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Sociedade Gestora de Participações Sociais, SA.

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SIC starts 2011 with 24.1% audience share

SIC had a good start of the year in 2011. In January, reached an average audience of 24.1%, representing 1.7 percentage points gain against December 2010 and puts it back on 2nd place amongst the most watched channels. Also last month confirms the gains amongst the commercial targets, reaching 23.6% with 1.2 percentage point gain in relation to December 2010.

At the end of January, SIC released its first entertainment show of the year “Portugal Got Talent”, and will be followed by at least two similar shows throughout 2011.

Daily Audiences – January 2011

	January 11		January 10		December 10	
	Share	Target*	Share	Target*	Share	Target*
RTP1	23.4	16.5	24.5	17.7	24.5	17.5
2:	4.5	4.7	4.7	5.0	4.9	4.9
SIC	24.1	23.9	25.2	27.2	22.4	22.7
TVI	28.0	27.7	28.5	27.5	28.1	27.7
Cabo	17.9	24.	15.9	20.9	17.6	24.5
Outros	2.1	n.a.	1.2	n.a.	2.5	n.a.

Source: Marktest. * Commercial target audience ABC1C2 15-54

The audience’s evolution in the January main schedules, in relation to last December showed a positive evolution across all schedules, namely:

- In the morning’s, SIC reached 21.5%, a gain of 3.1 p.p..
- In afternoons, January closed with 23.8%, a gain of 0.9 percentage points.
- In the prime-time, the month closed with 25.1%, gain of 1.5 p.p., the highest value for the last 10 month’s.
- Rise in the late-night to 24.4%, 2.4 p.p. higher than last December.

Prime Time Audiences - January 2011

	January 11		January 10		December 10	
	Share	Target*	Share	Target*	Share	Target*
RTP1	20.5	16.2	21.2	18.3	21.6	17.3
2:	4.0	4.8	4.0	4.7	4.4	5.1
SIC	25.1	26.5	25.8	28.6	23.6	24.6
TVI	32.1	28.4	34.3	29.2	31.8	29.9
Cable	16.6	24.1	14.6	19.2	16.4	23.1
Others	1.8	n.a.	1.1	n.a.	2.2	n.a.

Source: Marktest. * Commercial target audience ABC1C2 15-54



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SIC Notícias in 2011 celebrates 10 years in the leadership

With the beginning of 2011, **SIC Notícias** celebrated 10 years in the leadership of the cable channels, positions which holds since it started operations. In January 2011 again expanded its leadership position, reaching 12%, more than double the second channel audience share. **SIC Mulher** started year with 4.4%, while **SIC Radical** stood at 2.5% for the month of January. The new channel SIC K, which is distributed only by Meo plataforma, starts the year with 0.6% audience share.

Cable Audiences

	Jan 2011		Jan 2010
SIC Noticias	12.0%	SIC Noticias	10.9%
SportTV	5.9%	AXN	8.6%
Fox	5.6%	Panda	8.4%
AXN	5.5%	Hollywood	7.4%
Panda	5.4%	RTPN	5.0%
Hollywood	5.2%	Fox	4.4%
SIC Mulher	4.4%	Fox Life	4.2%
RTP Memória	4.0%	RTP Memória	3.8%
Disney Channel	3.7%	SIC Mulher	3.7%
RTP N	3.6%	SIC Radical	3.6%
SIC Radical (13°)	2.5%		
Total Cable Channels	33.8%	Total Cable Channels	31.6%

Source: Marktest

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