

IMPRESA Press Release – 9/2009, September 30th, 2009

SIC remains at 22.4%

On the September 14th, it started the renovation of SIC programming grid, which will continue over the month of October. The audiences of the new shows have compensated the weak start of September. Overall, the prime-time and commercial target audiences have been reinforced.

SIC ended September with 22.4% audience average. These are identical to its August performance and 0.7 percentage points lower than the September 2008 figures. On the commercial target, which hit the 23%, it's a gain over August 2009 and equal to September 2008 figures. But on prime-time, its commercial share reached 25.3%, a 14% rise versus September 2008 figures.

Full Day Audiences – September 2009

	Sept 09		Sept 08		Jan-Sept 09		Jan-Sept 08	
	Share	Target*	Share	Target*	Share	Target*	Share	Target*
RTP1	24.4	18.1	23.3	18.1	23.9	18.0	23.2	17.6
2:	6.2	6.3	6.0	6.0	6.0	6.1	5.8	6.0
SIC	22.4	23.0	23.1	23.0	23.4	23.8	25.1	24.0
TVI	27.5	25.6	32.5	31.7	28.8	27.7	30.5	30.4
Cable	18.4	25.5	13.7	19.3	16.7	22.7	14.0	20.1
Others	1.1	n.a.	1.4	n.a.	1.3	n.a.	1.4	n.a.

Source: Marktest. * Share in commercial "target" ABC1C2 15-54

The evolution in the main schedules in September versus the previous month is the following:

- In the mornings, SIC fell to 21%.
- In the afternoon's, SIC fell to 20.9%.
- In prime-time, SIC rose to 23.7%. On the commercial target, the audiences reached 25.0%, 1.0 percentage points higher than August 2008.
- In the late-night, SIC rose to 25.0%, returning to number position on this schedule

Audiências Prime Time Audiences– Sept 2009

	Sept 09		Sept 08		Jan-Sept 09		Jan-Sept 08	
	Share	Target*	Share	Target*	Share	Target*	Share	Target*
RTP1	23.9	20.3	22.3	19.6	22.3	18.4	21.3	17.8
2:	4.9	5.8	4.9	5.7	4.9	6.0	5.1	6.1
SIC	23.7	25.0	21.5	22.1	23.7	25.0	24.5	23.8
TVI	31,8	28.7	38.9	36.7	34.0	31.6	35.6	34.7
Cable	14.9	20.2	11.2	15.9	13.9	18.9	12.2	17.6
Others	1.2	n.a.	1.2	n.a.	1.1	n.a.	1.3	n.a.

Source: Marktest. * Share in commercial "target" ABC1C2 15-54



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Sociedade Gestora de Participações Sociais, SA.

New releases throughout October

Over the next weekend, on October 4th, “Idols” will start. On October 5th, it’s the release of the new prime-time Brazilian novela “Viver a Vida”. Also in October, a new Portuguese novela “Perfeito Coração” will start. October will also have the new seasons of SIC American series – CSI, CSI Las Vegas, CSI New York, “Desperate House Wives”, NCSI, and for the first time in Portuguese TV “Gossip Girl, already on October 3rd”.

SIC Notícias expands its leadership

SIC Notícias expanded its number one position to 12.7%, the best performance over the last 6 months, with 3.5 percentage point’s distance ahead of the 2nd channel. **SIC Radical** kept its 3.8%, while **SIC Mulher** declined to 2.9%.

Cable Audiences

	Sept 2009		Sept 2008
SIC Noticias	12.7%	SIC Noticias	11.9%
AXN	9.2%	Panda	9.1%
Hollywood	7.2%	AXN	9.0%
Panda	6.0%	Hollywood	5.7%
FOX Life	4.5%	FOX Life	4.9%
RTPN	4.4%	SIC Radical	4.9%
FOX	4.2%	RTPN	4.7%
SIC Radical	3.8%	FOX	4.7%
TVI24	3.4%	SIC Mulher	4.3%
SportTV	3.3%	SportTV	4.1%
SIC Mulher (11^o)	2.9%	-	-
Total Cable channels	34.6%	Total Cable channels	29.7%

Source: Marktest.

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