

# PAY TELEVISION

Pay television companies in Brazil have no reason to complain given the major growth in the number of subscribers and advertising revenue in recent years. From 2005 to now, the number of households that subscribe to pay TV has doubled. There are currently around nine million subscribing households according to data from the National Telecommunication Agency (Anatel). Data from the Inter-Media Project highlights the strong growth of the share of advertising in this medium. It accounted for 3.86% in 2010. In 2005, this figure was 2.3%.

There is optimism about the future. Companies believe in the potential for strong growth. This expectation is not limited to growth in the number of clients with the hi-

ghest purchasing power. The strengthening of the C class is seen as an excellent business opportunity for the carriers. Becoming well-known among the emerging classes attracts new advertisers, in addition to increased revenue from a larger audience.

In terms of programming, successful international series and blockbuster movies are solid attractions. Sport channels are also successful. News channels attract famous brands for their commercial breaks. Segmented topics attract audiences and advertisers interested in reaching specific audiences. Conditions also favor investment in Brazilian productions, even by international broadcasting companies. These initiatives are considered important for the channels to attract the public.

TOP 10 ADVERTISERS - PAY TV	
Advertiser	(US\$ 000)
COLGATE PALMOLIVE	28,790
RECKITT BENCKISER	27,252
SKY BRASIL	18,021
UNILEVER BRASIL	17,981
FIAT	13,984
CERAS JOHNSON	13,698
FORD	11,654
PROCTER & GAMBLE	11,650
AMBEV	10,310
MITSUBISHI	8,964