

**IMPRESA**

Sociedade Gestora de Participações Sociais, SA.

## IMPRESA Press Release – 10/2010, October 1st 2010

### SIC rises audiences in the commercial targets to 23.9%

In the month where SIC renovated its programming line-up, it saw an improvement in audiences of its commercial targets, with the largest enhancement being in the prime-time period. In September SIC reached 23.9% in the commercial target, while in general terms the audience stood at 22.7%. In both cases, SIC saw gains against September 2009.

By the end of September, SIC has reached an accumulated average audience of 23.6%, with 24.3% in the commercial target.

### Daily Audiences – September 2010

	Sept 10		Sept 09		Jan-Sept 10		Jan-Sept 09	
	Share	Target*	Share	Target*	Share	Target*	Share	Target*
RTP1	23.0	16.7	24.4	18.1	24.0	18.0	23.9	18.0
2:	6.2	5.9	6.2	6.3	5.5	5.6	6.0	6.1
SIC	22.7	23.9	22.4	23.0	23.6	24.3	23.4	23.8
TVI	27.8	25.2	27.5	25.6	27.3	25.3	28.8	27.6
Cable	18.2	25.2	18.4	25.5	18.0	24.4	16.7	23.0
Others	2.1	n.a.	1.1	n.a.	1.7	n.a.	1.3	n.a.

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

The audience's evolution in September main schedules, in relation to last August showed the following evolution:

- In the morning's, SIC declined to 20.1%.
- In afternoons, SIC rose to 24.3%.
- In the prime-time, SIC declined to 23.2%, while in the commercial target move up to 26.0%, with the good performance of "Idolos" and the new novela "Laços de Sangue" in the commercial targets.
- In the late-night, SIC rose to 22.5%.

### Prime Time Audiences - September 2010

	Sept 10		Sept 09		Jan-Sept 10		Jan-Sept 09	
	Share	Target*	Share	Target*	Share	Target*	Share	Target*
RTP1	21.4	17.7	23.9	20.3	21.7	18.1	22.3	18.4
2:	4.9	5.3	4.9	5.8	4.6	5.3	4.9	6.0
SIC	23.2	26.0	23.7	25.0	24.0	25.9	23.7	25.0
TVI	32.9	27.3	31.8	28.7	32.7	28.5	34.0	31.6
Cable	15.8	23.7	14.9	20.2	15.7	22.0	13.9	18.9
Others	1.8	n.a.	1.2	n.a.	1.5	n.a.	1.1	n.a.

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



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## SIC Mulher with a record audience

**SIC Noticias** remained in the number one spot, with average audience of 11.3%. **SIC Mulher** hit another record breaking month since the channel began, reaching 4.8%, while **SIC Radical** returned to the top 10 with 3.7%.

## Cable Audiences

	Sept 2010		Sept 2009
<b>SIC Noticias</b>	11.3%	<b>SIC Noticias</b>	12.7%
AXN	7.1%	AXN	9.2%
Hollywood	5.7%	Hollywood	7.2%
FOX	5.5%	Panda	6.0%
Panda	5.5%	Fox Life	4.5%
<b>SIC Mulher</b>	4.8%	RTPN	4.4%
RTP Memória	4.7%	FOX	4.2%
RTPN	4.2%	<b>SIC Radical</b>	3.8%
Disney Channel	3.7%	TVI24	3.4%
<b>SIC Radical</b>	3.7%	SportTV	3.3%
		<b>SIC Mulher (11º)</b>	2.9%
<b>Total Cable Channels</b>	<b>33.7%</b>	<b>Total Cable Channels</b>	<b>34.6%</b>

Source: Marktest

Lisbon, October 1st 2010

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