



Sociedade Gestora de Participações Sociais, SA.

IMPRESA Press Release – 4/2010, April 1st 2010

SIC ends the 1st quarter 2010 with 24.8%

SIC ends the 1st quarter 2010 with average audience of 24.8%, which represents a gain of 0.3 percentage point's year-on-year. Also confirming the commercial targets positive evolution, SIC has reached 26.3% on the 1st quarter 2010, showing a gain of almost 1 percentage point in relation to 1st quarter 2009.

In the month of March, SIC has reached an average audience of 23.8%, and 24.7% in commercial target audiences. In both cases, SIC was the only generalist broadcaster which raised its audiences in relation to March 2009.

Daily Audiences – March 2010

	Mar 10		Mar 09		Jan-Mar 10		Jan-Mar 09	
	Share	Target*	Share	Target*	Share	Target*	Share	Target*
RTP1	23.5	17.1	24.3	18.1	24.2	17.6	25.2	19.1
2:	4.7	5.1	5.5	5.6	4.8	5.1	5.3	5.4
SIC	23.8	24.7	23.2	23.3	24.8	26.3	24.5	25.5
TVI	28.7	27.0	29.6	28.8	28.2	27.0	29.1	28.5
Cable	17.7	23.7	15.6	21.8	16.6	21.9	14.5	20.2
Others	1.6	n.a.	1.7	n.a.	1.3	n.a.	1.4	n.a.

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

The audience's evolution in the March main schedules, in relation to last January showed a positive evolution, namely:

- In the morning's, SIC stood at 21.2%.
- In afternoons, SIC declined to 24.9%. This month, two new novelas were released – “Armadilha”, in the early afternoon's, and “Caras & Bocas” in late afternoon.
- In the prime-time, SIC dropped to 23.5%. In the commercial target reached 25.7%.
- In the late-night, SIC slide down to 28.3%, but keeping the number one spot in this schedule.

Prime Time Audiences - March 2010

	Mar 10		Mar 09		Jan-Mar 10		Jan-Mar 09	
	Share	Target*	Share	Target*	Share	Target*	Share	Target*
RTP1	21.5	16.9	22.4	17.7	21.3	17.4	23.5	18.9
2:	3.9	4.2	4.7	5.8	4.1	4.7	4.6	5.6
SIC	23.5	25.7	23.2	24.6	25.2	27.9	24.7	26.7
TVI	33.9	31.5	35.1	33.6	33.6	30.1	33.4	32.0
Cable	15.7	21.7	13.0	18.3	14.8	19.9	12.5	16.7
Others	1.8	n.a.	1.6	n.a.	1.4	n.a.	1.3	n.a.

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



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SIC Notícias expands its leadership

In Cable universe, **SIC Notícias** had another good month, with 12.9%, expanding its leadership to over 3 percentage points. **SIC Radical** and **SIC Mulher** declined to 3.0% and 2.6%, respectively, in March.

Cable Audiences

	Mar 2010		Mar 2009
SIC Notícias	12.9%	SIC Notícias	11.9%
Panda	8.3%	AXN	7.9%
AXN	8.0%	Panda	6.8%
FOX	6.5%	Hollywood	5.5%
Hollywood	5.8%	RTPN	5.3%
RTPN	4.7%	Fox Life	4.2%
SportTV	4.2%	FOX	4.2%
RTP Memória	3.5%	SIC Radical	4.1%
Fox Life	3.4%	TVI24	3.8%
Disney Channel	3.2%	SIC Mulher	3.6%
SIC Radical (11º)	3.0%		-
SIC Mulher (12º)	2.6%		-
Total Cable Channels	34.5%	Total Cable Channels	31.4%

Source: Marktest

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