHANNELS

- RTP 1 (generalist);
- RTP2 (culture & knowledge, in partnership with public & private institutions)

□ 2 THEMATIC CABLE CHANNELS

- RTP INFORMAÇÃO (24h. news, with regional focus);
- RTP MEMÓRIA (entertainment based in rtp archives)

□ 2 REGIONAL CHANNELS

- RTP MADEIRA – produced & telecasted in madeira island
- RTP AZORES – produced & telecasted in the azores islands

□ 2 INTERNATIONAL CHANNELS

- RTP INTERNATIONAL – broadcast globally to 200 million portuguese speakers worldwide (more than 35 million households);
- RTP AFRICA – dedicated to the portuguese speaking african countries

□ 1 MOBILE CHANNEL:

- RTP MOBILE RTP provides contents for 3G emission in 3 different mobile operators

Note: TV & radio channels are also available via web platform **>RTP PLAY**



RADIO - 8 CHANNELS

- ❑ **ANTENA 1** - news & generalist programming
- ❑ **ANTENA 2** - classical & world music
- ❑ **ANTENA 3** – young public

REGIONAL CHANNELS

- ❑ **RDP MADEIRA** – 2 regional channels
- ❑ **RDP AZORES** – 1 regional channel

2 INTERNATIONAL CHANNELS

- ❑ **RDP INTERNATIONAL** (broadcast globally to 200 million portuguese speakers worldwide)
- ❑ **RDP AFRICA** – dedicated to the portuguese speaking african countries

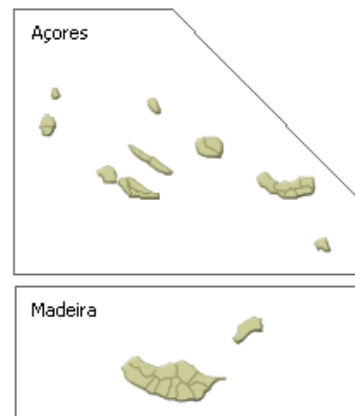




RTP-M is the regional channel for the Autonomous Region of Madeira (portuguese island)



Location:
32°39'N 16°55'





MAEDIRA LOCATION AND POPULATION

Madeira Archipelago is located in the Atlantic Ocean (978 Km from Lisbon)

- 8 islands but only 2 are populated

Madeira (the main island)

- 740,7 Km²
- about 250.000 inhabitants
- **Capital: Funchal (40% population)**
(where Cristiano Ronaldo was born)

Porto Santo (the smaller island)

- 42,5 Km²
- about 5.000 inhabitants





MADEIRA STATISTICS

GDP Madeira is about 5.224 million euro (2010 forecast)

GDP per capita 21,1 thousand euro

Gross Added Value by sectors (in %, 2010 forecast)

- **Primary sector: 1,7%**
- **Secondary sector: 14,1%**
- **Tertiary sector: 84,2% (Tourism is the most important: aprox. 30%)**

Tourists in Madeira / year: more than 1.000.000 (by cruise/airplain)

