



Sociedade Gestora de Participações Sociais, SA.

IMPRESA Press Release – 3/2011, March 1st, 2011

SIC closes February with 22,9% audience share

In this month of February, the audience panel suffered an adjustment to adapt itself to the growing number of homes with pay-tv, either by cable, iptv or satellite. With this alteration, pay-tv will be present in 57.4% of the homes of the audience panel. With these changes, the cable channels registered a record audience level in February, without surprise, in exchange for a generalized fall of the generalist broadcasters.

The SIC channel achieved an average audience of 22.9% in February, against the 25.3% registered in February 2010. In the commercial target, the audiences stood at 22,8%.

Unlike the February, the month of March will be full of novelties in the SIC channel. In prime-time, a new daily comedy series called “A Família Mata” starts on March 7th. In the mornings a new daily talk-show – “Querida Julia”, will start on March 14th. Also the afternoon talk show will go through a substantial revamping.

Daily Audiences – February 2011

	Feb 11		Feb 10		Jan-Feb 11		Jan-Feb 10	
	Share	Target*	Share	Target*	Share	Target*	Share	Target*
RTP1	22.9	15.6	24.7	18.1	23.2	16.1	24.6	17.9
2:	3.9	4.2	4.9	5.1	4.2	4.4	4.8	5.1
SIC	22.9	22.4	25.3	27.1	23.5	23.2	25.3	27.2
TVI	26.9	25.2	27.5	26.6	27.5	26.5	28.0	27.1
Cabo	21.1	29.9	16.3	21.1	19.4	27.4	16.1	21.0
Outros	2.3	n.a.	1.3	n.a.	2.2	n.a.	1.2	n.a.

Source: Marktest. * Audience for commercial target ABC1C2 15-54

The evolution across the main schedules, in February, was the following:

- In the mornings, SIC slided down to 21.0%.
- In the afternoon's, SIC dropped to 22.7%.
- In the prime-time, SIC closed the month with 24.1%. In commercial target, the average audience stood at 24.8%.
- In the late-night period, SIC declined to 22.3%.

Prime Time Audiences – February 2011

	Feb 11		Feb 10		Jan-Feb 11		Jan-Feb 10	
	Share	Target*	Share	Target*	Share	Target*	Share	Target*
RTP1	19.8	15.6	21.4	17.0	20.1	15.9	21.3	17.7
2:	3.6	4.4	4.3	5.1	3.8	4.6	4.2	4.9
SIC	24.1	24.7	26.2	29.4	24.6	25.6	26.0	29.0
TVI	31.5	27.4	32.8	29.7	31.8	27.9	33.5	29.5
Cabo	19.1	27.9	14.1	18.8	17.8	26.0	14.3	19.0
Outros	1.9	n.a.	1.2	n.a.	1.9	n.a.	1.1	n.a.

Source: Marktest. * Audience for commercial target ABC1C2 15-54



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SIC Notícias kept its leadership in the cable

In a month where was recorded a big jump in the cable audience, it was a favourable month for SIC channels. **SIC Notícias** kept its leadership with 10.5% average audience. **SIC Mulher** also continued its good performance, with average audience of 4,3%, while **SIC Radical** returned to top 10, with average audience of 3,3%.

Cable Audiences

	Feb 2011		Feb 2010
SIC Noticias	10.5%	SIC Noticias	13.5%
SportTV	7.8%	AXN	8.1%
AXN	6.1%	Panda	7.8%
FOX	5.3%	FOX	6.1%
Panda	5.1%	Hollywood	5.6%
Hollywood	4.9%	RTPN	5.0%
SIC Mulher	4.3%	SportTV	4.6%
RTPN	3.7%	Fox Life	3.6%
Disney Channel	3.4%	SIC Radical	3.1%
SIC Radical	3.3%	SIC Mulher	3.0%
Total Cable channels	36.0%	Total Cable channels	32,7%

Source: Marktest.

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