



IMPRESA

Sociedade Gestora de Participações Sociais, SA.

IMPRESA Press Release – 01/2007, January 2nd 2007

SIC audiences rise to 27.7% in December

SIC ends 2006 with best audience record of the last 18 month's, if it's not considered the World Cup months. In December, SIC audiences rose to 27.7%, with a good performance across all schedules and in the Christmas period. The audience's in December represent a gain of almost 1.0 percentage points above last November, and 2.7 p.p. in relation to December 2005.

In accumulated terms SIC ends 2006 with average audience of 26.2%, which represents 1 p.p. below the 2005 level.

Daily Audiences – December 2006

	Dec 2006	Nov 2006	Dec 2005	Jan-Dec 2006	Jan-Dec 2005
RTP1	25.6	26.4	23.8	24.5	23.6
2:	5.2	4.8	5.3	5.4	5.0
SIC	27.7	26.9	25.0	26.2	27.2
TVI	28.2	28.0	32.4	30.0	30.0
Cabo	12.5	13.1	12.7	13.2	13.2
Video & Satellite	0.7	0.8	0.9	0.8	1.0

Source: Marktest

The audience's evolution in relation to last November was the following:

- Rise in the morning schedule to 26.9%, the highest value for 2006.
- A decline in the afternoon to 27.1%.

Prime Time Audiences - December 2006

	Dec 2006	Nov 2006	Dec 2005	Jan-Dec 2006	Jan-Dec 2005
RTP1	24.8	24.9	20.2	22.4	22.2
2:	4.6	4.8	4.5	4.9	4.5
SIC	28.6	26.3	26.0	26.7	27.8
TVI	30.9	32.0	38.2	34.7	34.1
Cabo	10.6	11.4	10.3	10.8	10.6
Video & Satellite	0.6	0.6	0.7	0.6	0.7

Source: Marktest

- On the prime-time, audiences rose to 28.6%, 2.4 percentage points higher and one of the best month's of the year.
- On the late night schedule, audiences dropped back to 28.7%, the third best month of year.



IMPRESA

Sociedade Gestora de Participações Sociais, SA.

By the end of December, SIC started the renovation of prime-time shows, with the release of new Brazilian soap “Páginas da Vida”, and will continue in the first’s weeks of the year with the release of a new Portuguese soap “Vingança” and the Brazilian “Pé da Jaca”.

SIC Notícias returns to number 1 spot in December

SIC Notícias return to number 1 spot in December, ending 2007 on 1st position with 11.8% average audience. Overall, **SIC Notícias lead the year with 12%**. **SIC Radical** got an average audience of 3.9%. **SIC Mulher** dropped its audiences to 2.3%, while **SIC Comédia** raised its audiences at 3.4%.

Cable Audiences

	Dec 2006		Dec 2005
SIC Noticias	11.8%	SIC Noticias	12.0%
AXN	10.7%	AXN	7.9%
Panda	9.4%	Panda	7.1%
Hollywood	5.3%	Hollywood	5.3%
FOX	5.0%	MTV	4.9%
RTPN	4.5%	SIC Radical	4.8%
SIC Radical	3.9%	GNT	4.5%
SportTV	3.8%	SportTV	4.2%
SIC Comédia	3.4%	RTPN	4.1%
Odisseia	2.9%	FOX	3.7%
Historia	2.9%	SIC Mulher (12º)	2.9%
SIC Mulher (13º)	2.3%	SIC Comédia(16º)	2.7%
Total Cable Channels	28.2%	Total Cable Channels	28.5%

Source: Marktest

Lisbon, January 2nd 2007

José Freire
Director Investor Relations
Phone: 351 21 392 9780
E-mail: jfreire@impresa.pt
www.impresa.pt