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Sociedade Gestora de Participações Sociais, SA.

IMPRESA Press Release – 5/2010, May 3rd 2010

SIC ends April with 23.8%, gain of 6.2% y-o-y

SIC end the month of April with average audience of 23.8%, equal to last March value, but represents a 6.2% gain year-on-year and 11.3% year-on-year rise in the commercial targets.

In the month of April, SIC has reached an accumulated average audience of 24.6%, and 25.7% in commercial target audiences. In both cases, SIC was the only generalist broadcaster which raised its audiences in relation to April 2009.

Daily Audiences – April 2010

	Apr 10		Apr 09		Jan-Apr 10		Jan-Apr 09	
	Share	Target*	Share	Target*	Share	Target*	Share	Target*
RTP1	23.8	18.1	23.2	18.2	24.1	17.8	24.7	18.9
2:	4.8	5.1	5.8	5.7	4.8	5.1	5.4	5.5
SIC	23.8	24.5	22.4	22.0	24.6	25.9	24.0	24.6
TVI	27.3	25.2	30.4	28.7	28.0	26.6	29.4	28.5
Cable	18.7	25.0	16.7	23.0	17.1	22.7	15.0	20.9
Others	1.6	n.a.	1.5	n.a.	1.4	n.a.	1.4	n.a.

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

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

- In the morning's, SIC rose to 21.3%.
- In afternoons, SIC declined to 24.3%.
- In the prime-time, SIC rose to 24.2%. In the commercial target reached 26.4%.
- In the late-night, SIC slide down to 26.9%, but keeping the number one spot in this schedule.

Prime Time Audiences - April 2010

	Apr 10		Apr 09		Jan-Apr 10		Jan-Apr 09	
	Share	Target*	Share	Target*	Share	Target*	Share	Target*
RTP1	21.9	18.0	21.5	19.0	21.5	17.6	23.0	19.0
2:	3.9	4.7	4.5	5.4	4.0	4.7	4.6	5.6
SIC	24.2	26.4	21.8	22.9	24.9	27.5	24.0	25.8
TVI	32.2	28.4	36.8	33.6	33.3	29.7	34.3	32.4
Cable	16.3	22.5	14.0	19.0	15.2	20.6	12.8	17.3
Others	1.5	n.a.	1.4	n.a.	1.4	n.a.	1.3	n.a.

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



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SIC Notícias expands its leadership

In Cable universe, **SIC Notícias** had another good month, with 12.1%, expanding its leadership to over 3 percentage points. **SIC Radical** and **SIC Mulher** declined to 3.4% and 2.3%, respectively, in April.

Cable Audiences

	April 2010		April 2009
SIC Noticias	12.1%	SIC Noticias	11.9%
AXN	7.3%	AXN	7.9%
Panda	7.1%	Panda	6.8%
FOX	6.7%	Hollywood	5.5%
Hollywood	6.0%	RTPN	5.3%
RTPN	4.7%	Fox Life	4.2%
SportTV	4.3%	FOX	4.2%
RTP Memória	3.5%	SIC Radical	4.1%
SIC Radical	3.4%	TVI24	3.8%
Fox Life	3.2%	SIC Mulher	3.6%
SIC Mulher (12^a)	2.8%		-
Total Cable Channels	35.3%	Total Cable Channels	33.4%

Source: Marktest

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