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Sociedade Gestora de Participações Sociais, SA.

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SIC drops in May to 21.5%

In month where big soccer finals took the limelight – Portuguese League, Portuguese Cup and the Champions League, SIC audiences dropped to 21.5%. The values in May represent a drop of 5.1 percentage points versus May 2008, and 0.9 p.p. against the last month of April. In May, the cable audiences push to a new record high, at 17.3%

In accumulated terms, SIC has an average audience of 23.5%, a fall of 1.4 percentage points against the 2008 average.

Full Day Audiences – May 2009

	May 09		May 08		Jan-May 09		Jan-May 08	
	Share	Target*	Share	Target*	Share	Target*	Share	Target*
RTP1	23.2	17.3	24.0	18.8	24.5	18.6	24.1	18.1
2:	5.5	5.6	5.4	5.7	5.4	5.5	5.2	5.4
SIC	21.6	21.6	26.6	25.3	23.5	24.0	26.1	24.9
TVI	31.3	30.7	28.9	28.6	29.8	29.0	29.5	29.8
Cable	17.3	23.2	14.4	20.1	15.4	21.4	13.9	20.1
Others	1.2	n.a.	1.5	n.a.	1.5	n.a.	1.3	n.a.

Source: Markttest. * Share in commercial “target” ABC1C2 15-54

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

- In the mornings, SIC remains at 21.3%.
- In the afternoon's, SIC decreases to 22.4%.
- In prime-time, SIC closes the month with 20.5%.
- In the late-night, SIC falls to 24.7%.

Audiências Prime Time Audiences– May 2009

	May 09		May 08		Jan-May 09		Jan-May 08	
	Share	Target*	Share	Target*	Share	Target*	Share	Target*
RTP1	21.4	18.0	22.8	19.5	22.7	18.8	22.3	18.6
2:	4.8	5.8	5.3	6.4	4.6	5.6	4.9	5.9
SIC	20.5	20.8	25.4	24.3	23.3	24.8	25.8	25.0
TVI	37.5	35.5	33.0	31.7	34.9	33.0	33.6	32.8
Cable	14.8	19.9	12.4	18.0	13.2	17.8	12.3	17.8
Others	1.0	n.a.	1.1	n.a.	1.3	n.a.	1.2	n.a.

Source: Markttest. * Share in commercial “target” ABC1C2 15-54

What's new in June

The month of June in SIC will stand out with the various specials broadcasting events. Starts with soccer world cup qualifier game Albania-Portugal, on the June 6th. On the 7th, the transmission is dedicated the European elections. On June 12th and 13th SIC will broadcast live the Lisbon Popular festivals.



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Also in June, the summer months programming changes starts. Already on the June 1st will start the entertainment show “Hole in Wall”, every day on prime-time. For July, SIC is preparing a big overhaul for its morning and afternoon shows.

SIC Notícias keeps its leadership

Audience figures for the total cable, reach another 2 year high, at 34.6 %. **SIC Notícias** kept its number one position with 11.2%, and with over 2 percentages point's distance from the 2nd channel. **SIC Radical** has fallen to 3.2%, while **SIC Mulher** dropped to 3.1%.

Cable Audiences

	May 2009		May 2008
SIC Notícias	11.2%	SIC Notícias	12.5%
AXN	9.0%	AXN	9.7%
Panda	6.9%	Panda	9.4%
Hollywood	5.7%	Hollywood	5.3%
RTPN	5.0%	FOX	5.2%
Fox Life	4.4%	RTPN	5.3%
FOX	4.1%	SIC Mulher	4.5%
TVI24	3.3%	SIC Radical	4.4%
SportTV	3.3%	Fox Life	3.9%
SIC Radical	3.2%	SportTV	2.9%
SIC Mulher (11^o)	3.1%	-	-
Total Cable channels	35.0%	Total Cable channels	30.4%

Source: Marktest.

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