

**IMPRESA**

Sociedade Gestora de Participações Sociais, SA.

## IMPRESA Press Release – 1/2010, January 4th, 2010

### In December SIC rose again to 24%

In December, SIC rose across all the schedules in comparison with last November, and closing December with average audience of 24%. December was the 2<sup>nd</sup> best month of 2009 in the principal schedules. The rises were more pronounced in the commercial targets, reaching 26.1% on the full day and 27.8% in the prime-time.

In accumulated terms, SIC ends the year with average audience of 23.4%, less 1.5 percentage points than in 2008, while on commercial target only dropped 0.1 p.p. to 24.1%.

### Full Day Audiences – December 2009

	Dec 09		Dec 08		Jan-Dec 09		Jan-Dec 08	
	Share	Target*	Share	Target*	Share	Target*	Share	Target*
<b>RTP1</b>	24.9	18.1	25.5	19.9	24.0	17.9	23.8	18,1
<b>2:</b>	5.3	5.2	5.3	5.1	5.8	5.9	5.8	5.7
<b>SIC</b>	24.0	26.1	25.4	26.2	23.4	24.1	24.9	24.2
<b>TVI</b>	27.5	26.3	29.8	29.9	28.7	27.4	30.5	30.4
<b>Cable</b>	17.1	22.7	13.8	19.1	16.9	23.2	13.8	19.9
<b>Others</b>	1.3	n.a.	1.4	n.a.	1.3	n.a.	1.4	n.a.

Source: Marktest. \* Share in commercial "target" ABC1C2 15-54

The evolution in December main schedules versus the previous month is the following:

- In the mornings, SIC rose to 21.4%, while was this schedule which had the largest fall over 2009.
- In the afternoon's, SIC rose to 24.1%, and also dropping in annual terms.
- In prime-time, SIC rose to 24.5%. On the commercial target, the audiences in December reached 27.8%, and the prime-time was the only schedule which returns a gain for 2009.
- In the late-night, SIC rose to 28.7%, continuing to keep the leadership of the schedule.

### Prime Time Audiences– Dec 2009

	Dec 09		Dec 08		Jan-Dec 09		Jan-Dec 08	
	Share	Target*	Share	Target*	Share	Target*	Share	Target*
<b>RTP1</b>	22.9	18.1	23.3	19.7	22.3	18.2	21.8	18.2
<b>2:</b>	4.0	4.7	4.3	5.1	4.7	5.7	5.0	5.9
<b>SIC</b>	24.5	27.8	25.6	26.6	23.7	25.4	24.2	23.9
<b>TVI</b>	33.3	29.5	34.8	33.8	34.1	31.4	35.7	34.8
<b>Cable</b>	14.5	20.0	10.6	14.7	14.1	19.3	12.0	17.2
<b>Others</b>	1.1	n.a.	1.3	n.a.	1.1	n.a.	1.3	n.a.

Source: Marktest. \* Share in commercial "target" ABC1C2 15-54



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## **SIC Notícias kept the leadership in 2009**

**SIC Notícias** kept its number one position in cable in 2009 with 11.9%. **SIC Radical** reached its 3.8%, while **SIC Mulher** rose to 3.4%, with the 3 SIC channels staying amongst the cable top 10. Altogether, the SIC channels represented 19.2% share of the cable audiences.

### **Cable Audiences**

	<b>Dec 2009</b>		<b>Dec 2008</b>
<b>SIC Notícias</b>	11.0%	<b>SIC Notícias</b>	13.4%
Panda	8.8%	AXN	7.6%
AXN	8.2%	Panda	7.2%
Hollywood	7.1%	Hollywood	5.7%
FOX Life	5.1%	RTPN	5.4%
RTPN	5.1%	SportTV	5.0%
<b>SIC Mulher</b>	4.4%	FOX	4.8%
FOX	4.4%	<b>SIC Radical</b>	4.6%
RTP Memoria	3.6%	FOX Life	4.3%
<b>SIC Radical</b>	3.4%	<b>SIC Mulher</b>	4.3%
<b>Total Cable channels</b>	<b>33.5%</b>	<b>Total Cable channels</b>	<b>30.3%</b>

Source: Marktest.

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