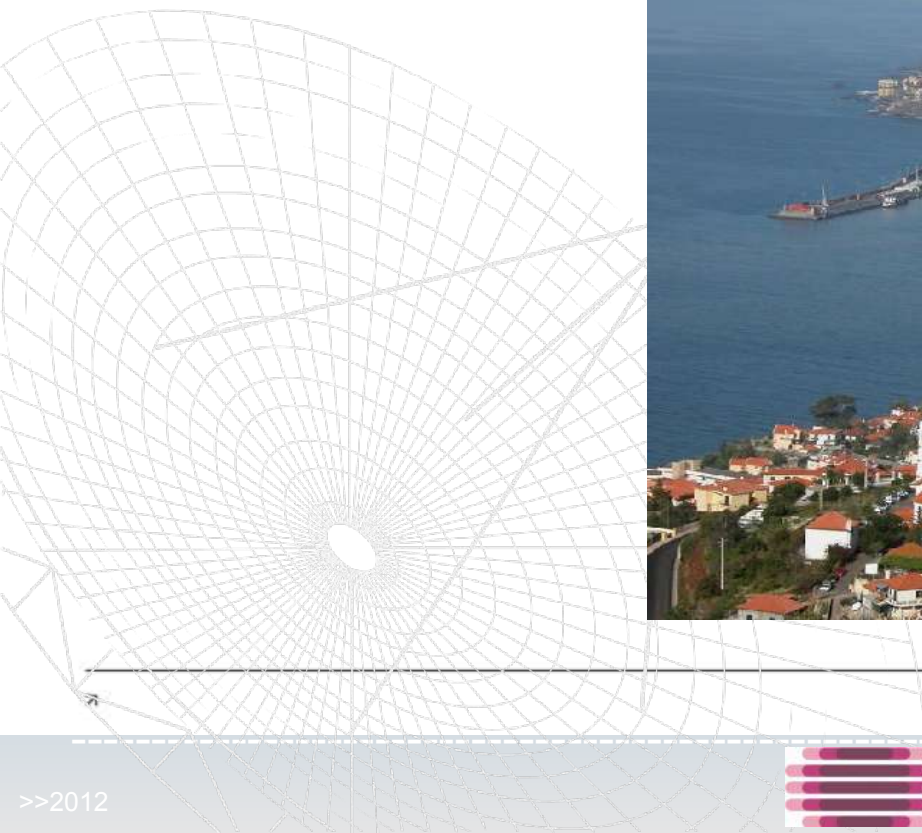
Population abroad (emigration):

Madeiran abroad estimated around 1.000.000 (mostly to Venezuela, South Africa, Brazil, etc)



RADIO AND TELEVISION OF PORTUGAL GROUP

Funchal - Madeira





RADIO AND TELEVISION OF PORTUGAL GROUP

Funchal – Madeira (gardens)





RADIO AND TELEVISION OF PORTUGAL GROUP



Madeira's Laurissilva Forest*

* The **Madeira Laurissilva Forests** were declared a UNESCO World Heritage Site in 1999



