

IMPRESA Press Release – 15/2008, December 2nd 2008

November - SIC rises to 23.8%

In October SIC showed again a recovery in relation to last October to 23.8%. While over the weekdays, SIC audiences are below what was expected, in the weekends has been performing strongly, with average of 26.6%. While the November audiences represent small rise y-o-y, SIC audiences in the commercial target showed a big gain of 2.6 percentage points to 24.6% versus November 2007. In accumulated terms, SIC stands at 24.8%, with 1.2 percentage point advantage in relation to the third operator.

In December SIC will reinforce its weekend's programming on run up to the Christmas season, focusing on release of various Hollywood blockbusters.

Daily Audiences – November 2008

	Nov 08		Nov 07		Jan-Nov 08		Jan-Nov 07	
	Share	Target*	Share	Target*	Share	Target*	Share	Target*
RTP1	25.8	19.3	26.6	20.4	23.6	18.0	25.2	19.2
2:	4.9	4.7	5.0	5.3	5.7	5.7	5.2	5.0
SIC	23.8	24.6	23.6	22.0	24.8	24.0	25.2	24.8
TVI	30.5	30.6	29.1	29.4	30.6	30.5	29.0	28.9
Cable	13.7	19.1	14.4	20.9	13.9	19,9	14.4	20.8
Others	1.3	n.a.	1.4	n.a.	1.4	n.a.	1.0	n.a.

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

The audience's evolution in the main schedules, in relation to last October, was namely:

- In the morning's, SIC fell to 25.2%, in spite of a good performance over the weekends.
- In afternoon's, SIC fell to 22.9%, a drop of 0.2 p.p..
- In prime-time slide was up to 22.9%, gain 1.7 p.p..
- In the late-night, SIC rose to 27.6%, a gain of 0.7 p.p..

Prime Time Audiences - November 2008

	Nov 08		Nov 07		Jan-Nov 08		Jan-Nov 07	
	Share	Target*	Share	Target*	Share	Target*	Share	Target*
RTP1	23,8	19,2	25.5	25.7	21.7	18.1	24.5	20.4
2:	4.4	4,9	4.5	4.7	5.0	6.0	4.8	5.1
SIC	22.9	24,3	23.2	23.4	24.0	23.7	24.8	25.1
TVI	35,7	35,2	32.8	33.3	35.8	34.9	33.1	32.4
Cable	12.1	16,4	12.7	18.8	12.1	17.4	12.2	17.4
Others	1.1	n.a.	1.1	n.a.	1.2	n.a.	0.7	n.a.

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



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Sociedade Gestora de Participações Sociais, SA.

SIC Notícias expands its leadership to 13.4%

In November, the 3 SIC cable channels reached 22.3% of the cable audience, the highest share of the last 2 years, with all the SIC channels showing y-o-y gains. **SIC Notícias** rise was fundamental for this growth, reaching the highest audience since January 2006 with 13.4%, and expanding its distance to the other channels and direct competition. **SIC Radical** reached 4.6%, while **SIC Mulher** rose to 4.3%.

Cable Audiences

	Nov 2008		Nov 2007
SIC Notícias	13.4%	SIC Notícias	11.2%
AXN	7.6%	AXN	9.8%
Panda	7.2%	Panda	7.2%
Hollywood	5.7%	Hollywood	6.2%
RTPN	5.4%	FOX	5.2%
SportTV	5.0%	RTPN	4.9%
FOX	4.8%	Fox Life	4.9%
SIC Radical	4.6%	SportTV	4.4%
Fox Life	4.3%	SIC Mulher	3.7%
SIC Mulher	4.3%	SIC Radical	3.1%
Total Cable Channels	30.3%	Total Cable Channels	32.1%

Source: Marktest

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