



**IMPRESA**

Sociedade Gestora de Participações Sociais, SA.

## IMPRESA Press Release – 16/2006, October 2nd 2006

### SIC audiences stood at 26.5% in September

In September, SIC audience's stood at 26.5%, a small decline in relation to last August, mainly due to the return of the official soccer competitions to the schedules of RTP and TVI. In terms of year-on-year comparison, SIC continues to show gains, this time against September 2005 and across all the schedules, with the exception of the late night period.

In accumulated terms SIC ended September with an average audience of 25.8%.

### Daily Audiences – September 2006

	Sept 2006	Aug 2006	Sept 2005	Jan-Sept 2006	Jan-Sept 2005
RTP1	24.7	23.3	23.0	24.0	23.3
2:	6.1	6.1	5.4	5.5	5.0
<b>SIC</b>	<b>26.5</b>	<b>27.5</b>	<b>26.1</b>	<b>25.8</b>	<b>28.0</b>
TVI	28.6	28.0	31.4	30.6	29.4
Cabo	13.4	13.3	13.2	13.3	13.2
Video & Satellite	0.8	0.8	0.9	0.8	1.0

Source: Marktest

The audience's evolution in relation to August was the following:

- Maintenance in the morning schedule with 26.4%, the 3rd highest value in 2006.
- Rise in the afternoon to 27.4%, with new record audiences of "Contacto" and strong gains on the access prime-time, with the brazilian soap "Sinha Moça".

### Prime Time Audiences - September 2006

	Sept 2006	Aug 2006	Sept 2005	Jan-Sept 2006	Jan-Sept 2005
RTP1	24.1	21.3	22.0	21.7	22.5
2:	5.4	5.6	4.5	4.9	4.5
<b>SIC</b>	<b>26.9</b>	<b>29.0</b>	<b>26.3</b>	<b>26.7</b>	<b>28.6</b>
TVI	32.0	32.8	36.1	35.5	33.0
Cabo	11.0	10.8	10.4	10.6	10.5
Video & Satellite	0.5	0.5	0.7	0.6	0.8

Source: Marktest

- On the prime-time, audiences declined to 26.9%. In mid September, SIC released its 2<sup>nd</sup> Portuguese soap "Jura". On its 2<sup>nd</sup> week, "Jura" average audience was standing at 29.1%.
- On the late night schedule, audiences dropped to 25.3%.



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## **SIC Notícias kept its leadership in September**

In September, **SIC Notícias** continued on first spot with average audience of 11.7%. **SIC Radical** got an average audience of 3.6%, and releases its new grid in October. **SIC Mulher** saw its audiences declined to 2.9%, just before releasing its new grid, while **SIC Comédia** rose its audiences to 3.0%.

## **Cable Audiences**

<b>Sept 2006</b>		<b>Sept 2005</b>	
<b>SIC Notícias</b>	11.7%	<b>SIC Notícias</b>	13.9%
AXN	10.5%	Panda	7.4%
Panda	7.5%	AXN	6.4%
FOX	5.8%	Hollywood	4.7%
Hollywood	5.3%	SportTV	4.6%
RTPN	4.5%	<b>SIC Radical</b>	4.3%
SportTV	4.3%	Disney Channel	4.3%
<b>SIC Radical</b>	3.6%	RTPN	4.0%
Odisseia	3.1%	<b>SIC Mulher</b>	4.0%
<b>SIC Comédia</b>	3.0%	Odisseia	3.3%
<b>SIC Mulher (12º)</b>	2.9%	<b>SIC Comédia(16º)</b>	2.7%
<b>Total Cable Channels</b>	<b>29.6%</b>	<b>Total Cable Channels</b>	<b>28.3%</b>

Source: Marktest

Lisbon, October 2nd 2006

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