



Presentation June 2023

Commercial Superintendence



20 years making a difference

Our History

RIT – International Television Network was born in 1999, in the city of Dourados, MS, with the mission of being the TV that makes the difference. Totally based on Christian values, it has always directed its programming grid to good news though its journalism core, where newsmen always have a character of Service Provision, Public Utility, Encouraging entrepreneurship, besides bringing facts of reality, but without forgetting to point out messages of hope. Within this vision, it also brings in its programming grid, content



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Christians, but who enjoy the heart of the viewer, regardless of their religion, through the programs produced by the Faith Core.

Its programming grid also has varied contents, such as cooking, children's and youth programs, music programs working a Gospel repertoire. All this content focuses on The Entertainment Center.

Yes, RIT throughout its history has been making a difference by discarding violence, immorality, pessimism, among others that are not harmful to the human soul, from its programming.

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The result of this work, is today we are in all national territory, with an acceptance of a qualified public, where 46,9% belonged to Class A and B, according to IBOPE.

Thank God, and alongside its visionary Founder, The Doctor R R Soares, this project called RIT became a reality, being since then a broadcaster always faithful to Christian principles that had guided it, composed of a team of quality professionals, and a qualified audience and opinion – former.

RIT will always be the TV that makes the difference !

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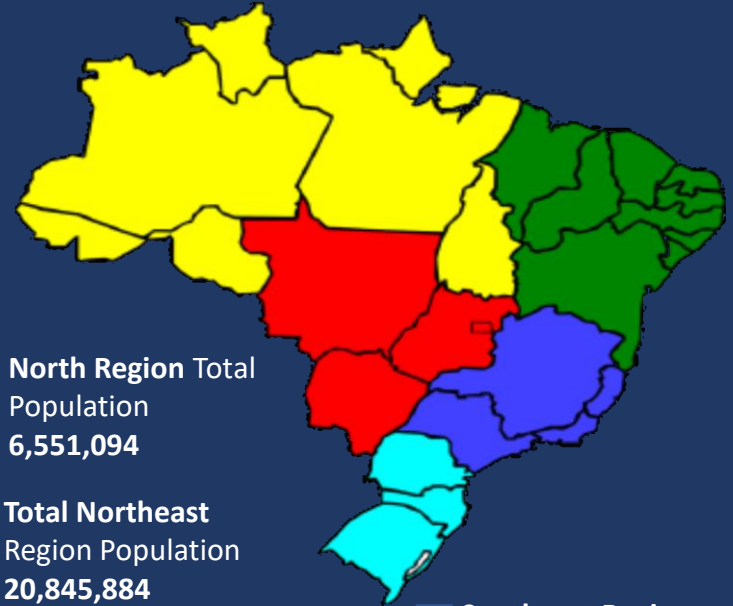
The importance of RIT lies in the ability to communicate with the entire gospel market, equipped with credibility and coherence throughout its programming. Television station with open signal, covering the entire National Territory and 70% of the Planet, with highly diversified programming. Geopolitical coverage of 50.48% of the Brazilian population, representing about 106 Million people nationwide, according to ANATEL - (sets of SeAC stations)

SOURCE: www.ibge.gov.br/ the Official Gazette on August 28, 2015).



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Population Reached



North Region Total Population
6,551,094

Total Northeast Region Population
20,845,884

Midwest Region Total Population
6.187.563

Southeast Region Total Population
67.993.092

Southern Region Total Population
4.505.214

Total: 106.082.847



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HOW TO ACCESS RIT

RIT is in 289 open channels throughout the country, in operators NET SP (12), NET BH (15), NET MANAUS (08), SKY (03), in all operators with DTH system such as VIVO TV (channel 235), CLARO TV (channel 131), OI TV (channel 138), CTBC (channel 715)*, in addition to satellite dishes, and Internet.

RIT can also be accessed in real time through social networks

facebook





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PROGRAMMING

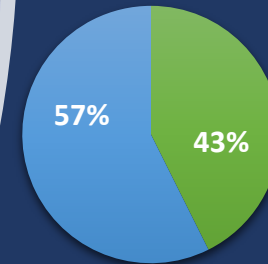
RIT has a diversified program, 24 hours, with journalistic content, entertainment, faith, children, sports, among others.

764.464 DIFFERENT INDIVIDUALS ACHIEVED IN GREATER SP*, in **June 2023**, according to IBOPE data.

Viewer Profile

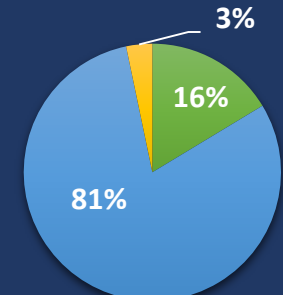
57% of Women; 10% in the 35-49 age group; and 16% present in Class AB. (June 2023)

Gender



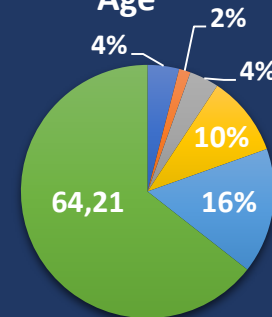
■ Homem ■ Mulher

Social Class



■ A e B ■ C ■ D e E

Age



■ 4 a 11 ■ 12 a 17 ■ 25 a 34
 ■ 35 a 49 ■ 50 a 59 ■ 60 ou mais

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