

**IMPRESA**

Sociedade Gestora de Participações Sociais, SA.

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SIC ends May with 23.5%, gain of 9.3% y-o-y

In the month which occurred various events, like the Pope visit and various soccer finals, SIC saw its average audience dropping to 23.5%. This value represents small drop versus last April, and 2 percentage point gain in relation to May 2009. In the commercial targets SIC also gained 9.3% y-o-y, in relation to May 2009.

By the end of May, SIC has reached an accumulated average audience of 24.4%, and 25.4% in commercial target audiences. In both cases, SIC was the only generalist broadcaster which raised its audiences in relation to May 2009.

Daily Audiences – May 2010

	May 10		May 09		Jan-May 10		Jan-May 09	
	Share	Target*	Share	Target*	Share	Target*	Share	Target*
RTP1	23.7	17.2	23.2	17.3	24.0	17.6	24.4	18.5
2:	5.1	5.5	5.4	5.6	4.8	5.1	5.4	5.5
SIC	23.5	23.6	21.5	21.6	24.4	25.4	23.5	24.0
TVI	26.9	24.6	31.5	30.7	27.8	26.2	29.8	29.0
Cable	19.2	26.9	17.3	23.2	17.5	23.5	15.5	21.4
Others	1.5	n.a.	1.2	n.a.	1.4	n.a.	1.5	n.a.

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

The audience's evolution in the May main schedules, in relation to last March showed the following evolution, namely:

- In the morning's, SIC declined to 21.0%.
- In afternoons, SIC declined to 23.2%.
- In the prime-time, SIC remained at 24.1%. In the commercial target declined to 25.9%.
- In the late-night, SIC rose to 27.7%, continuing in the number one spot in this schedule.

Prime Time Audiences - May 2010

	May 10		May 09		Jan-May 10		Jan-May 09	
	Share	Target*	Share	Target*	Share	Target*	Share	Target*
RTP1	21.3	16.5	21.4	18.0	21.4	17.3	22.7	18.8
2:	4.9	6.2	4.8	5.8	4.2	5.0	4.6	5.6
SIC	24.1	25.9	20.5	20.8	24.8	27.2	23.3	24.8
TVI	31.5	27.2	37.5	35.5	32.9	29.5	34.9	33.0
Cable	16.9	24.1	14.8	19.9	15.5	21.3	13.2	17.8
Others	1.4	n.a.	1.0	n.a.	1.4	n.a.	1.3	n.a.

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

The month of June starts with two new shows in the prime-time – brazilian soap “Passione” and the return of “Salve-se quem Puder”, although the high point for the month will be the start of South Africa World Cup, which SIC will broadcast 18 games live.

SIC Notícias continues to expand its leadership

In month which the cable audiences reached all time high, **SIC Notícias** closes the month with 12.5%, and increasing its distance to the second channel to almost 5 percentage points. **SIC Radical** rose in relation to last April, to 3.4%, and **SIC Mulher** returned to the top 10, reaching 3.3%.

Cable Audiences

	May 2010		May 2009
SIC Notícias	12.5%	SIC Notícias	11.2%
Panda	7.6%	AXN	9.0%
FOX	7.2%	Panda	6.9%
AXN	7.0%	Hollywood	5.7%
Hollywood	5.8%	RTPN	5.0%
RTPN	5.0%	Fox Life	4.4%
RTP Memória	3.9%	FOX	4.0%
SIC Radical	3.4%	TVI24	3.3%
SIC Mulher	3.3%	SportTV	3.3%
TVI24	3.1%	SIC Radical	3.2%
	-	SIC Mulher (12º)	3.1%
Total Cable Channels	36.3%	Total Cable Channels	35.0%

Source: Marktest

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