



IMPRESA

Sociedade Gestora de Participações Sociais, SA.

IMPRESA Press Release – 6/2008, May 2nd 2008

SIC returns to 26% in April

After the Easter holidays have gone by, normality and soccer returned to TV screens. SIC rose to 26%, maintaining its good performance from the beginning of the year, with its strongest show being the Portuguese Cup semi-finals. In relation to March, the audiences in April represent a slight rise of 0.1 percentage points, but when compared with April 2007, it shows a bigger gain of 0.3 p.p.

Daily Audiences – April 2008

	April 08		April 07		Jan-April 08		Jan-April 07	
	Share	Target*	Share	Target*	Share	Target*	Share	Target*
RTP1	23.4	17,6	25.2	19.8	24.2	18.1	26.4	20.3
2:	5.0	5.5	5.0	4.5	5.1	5.4	4.8	4.3
SIC	26.0	24,7	25.7	25.5	25.9	24.9	26.3	26.8
TVI	30.6	30.6	28.1	27.9	29.7	29.7	28.1	28.3
Cable	13.7	19.8	15.0	21.2	13.8	20.1	13.6	19.2
Others	1.3	n.a.	0.9	n.a.	1.3	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 March, was namely:

- In the morning's, SIC edge down to 27.4%, with Fátima keeping number one spot with 30.4%.
- In afternoon's, SIC rose to 25.4%, with the new record for the soap "Sete Pecados" with 25%, and talk-show "Contacto" delivering 27.4%.
- Fall in prime-time to 25.5%, with best show being the soap "Duas Caras" with 32.1%
- In the late-night, SIC rose again to 30%.

Prime Time Audiences - April 2008

	April 08		April 07		Jan-April 08		Jan-April 07	
	Share	Target*	Share	Target*	Share	Target*	Share	Target*
RTP1	21.2	17.9	25.0	21.0	22.2	18.6	25.6	21.3
2:	5.0	6.4	4.6	4.5	4.7	5.9	4.3	4.4
SIC	25.5	24.1	25.1	25.7	25.9	25.0	26.7	27.9
TVI	35.0	34.2	31.9	31.3	33.7	32.8	31.5	30.9
Cable	12.1	17.4	12.8	17.4	12.3	17.8	11.5	15.4
Others	1.2	n.a.	0.7	n.a.	1.2	n.a.	0.6	n.a.

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

In May, apart from the "Gala Globos Ouro" and final of the Portuguese Cup, we will have the return of entertainer Herman Jose with the show "The Singing Bee", to be shown on Sunday night's.



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SIC Notícias ahead in April

In April, the overall cable audiences were the lowest of the last 12 months. **SIC Notícias** kept the average at 11.8%, keeping 2.0 percentage points ahead from the second channel. **SIC Radical** continued in TOP 10, with 3.8%, and **SIC Mulher** rose to 4% which is the best record for the last 10 months.

Cable Audiences

April 2008		April 2007	
SIC Notícias	11.8%	AXN	11.4%
AXN	9.8%	SIC Notícias	11.0%
Panda	8.4%	Panda	8.6%
FOX	5.5%	SportTV	5.2%
SportTV	5.5%	RTPN	5.0%
Hollywood	5.3%	Hollywood	4.8%
RTPN	4.9%	FOX	4.8%
FOX Life	4.3%	SIC Mulher	3.7%
SIC Mulher	4.0%	SIC Radical	3.4%
SIC Radical	3.8%	Odisseia	3.2%
Total Cable Channels	30.4%	Total Cable Channels	32.4%

Source: Marktest

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