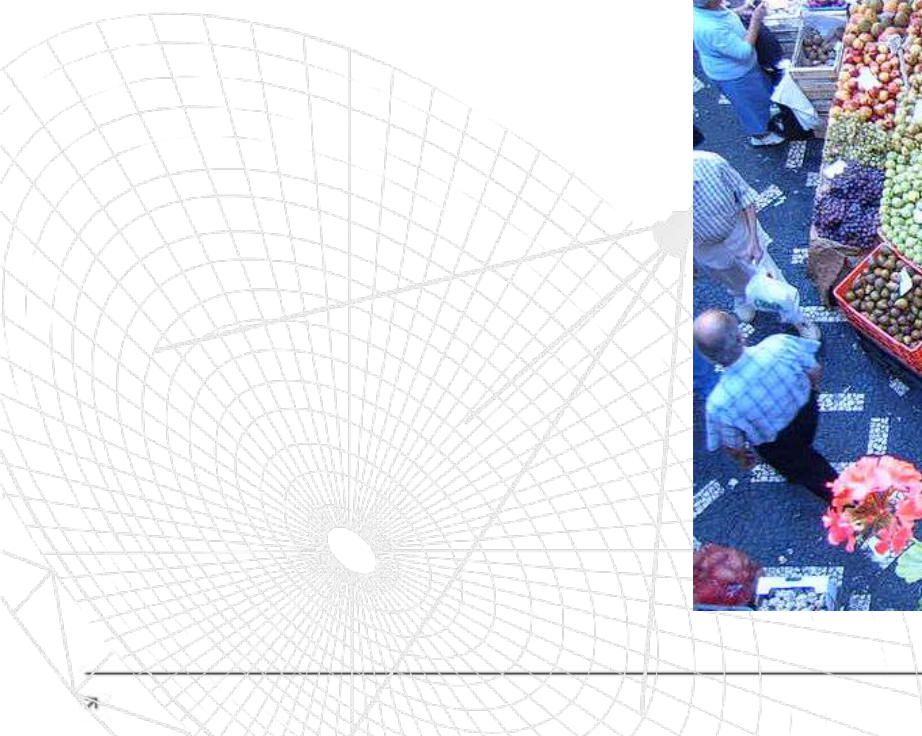


Madeira Flower Festival



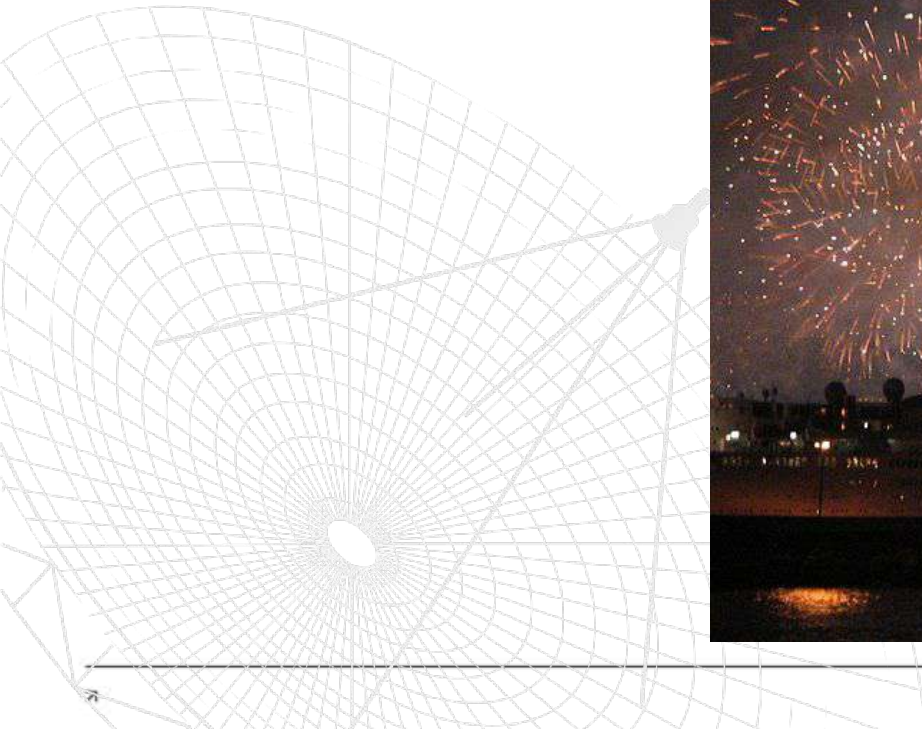


Funchal Local Market



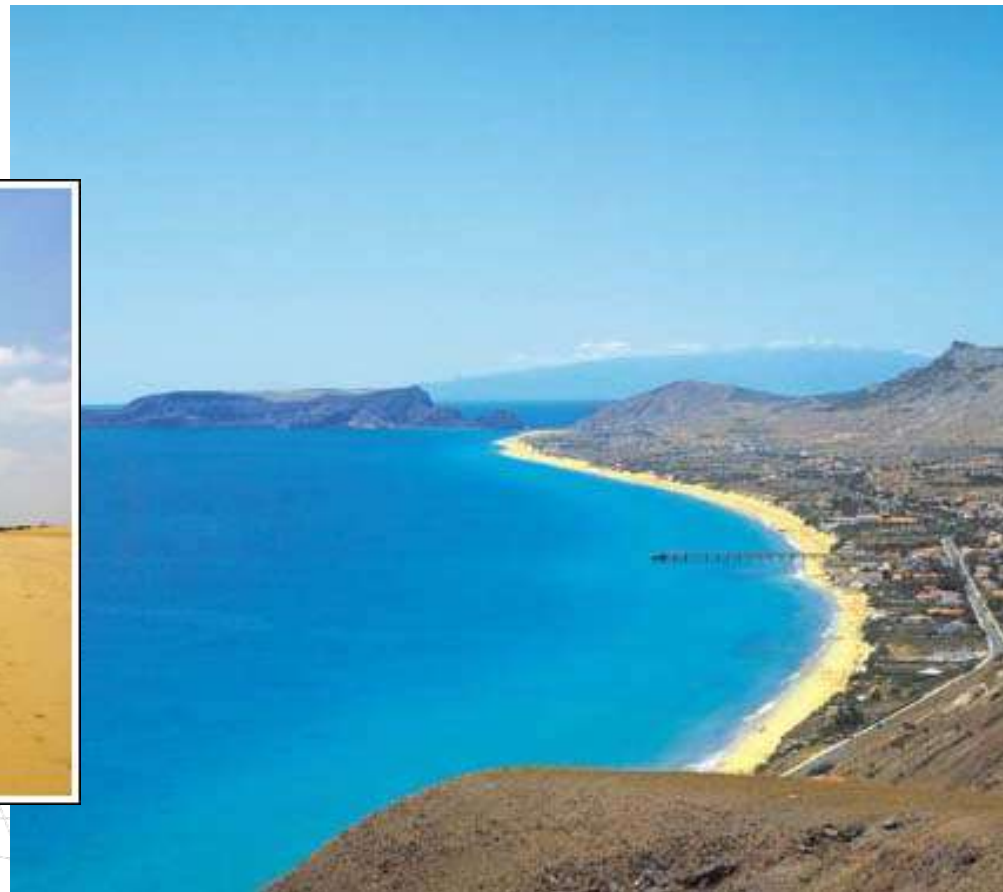


End of Year (fireworks)





Porto Santo Island





RTP-M RADIO AND TV

RTP-M includes:

- 1 television channel (RTP-Madeira)
- 2 radio channels (Antena 1 Madeira e Antena 3 Madeira)
- employes 133 workers (for both tv and radio)





TELEVISION TRANSMISSION

RTP-Madeira

- **24 hours daily emission**
- **Regional production concentrated between 7:00 and 24:00**
- **Before 19:00 the transmission is made simultaneously with RTP INFORMATION CHANNEL;**
- **Regional production can break TV emission at any time with news flash (when necessary)**



RADIO TRANSMISSION

Antena 1:

Generalist channel with prominence to information and sport, presents subjects of public interest, like humor, health, political comment, theatre and cinema, and others

- **Daily regional emission for 13 hours (begins at 7:00 and ends at 20:00)**
- **Regional production is concentrated between 7:00 and 20:00;**
- **After 20:00 the transmission is made simultaneously with the national channel (ANTENA 1).**

