



Sociedade Gestora de Participações Sociais, SA.

IMPRESA Press Release – 7/2010, July 1st 2010

In World Cup month, SIC average audience stands at 22.3%

The month of June was influenced by broadcasting of the World Cup, benefiting the state owned station RTP1, which carried all the Portuguese team games. SIC, which broadcasted 18 games, reached an average audience of 22.3%. This represents a decline against last May and in relation to June 2009. The audiences in the commercial target have also fallen in both comparisons.

By the end of June, SIC has reached an accumulated average audience of 24.0%, and 24.9% in commercial target audiences. In both cases, SIC has increased its audiences in relation to June 2009.

Daily Audiences – June 2010

| | Jun 10 | | Jun 09 | | Jan-Jun 10 | | Jan-Jun 09 | |
|--------|--------|---------|--------|---------|------------|---------|------------|---------|
| | Share | Target* | Share | Target* | Share | Target* | Share | Target* |
| RTP1 | 24.6 | 19.2 | 22.2 | 16.5 | 24.1 | 17.9 | 24.1 | 18.2 |
| 2: | 5.5 | 5.7 | 6.1 | 6.4 | 4.9 | 5.2 | 5.5 | 5.7 |
| SIC | 22.3 | 22.0 | 23.5 | 23.9 | 24.0 | 24.9 | 23.5 | 24.0 |
| TVI | 27.0 | 24.1 | 29.0 | 27.6 | 27.7 | 25.8 | 29.7 | 28.7 |
| Cable | 19.0 | 26.9 | 18.0 | 24.2 | 17.8 | 24.1 | 15.9 | 21.9 |
| Others | 1.6 | n.a. | 1.1 | n.a. | 1.5 | n.a. | 1.3 | n.a. |

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

The audience's evolution in the June main schedules, in relation to last May showed the following evolution, namely:

- In the morning's, SIC declined to 20.9%.
- In afternoons, SIC declined to 22.1%.
- In the prime-time, SIC dropped at 22.8%. In the commercial target declined to 23.2%.
- In the late-night, SIC dropped to 23.4%.

Prime Time Audiences - June 2010

| | Jun 10 | | Jun 09 | | Jan-Jun 10 | | Jan-Jun 09 | |
|--------|--------|---------|--------|---------|------------|---------|------------|---------|
| | Share | Target* | Share | Target* | Share | Target* | Share | Target* |
| RTP1 | 21.7 | 18.1 | 20.3 | 15.9 | 21.5 | 17.5 | 22.3 | 18.3 |
| 2: | 4.9 | 5.7 | 5.4 | 6.6 | 4.3 | 5.1 | 4.8 | 5.8 |
| SIC | 22.8 | 23.3 | 24.0 | 25.2 | 24.5 | 26.5 | 23.4 | 24.9 |
| TVI | 32.7 | 27.3 | 34.6 | 32.2 | 32.9 | 28.9 | 34.9 | 32.9 |
| Cable | 16.5 | 25.5 | 14.9 | 20.1 | 15.7 | 22.0 | 13.5 | 18.2 |
| Others | 1.3 | n.a. | 0.9 | n.a. | 1.4 | n.a. | 1.2 | n.a. |

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



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SIC Notícias continues to expand its leadership

The broadcasting of World Cup has affected the rankings in June. **SIC Notícias** closes the month with 11.5%, and remaining in the number one spot. **SIC Radical** fell in relation to last May, to 2.4%, and **SIC Mulher** continued in the top 10, reaching 3.2%.

Cable Audiences

| | June 2010 | | June 2009 |
|-----------------------------|------------------|-----------------------------|------------------|
| SIC Notícias | 11.5% | SIC Notícias | 11.8% |
| AXN | 7.8% | AXN | 8.6% |
| FOX | 7.1% | Panda | 6.7% |
| Panda | 6.7% | RTPN | 6.7% |
| Hollywood | 5.6% | Hollywood | 5.6% |
| RTPN | 4.9% | Fox Life | 4.7% |
| SportTV | 4.9% | FOX | 4.3% |
| RTP Memória | 3.8% | TVI24 | 3.3% |
| SIC Mulher | 3.2% | SIC Radical | 3.6% |
| Fox Life | 3.1% | EuroSport | 3.4% |
| SIC Radical (13º) | 2.4% | SIC Mulher (12º) | 2.9% |
| Total Cable Channels | 35.7% | Total Cable Channels | 35.8% |

Source: Marktest

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