

**IMPRESA**

Sociedade Gestora de Participações Sociais, SA.

IMPRESA Press Release – 11/2009, December 2nd, 2009

In November, SIC slides to 22.6%

In November, SIC audiences have fallen in relation to last October, closing at 22.6%. The weaker audiences resulted from the poor performance in mornings, of the weekdays. Nevertheless it kept the good performance of commercial share, mainly in the late afternoons and prime-time, and over the weekends.

Full Day Audiences – November 2009

	Nov 09		Nov 08		Jan-Nov 09		Jan-Nov 08	
	Share	Target*	Share	Target*	Share	Target*	Share	Target*
RTP1	24.6	17.8	25.8	19.3	24.0	17.9	23.6	17.9
2:	5.2	5.2	4.9	4.7	5.8	5.9	5.6	5.8
SIC	22.6	23.8	23.8	24.6	23.3	23.9	24.8	24.0
TVI	28.4	27.3	30.5	30.6	28.8	27.4	30.6	30.5
Cable	18.0	24.3	13.7	19.1	16.9	23.3	13.8	19.9
Others	1.1	n.a.	1.3	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 November versus the previous month is the following:

- In the mornings, SIC stood at 20.4%.
- In the afternoon's, SIC rose to 23.4%.
- In prime-time, SIC fell to 22.5%. On the commercial target, the audiences reached 24.8%, 0.6 percentage points higher than November 2008.
- In the late-night, SIC declined to 25.4%, but was enough to return to number one position on this schedule.

Audiências Prime Time Audiences– November 2009

	Nov 09		Nov 08		Jan-Nov 09		Jan-Nov 08	
	Share	Target*	Share	Target*	Share	Target*	Share	Target*
RTP1	22.4	17.6	23.8	19.2	22.3	18.2	21.7	18.1
2:	4.0	4.7	4.4	4.9	4.8	5.8	5.0	6.0
SIC	22.5	24.8	22.9	24.2	23.6	25.2	24.0	23.7
TVI	35.2	32.6	35.7	35.2	34.1	31.6	35.8	34.9
Cable	15.0	20.3	12.1	16.4	14.1	19.2	12.1	17.4
Others	0.9	n.a.	1.1	n.a.	1.1	n.a.	1.3	n.a.

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



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SIC Notícias maintained its leadership

SIC Notícias maintained its number one position with 11.6%. **SIC Radical** fell to 3.9%, while **SIC Mulher** rose to 3.6%.



On December 19th SIC will launch a new thematic channel – SIC K, which will be distributed exclusively by MEO/PT platform on its first six months.

Cable Audiences

	Nov 2009		Nov 2008
SIC Noticias	11.6%	SIC Noticias	13.4%
AXN	9.3%	AXN	7.6%
Panda	8.3%	Panda	7.2%
Hollywood	7.3%	Hollywood	5.7%
RTPN	4.7%	RTPN	5.4%
FOX	4.3%	SportTV	5.0%
FOX Life	4.3%	FOX	4.8%
SIC Radical	3.9%	SIC Radical	4.6%
SIC Mulher	3.6%	FOX Life	4.3%
SportTV	3.5%	SIC Mulher	4.3%
Total Cable channels	34.7%	Total Cable channels	30.3%

Source: Marktest.

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