



IMPRESA

Sociedade Gestora de Participações Sociais, SA.

IMPRESA Press Release – 3/2010, March 1st 2010

SIC leads commercial target in February with 27.1%

SIC returned to the pole position in February with 27.1% audience share in the commercial target. SIC rose across all time-slots February. It was a generalized gain, with the largest gains were on the afternoons and prime-time. The rise of talk-show “Vida Nova”, the final shows of “Idolos – Portuguese Idol”, the return of Liga Europa soccer competition and the released of the juvenile soap “Lua Vermelha”, were the key factors for the good performance of the station over February.

SIC rose to 25.3%, rising 0.1 percentage points in relation to January, and 0.9 pp versus February 2009. In the commercial target, SIC rose to 27.1%, just 0.1 pp less than last January, but 1.7 pp higher than February 2009 and the return to pole position for the first time in 4 years.

Daily Audiences – February 2010

	Feb 10		Feb 09		Jan-Feb 10		Jan-Feb 09	
	Share	Target*	Share	Target*	Share	Target*	Share	Target*
RTP1	24.7	18.1	25.9	19.9	24.6	17.9	25.6	19.6
2:	4.9	5.1	5.0	5.2	4.8	5.1	5.2	5.4
SIC	25.3	27.1	24.4	25.4	25.3	27.2	25.2	26.6
TVI	27.5	26.6	28.7	27.8	28.0	27.1	28.8	28.3
Cable	16.3	21.1	14.7	21.7	16.1	21.0	14.0	19.5
Others	1.3	n.a.	1.3	n.a.	1.2	n.a.	1.2	n.a.

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

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

- In the morning's, SIC rose to 21.2%.
- In afternoons, January rose to 25.9%, a gain of 0.5 percentage points.
- In the prime-time, the month closed with 26.2%, gain of 0.4 p.p.. In the commercial target reached 29.4%, the highest value for the last 3 years.
- In the late-night, SIC slide down to 29.9%, and keeping the number one spot in this schedule.

Prime Time Audiences - February 2010

	Feb 10		Feb 09		Jan-Feb 10		Jan-Feb 09	
	Share	Target*	Share	Target*	Share	Target*	Share	Target*
RTP1	21.4	17.0	25.2	20.1	21.3	17.7	24.1	19.2
2:	4.3	5.1	4.3	5.4	4.2	4.9	4.6	5.6
SIC	26.2	29.4	24.4	26.8	26.0	29.0	25.5	28.0
TVI	32.8	29.7	32.0	30.6	33.5	29.5	32.6	31.3
Cable	14.1	18.8	13.0	17.0	14.3	19.0	12.2	15.9
Others	1.2	n.a.	1.3	n.a.	1.1	n.a.	1.2	n.a.

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



IMPRESA

Sociedade Gestora de Participações Sociais, SA.

SIC Notícias expands its leadership

In Cable universe, **SIC Notícias** had another good month, with 13.5%, expanding its leadership. **SIC Radical** and **SIC Mulher** stayed on the 3.1% and 3%, respectively, in February.

Cable Audiences

	Feb 2010		Feb 2009
SIC Noticias	13.5%	SIC Noticias	14.1%
AXN	8.1%	Panda	8.4%
Panda	7.8%	AXN	8.2%
FOX	6.1%	Hollywood	5.6%
Hollywood	5.6%	RTPN	5.4%
RTPN	5.0%	SportTV	5.0%
SportTV	4.6%	Fox Life	4.2%
Fox Life	3.6%	SIC Radical	4.2%
SIC Radical	3.1%	FOX	4.1%
SIC Mulher	3.0%	SIC Mulher	3.5%
Total Cable Channels	32.7%	Total Cable Channels	30.0%

Source: Marktest

Lisbon, March 1st 2010

José Freire
Director Investor Relations
Phone: 351 21 392 9780
E-mail: jfreire@impresa.pt
www.impresa.pt