



IMPRESA

Sociedade Gestora de Participações Sociais, SA.

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SIC ends 2007 with 25.1% audience share

SIC ended 2007 with an average audience of 25.1%, which puts it on the 3rd place amongst the list of most watched channels, just 0.1% below from the number two station. On the important commercial share, SIC got 24.7%, keeping the 2nd place, with more than 4 percentage point's advantage in relation to the 3rd station.

In the month of December, SIC got 24.2%, a rise of 0.5 percentage points in relation to last November, mainly due by the improvement over the prime-time schedule.

Daily Audiences – December 2007

	December 07		December 06		Jan-Dec 07		Jan-Dec 06	
	Share	Target*	Share	Target*	Share	Target*	Share	Target*
RTP1	25.2	18.9	25.6	19.2	25.2	19.2	24.5	18.8
2:	5.5	5.1	5.2	4.8	5.2	5.0	5.4	5.2
SIC	24.2	23.6	27.7	27.1	25.1	24.7	26.2	24.9
TVI	29.6	30.3	28.2	29.7	29.0	29.0	30.0	31.1
Cable	13.9	20.3	12.5	18.1	14.4	20.8	13.2	19.1
Others	1.5	n.a.	0.7	n.a.	1.0	n.a.	0.8	n.a.

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

The audience's evolution in the main schedules, in relation to last November and to yearly average, showed a positive evolution, namely:

- In the morning's, a decline to 26.1%, slightly below the year average of 26.6%. The talk-show "Fatima" led on its morning period on every month of 2007.
- In afternoon's, there was a decline to 21.7%, almost 2 percentage points below the 23.8% year average.
- Strong rise in prime-time to 25.8%, against the 24.9% year average, with good performance of the news "Jornal da Noite" and brazilian soap "Duas Caras".
- Decline in the late-night to 24.8%, substantially below the 29.4% year average, which gave SIC the leadership of this time period.

Prime Time Audiences - December 2007

	December 07		December 06		Jan-Dec 07		Jan-Dec 06	
	Share	Target*	Share	Target*	Share	Target*	Share	Target*
RTP1	23.1	18.7	24.8	19.2	24.3	20.3	22.4	18.0
2:	4.5	5.0	4.6	4.8	4.8	5.1	4.9	5.3
SIC	25.8	25.2	28.6	28.3	24.9	25.1	26.7	25.3
TVI	32.5	32.5	30.9	31.5	33.0	32.4	34.7	35.6
Cable	12.6	18.6	10.6	15.3	12.3	17.5	10.8	14.2
Others	1.2	n.a.	0.6	n.a.	0.8	n.a.	0.6	n.a.

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



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2008 starts with new releases

In 2008, we start the year with a new programming team, and with two new soap's – “Desejos Proibidos” and “Sete Pecados” – both starting on the January 7th on SIC afternoon schedule.

SIC Notícias maintains its cable leadership

In overall Cable universe, **SIC Notícias** ended its seventh consecutive year on top of the cable leadership, with the average audience standing at 11.6% against the 12% in 2006. **SIC Radical** and **SIC Mulher** finished 2007 with, respectively, 3.3% and 3.5%, with latter rising its audience in relation to 2006.

Cable Audiences

	2007		2006
SIC Notícias	11.6%	SIC Notícias	12.0%
AXN	10.4%	AXN	10.6%
Panda	8.2%	Panda	7.9%
FOX	5.2%	Hollywood	5.1%
Hollywood	5.1%	RTPN	4.9%
RTPN	4.9%	FOX	4.7%
SportTV	3.9%	SIC Radical	4.5%
SIC Mulher	3.5%	SportTV	3.8%
SIC Radical	3.3%	SIC Mulher	3.1%
Odisseia	3.1%	SIC Comédia	2.9%
Total Cable Channels	31.6%	Total Cable Channels	29.4%

Source: Marktest

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