



**IMPRESA**

Sociedade Gestora de Participações Sociais, SA.

## IMPRESA Press Release – 18/2006, December 4th 2006

### SIC audiences rise to 26.9% in November

In November, SIC had its best month of the current year, with exception of World Cup months. The audience's stood at 26.9%, representing a gain of 0.5 percentage points above last October, and 1.4 p.p. in relation to November 2005.

In accumulated terms SIC ended November with an average audience of 26%.

### Daily Audiences – November 2006

	Nov 2006	Oct 2006	Nov 2005	Jan-Nov 2006	Jan-Nov 2005
RTP1	26.4	25.6	24.9	24.4	23.6
2:	4.8	5.1	5.1	5.4	5.0
<b>SIC</b>	<b>26.9</b>	<b>26.4</b>	<b>25.5</b>	<b>26.0</b>	<b>27.4</b>
TVI	28.0	28.5	31.2	30.1	29.8
Cabo	13.1	13.6	12.5	13.3	13.2
Video & Satellite	0.8	0.8	0.9	0.8	1.0

Source: Marktest

The audience's evolution in relation to last October was the following:

- Rise in the morning schedule to 26.6%, among highest value for 2006.
- Maintenance in the afternoon at 27.7%, the best record of year without considering the World Cup months.

### Prime Time Audiences - November 2006

	Nov 2006	Oct 2006	Nov 2005	Jan-Nov 2006	Jan-Nov 2005
RTP1	24.9	24.0	21.4	22.2	22.4
2:	4.8	4.9	4.7	4.9	4.5
<b>SIC</b>	<b>26.3</b>	<b>25.3</b>	<b>26.1</b>	<b>26.5</b>	<b>27.9</b>
TVI	32.0	33.7	36.4	35.0	33.7
Cabo	11.4	11.6	10.6	10.8	10.6
Video & Satellite	0.6	0.6	0.6	0.6	0.8

Source: Marktest

- On the prime-time, audiences rose to 26.3%, 1 percentage point higher. Although still affected by the soccer transmissions, this time was more than compensated by the rising audiences of the 3 prime-time soap operas.
- On the late night schedule, audiences rose again to new year high with 29.4%, with SIC leading this time block for the second month running.



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## SIC Notícias rose in November

In November, **SIC Notícias** rose its average audience by 0.6 percentage points, while maintaining its 2<sup>nd</sup> place with average audience of 12%. **SIC Radical** got an average audience of 3.9%. **SIC Mulher** dropped its audiences to 2.6%, while **SIC Comédia** kept its audiences at 2.7%.

## Cable Audiences

	Oct 2006		Oct 2005
AXN	12.1%	<b>SIC Notícias</b>	12.9%
<b>SIC Notícias</b>	12.0%	AXN	8.2%
Panda	7.6%	Panda	7.1%
RTPN	5.1%	Hollywood	5.3%
FOX	5.0%	<b>SIC Radical</b>	4.9%
Hollywood	4.7%	SportTV	4.3%
SportTV	4.3%	GNT	3.9%
<b>SIC Radical</b>	3.9%	RTPN	3.8%
Odisseia	3.1%	FOX	3.7%
<b>SIC Comédia</b>	2.7%	MTV	3.5%
Discovery	2.6%	<b>SIC Mulher (11º)</b>	3.2%
<b>SIC Mulher (12º)</b>	2.6%	<b>SIC Comédia(14º)</b>	2.5%
<b>Total Cable Channels</b>	<b>29.1%</b>	<b>Total Cable Channels</b>	<b>27.2%</b>

Source: Marktest

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