



**IMPRESA**

Sociedade Gestora de Participações Sociais, SA.

## IMPRESA Press Release – 14/2008, November 3rd 2008

### October - SIC rises to 23.2%

In October SIC showed a small recovery in relation to last September to 23.2%. While the October audiences represent drop y-o-y, SIC audiences in the commercial target showed a gain of 1 percentage point versus October 2007. In accumulated terms, SIC stands at 24.9%, with 1.5 percentage point advantage in relation to the third operator.

In November, there will be various changes across all schedules, with the return of children programming to SIC weekdays, and the release of a new afternoon soap “O Cravo e a Rosa”, all starting from November 3rd.

### Daily Audiences – October 2008

	Oct 08		Oct 07		Jan-Oct 08		Jan-Oct 07	
	Share	Target*	Share	Target*	Share	Target*	Share	Target*
<b>RTP1</b>	25.2	19.3	26.0	21.0	23.4	17.8	25.1	19.1
<b>2:</b>	5.0	5.0	4.9	6.0	5.7	5.9	5.2	5.0
<b>SIC</b>	23.2	23.8	24.7	22.8	24.9	24.0	25.3	25.1
<b>TVI</b>	31.6	30.9	28.8	31.2	30.6	30.5	29.0	28.8
<b>Cable</b>	13.7	19.2	14.7	19.0	13.9	20.0	14.4	20.8
<b>Others</b>	1.3	n.a.	1.0	n.a.	1.4	n.a.	0.9	n.a.

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

The audience’s evolution in the main schedules, in relation to last September, was namely:

- In the morning’s, SIC rose to 25.6%, with a good performance over the weekends.
- In afternoon’s, SIC increases to 23.2%, a gain of 0.4 p.p..
- In prime-time slide down to 21.3%.
- In the late-night, SIC rose to 27.0%, a gain of 0.7 p.p..

### Prime Time Audiences - October 2008

	Oct 08		Oct 07		Jan-Oct 08		Jan-Oct 07	
	Share	Target*	Share	Target*	Share	Target*	Share	Target*
<b>RTP1</b>	23.1	19.7	24.6	21.0	21.5	18.0	24.3	19.9
<b>2:</b>	4.6	5.4	5.0	6.0	5.1	6.1	4.8	5.2
<b>SIC</b>	21.3	22.2	24.1	22.8	24.2	23.6	25.0	25.3
<b>TVI</b>	37.8	36.8	32.2	31.2	35.8	34.9	33.1	32.3
<b>Cable</b>	11.6	16.8	13.3	19.0	12.1	17.5	12.2	17.3
<b>Others</b>	1.2	n.a.	0.8	n.a.	1.3	n.a.	0.7	n.a.

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

### SIC Noticias expands its leadership



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In October, the 3 SIC cable channels overtook the 21% mark. **SIC Notícias** reached the highest audience for the last 13 months with 13.1%, and expanding its distance to the other channels. **SIC Radical** rose to 4.8%, while **SIC Mulher** stood at 3.7%.

## Cable Audiences

	Oct 2008		Oct 2007
<b>SIC Notícias</b>	13.8%	<b>SIC Notícias</b>	11.4%
AXN	8.3%	AXN	9.7%
Panda	6.9%	Panda	7.4%
Hollywood	6.0%	Hollywood	5.6%
RTPN	5.3%	FOX	5.0%
FOX	5.0%	RTPN	4.8%
<b>SIC Radical</b>	4.8%	Fox Life	4.8%
SportTV	4.0%	SportTV	4.6%
Fox Life	4.0%	<b>SIC Mulher</b>	3.7%
<b>SIC Mulher</b>	3.7%	<b>SIC Radical</b>	3.6%
<b>Total Cable Channels</b>	<b>29.7%</b>	<b>Total Cable Channels</b>	<b>32.2%</b>

Source: Marktest

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