



## **SIC INTERNACIONAL EXPAND DISTRIBUTION ACROSS US THROUGH COMCAST**

A SIC Internacional is now available across all the US territory through Comcast. The partnership with the second largest US broadcasting operator, with 22.4 millions subscriber's, allows SIC Internacional to reinforce its the presence on Pay-TV, across several states such us California, Texas, Virginia or Pennsylvania. where until now only arrived by DTH. The SIC Internacional is now available in Portuguese language pack of the operator by 14.99 dollars or, "à lá carte", for 9.99 dollars.

The agreement marks another step on the expansion of SIC Internacional, offering USA subscribers the best of Portuguese television, through the partnership with Comcast. SIC, thus, reinforces its link with Portuguese communities over the of USA, where it's has been distributed for over 20 year's. The channel keeps the link between Portugal and the Portuguese communities throughout the word.

Nowadays SIC Internacional has 10 millions of spectators across the world, through cable, satellite or IPTV distributors. The channel is also present in France, Switzerland, Luxembourg, Belgium, Andorra, United Kingdom, Germany, US, Canada, Brazil, Australia, Mozambique, South Africa, Angola amd Cape Verde. A global position that gives SIC Internacional a leading role in the distribution of contents in Portuguese language.



IMPRESA has the largest number of channel broadcasting internationally. SIC Notícias is present in France, Andorra, Switzerland, Luxembourg, US, Canada, Mozambique, Angola, and SIC Radical, SIC Caras, and DStv Kids are present in Angola and Mozambique, on exclusive basis the last one. The SIC channels universe is distributed to 15 countries through 36 operators.

Lisbon, July 25<sup>th</sup>, 2018

**José Freire**

**Diretor Investor Relations IMPRESA**

**[jfreire@impresa.pt](mailto:jfreire@impresa.pt)**