



**IMPRESA**

Sociedade Gestora de Participações Sociais, SA.

## IMPRESA Press Release – 03/2007, March 1st 2007

### SIC ends February with 26.4%

SIC ends the month of February with an average audience of 26.4%, which represents a gain of 2.0 percentage points in relation to February 2006, and a decline of 0.7 p.p. versus last January. February was characterised by the return of soccer matches to do TV screens, affecting SIC, and the successful launch of the new SIC Portuguese soap “Vingança”.

### Daily Audiences – February 2007

	Feb 2007	Jan 2007	Feb 2006	Jan – Feb 2007	Jan – Feb 2006
RTP1	26.4	26.4	25.0	26.4	24.0
2:	4.9	4.7	4.9	4.8	4.8
<b>SIC</b>	<b>26.4</b>	<b>27.1</b>	<b>24.4</b>	<b>26.8</b>	<b>24.7</b>
TVI	28.0	28.3	32.1	28.2	32.8
Cabo	13.5	12.6	12.6	13.1	12.9
Video & Satellite	0.8	0.8	0.9	0.8	0.8

Source: Marktest

The audience’s evolution in the main schedules, in relation to last January, was the following:

- Decline in the morning schedule to 27.0%, the 2<sup>nd</sup> highest value for last 18 month’s, helped by the good performance of talk-show “Fátima”.
- The afternoon schedule dropped to 24.7%, penalised by the below average ratings of soap “Pé da Jaca”

### Prime Time Audiences - February 2007

	Feb 2007	Jan 2007	Feb 2006	Jan – Feb 2007	Jan – Feb 2006
RTP1	25.6	25.0	21.7	25.3	20.8
2:	4.3	4.5	4.6	4.4	4.7
<b>SIC</b>	<b>27.7</b>	<b>28.1</b>	<b>24.7</b>	<b>27.9</b>	<b>24.8</b>
TVI	31.1	31.4	38.0	31.2	38.4
Cabo	11.1	10.4	10.3	10.8	10.7
Video & Satellite	0.6	0.6	0.7	0.6	0.6

Source: Marktest

- On the prime-time, audiences slide to 27.7%, on a schedule particularly affected the soccer events, but was compensated by the good audiences of SIC soap’s and news. The brazilian soap “Páginas de Vida” kept its performance, and since February 19<sup>th</sup>, is closely followed by the



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Portuguese soap “Vingança”, which had average audience of 32.1% for the first 8 episodes broadcasted.

- On the late night schedule, audiences rose to 31.5%, and lead the time slot, with maintenance of good audiences by the US series broadcasted by SIC.

### **SIC Notícias continues as number 1**

**SIC Notícias** continues on number one spot, with an average audience of 11.3% for February. Meanwhile, **SIC Radical** stood at 3.7% average, while **SIC Mulher** rose to 3.0%.

### **Cable Audiences**

	<b>Feb 2007</b>		<b>Feb 2006</b>
<b>SIC Notícias</b>	11.3%	<b>SIC Notícias</b>	12.2%
AXN	9.9%	AXN	8.7%
Panda	9.6%	Panda	8.3%
FOX	5.4%	<b>SIC Radical</b>	5.5%
RTPN	5.2%	RTPN	4.7%
Hollywood	4.4%	Hollywood	4.7%
Mosaico	4.3%	MTV	4.1%
<b>SIC Radical</b>	3.7%	GNT	4.0%
Odisseia	3.4%	SportTV	3.9%
SportTV	3.1%	FOX	3.6%
<b>SIC Mulher (11º)</b>	3.0%	<b>SIC Mulher (11º)</b>	3.5%
<b>Total Cable Channels</b>	<b>29.9%</b>	<b>Total Cable Channels</b>	<b>28.7%</b>

Source: Marktest

Lisbon, March 1st 2007

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