Antena 3:

Musical channel directed to young people, which broaches radical sports, live performances, cinema, theatre, dance, digital music...

- **100% local production.**





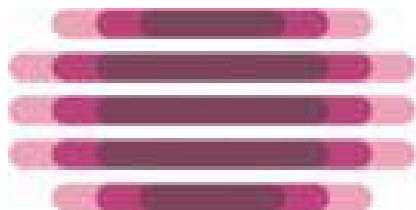
RTP-MADEIRA PRODUCTION

- ❑ **Regional news for “internal” consumption** (based upon daily matters of political, economics, civilian, sports, health)
- ❑ **Cultural and other local events** – Flower Festival, Carnival festivities, Funchal Jazz festival, Atlantic Festival (fireworks), Madeira Wine Festival, Columbu’s Festival, Madeira Wine Rally, Madeira Nature Festival, End of the Year festivities – promotional calendar (Madeira is a touristic island)
- ❑ **Documentary films** about nature, sea, tourism, architectonic patrimony, regional music and other “strenghts points”, which promotes the Archipelago of Madeira worldwide by International RTP Channel.

TV production is made regarding promotion of Madeira worldwide (namely in emigrants market)



RADIO AND TELEVISION OF PORTUGAL GROUP



RTP
MADEIRA

ANTENA **1** 

ANTENA **3** 

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