

## IMPRESA Press Release – 6/2011, June 1st, 2011

### SIC lead prime-time commercial targets in May

In May, SIC audience share rose to 24%, with a strong performance in the prime-time period. The released of the new entertainment show “The Biggest Loser”, the soap “Laços de Sangue” rising audiences, the Europa Cup Final and the “Globos de Ouro” Gala, have all contributed for the prime-time average audience to raise to 26.9%, in May, the highest value for the last 4 years. In the commercial target, prime-time audiences rose to 28.4%, the highest value for the last 15 months, and pushed SIC to the leadership position in this period, in May.

SIC ends the month of May with an average audience of 24%, representing a gain of 0.8 percentage points drop versus last month of April, and 0.5 percentage points rise against May 2010. In accumulated terms, at the end of May, SIC has 23.5% average audience.

### Daily Audiences – May 2011

	May 11		May 10		Jan-May 11		Jan-May 10	
	Share	Target*	Share	Target*	Share	Target*	Share	Target*
<b>RTP1</b>	22.1	15.7	23.7	17.2	22.7	15.7	24.0	17.6
<b>2:</b>	4.4	4.6	5.1	5.5	4.4	4.7	4.8	5.1
<b>SIC</b>	24.0	24.3	23.5	23.6	23.5	23.4	24.4	25.4
<b>TVI</b>	25.9	25.0	26.9	24.6	26.6	25.4	27.8	26.2
<b>Cabo</b>	20.3	26.9	19.2	26.9	20.2	27.8	17.5	22.5
<b>Outros</b>	3.0	n.a.	1.5	n.a.	2.5	n.a.	1.4	n.a.

Source: Markttest. \* Audience for commercial target ABC1C2 15-54

The evolution across the main schedules, in May, was the following:

- In the mornings, SIC rose to 19.3%.
- In the afternoon's, SIC fell slightly to 23.8%, but managed to regain the leadership on this time period.
- In the prime-time, SIC rose to 26.9%, the best result for the last 4 years, while in the commercial target, it gain to 28.4%, the best result for the last 15 months.
- In the late-night period, SIC declined to 22.6%.

### Prime Time Audiences – May 2011

	May 11		May 10		Jan-May 11		Jan-May 10	
	Share	Target*	Share	Target*	Share	Target*	Share	Target*
<b>RTP1</b>	19.9	16.3	21.3	16.5	20.1	16.0	21.4	17.3
<b>2:</b>	3.8	4.3	4.9	6.2	3.8	4.5	4.2	5.0
<b>SIC</b>	26.9	28.4	24.1	25.9	25.2	26.4	24.8	27.2
<b>TVI</b>	29.4	27.6	31.5	27.2	30.8	27.5	32.9	29.2
<b>Cabo</b>	17.2	23.4	16.9	24.1	18.0	25.6	15.5	21.3
<b>Outros</b>	2.6	n.a.	1.3	n.a.	2.1	n.a.	1.4	n.a.

Source: Markttest. \* Audience for commercial target ABC1C2 15-54



**IMPRESA**

Sociedade Gestora de Participações Sociais, SA.

### **SIC Notícias kept the number one spot**

In May SIC launched new thematic channel – to follow “The Biggest Loser” competitors live, reinforcing its presence on the pay-tv platforms. While, **SIC Notícias** kept the leadership with average audience of 12.6%, the **SIC Mulher** continued its good performance, with average audience of 4.2%, and **SIC Radical** stood at 3.4%.

### **Cable Audiences**

	<b>May 2011</b>		<b>May 2010</b>
<b>SIC Notícias</b>	12.6%	<b>SIC Notícias</b>	12.5%
FOX	6.3%	Panda	7.6%
AXN	5.7%	FOX	7.2%
Hollywood	5.1%	AXN	7.0%
Panda	4.8%	Hollywood	5.8%
Disney Channel	4.5%	RTPN	5.0%
<b>SIC Mulher</b>	4.2%	RTP Memória	3.9%
RTPN	4.0%	<b>SIC Radical</b>	3.4%
SportTV	3.6%	<b>SIC Mulher</b>	3.3%
TVI24	3.5%	TVI24	3.1%
<b>SIC Radical (12°)</b>	3.4%		
<b>Total Cable channels</b>	<b>34.8%</b>	<b>Total Cable channels</b>	<b>36.3%</b>

Source: Marktest.

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