



**IMPRESA**

Sociedade Gestora de Participações Sociais, SA.

## IMPRESA Press Release – 2/2010, February 1st 2010

### SIC starts 2010 with 25.2% audience in January

SIC is having a good start for the year in 2010. In January, reached an average audience of 25.2%, representing gain against December 2009 and puts it back on 2<sup>nd</sup> place amongst the most watched channels. Also last month confirms the gains amongst the commercial targets, reaching 27.2% with over 1 percentage point gain in relation to December 2009, and just 0.3 pp from the leading channel.

The rise in January was the result of the audience improvements which occurred in various shows, namely, the prime-time Portuguese novella “Perfeito Coração”, the afternoon’s talk-show “Vida Nova” and strong performance of “Portuguese Idol” over the weekends. Worth mention, the release of “NCSI Los Angeles” on Sunday afternoon’s, which is leading its schedule since the first episode.

### Daily Audiences – January 2010

	January 10		January 09		December 09	
	Share	Target*	Share	Target*	Share	Target*
<b>RTP1</b>	24.5	17.7	25.4	19.2	24.9	18.1
<b>2:</b>	4.7	5.0	5.3	5.5	5.3	5.2
<b>SIC</b>	<b>25.2</b>	<b>27.2</b>	<b>25.9</b>	<b>27.8</b>	<b>24.0</b>	<b>26.1</b>
<b>TVI</b>	28.5	27.5	28.9	28.7	27.5	26.3
<b>Cable</b>	15.9	20.9	13.3	17.2	17.1	22.7
<b>Others</b>	1.2	n.a.	1.2	n.a.	1.3	n.a.

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

The audience’s evolution in the January main schedules, in relation to last December showed a positive evolution, namely:

- In the morning’s, SIC reached 21.1%, a drop of 0.3 p.p..
- In afternoons, January closed with 25.4%, a gain of 1.2 percentage points.
- In the prime-time, the month closed with 25.8%, gain of 1.3 p.p., the highest value for the last 12 month’s, along with the commercial target reaching 28.6%, 0.9 p.p. higher than in Dec 09.
- Rise in the late-night to 30.2%, more 1.5 p.p. than last December, and kept the number one spot in this schedule.

### Prime Time Audiences - January 2010

	January 10		January 09		December 09	
	Share	Target*	Share	Target*	Share	Target*
<b>RTP1</b>	21.2	18.3	23.1	18.8	22.9	18.1
<b>2:</b>	4.0	4.7	4.8	5.6	4.0	4.9
<b>SIC</b>	<b>25.8</b>	<b>28.6</b>	<b>26.6</b>	<b>28.6</b>	<b>24.5</b>	<b>27.8</b>
<b>TVI</b>	34.3	29.2	33.2	32.1	33.3	29.5
<b>Cable</b>	14.6	19.2	11.4	14.8	14.2	18.7
<b>Others</b>	1.1	n.a.	1.0	n.a.	1.1	n.a.

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



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## **SIC Notícias starts 2010 again in the leadership**

In Cable universe, **SIC Notícias** started again 2010 in the number one spot with 10.9%. **SIC Mulher** started year with 3.7%, while **SIC Radical** stood at 3.6% for the month of January. The new channel SIC K, which is distributed by Meo, is not yet being measured.

## **Cable Audiences**

	<b>Jan 2010</b>		<b>Jan 2009</b>
<b>SIC Notícias</b>	10.9%	<b>SIC Notícias</b>	15.3%
AXN	8.6%	Panda	8.6%
Panda	8.4%	AXN	7.8%
Hollywood	7.4%	RTPN	5.7%
RTPN	5.0%	Hollywood	5.1%
Fox	4.4%	<b>SIC Radical</b>	4.4%
Fox Life	4.2%	Fox Life	4.1%
RTP Memória	3.8%	SportTV	4.1%
<b>SIC Mulher</b>	3.7%	Disney Channel	3.8%
<b>SIC Radical</b>	3.6%	<b>SIC Mulher</b>	3.8%
<b>Total Cable Channels</b>	<b>31.6%</b>	<b>Total Cable Channels</b>	<b>29.4%</b>

Source: Marktest

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