

IMPRESA Press Release – 13/2011, January 2nd, 2012

SIC ends 2011 with 22.7% average audience

SIC closed 2011 in 2nd place, with average audience of 22.7%, which represents a fall of 0.7 percentage points, which is the smallest decline amongst the FTA channels.

SIC had a good performance in the prime-time period, where it was the only FTA channel which gained market share, both in general universe and in the main commercial targets.

The SIC success in 2011, was due the good results of the soap 'Laços de Sangue', winner of an international EMMY for the best soap, entertainment program's like 'Peso Pesado', 'Portugal Tem Talento', 'Chamar a Música', 'Alta Definição', 'Fama Show', the selection of films and series, and the leaderships in news.

Daily Audiences – December 2011

	Dec 11		Dec 10		Jan-Dec 11		Jan-Dec 10	
	Share	Target*	Share	Target*	Share	Target*	Share	Target*
RTP1	21.2	14.3	24.5	17.5	21.6	14.9	24.1	17.9
2:	3.9	3.6	4.9	4.9	4.5	4.4	5.4	5.4
SIC	21.7	22.9	22.4	22.7	22.7	23.1	23.5	24.1
TVI	26.5	27.0	28.1	27.7	25.7	24.3	27.4	25.8
Cable	23.9	32.2	17.6	24.5	22.8	29.5	17.8	24.4
Others	2.8	n.a.	2.5	n.a.	2.7	n.a.	1.8	n.a.

Source: Marktest. * Audience for commercial target ABC1C2 15-54

The evolution across the main schedules, in December, was the following:

- In the mornings, SIC was down to 19.3%.
- In the afternoon's, SIC up to 21.7%.
- In the prime-time, SIC rose to 23.8%, and in target commercial was up to 25.3%.
- In the late-night period, SIC rose to 18.1%.

Prime Time Audiences – December 2011

	Dec 11		Dec 10		Jan-Dec 11		Jan-Dec 10	
	Share	Target*	Share	Target*	Share	Target*	Share	Target*
RTP1	19.5	14.7	21.6	17.3	19.7	15.8	21.9	18.1
2:	3.1	3.1	4.4	5.0	3.8	4.1	4.6	5.2
SIC	23.8	25.3	23.6	24.6	24.7	26.5	23.8	25.7
TVI	29.7	28.0	31.8	29.9	29.6	26.8	32.4	28.7
Cable	21.4	28.8	16.4	22.1	19.7	26.8	15.7	22.3
Others	2.5	n.a.	2.2	n.a.	2.4	n.a.	1.6	n.a.

Source: Marktest. * Audience for commercial target ABC1C2 15-54



IMPRESA

Sociedade Gestora de Participações Sociais, SA.

SIC Notícias kept the number one spot for 11th consecutive year

In December, **SIC Notícias** kept the leadership with average audience of 9.1%, the **SIC Mulher** continued its good performance, with average audience of 3.7%, and **SIC Radical** reach audience to 2.7%. SIC K reaches an audience of 0.9%, its best value since its launch.

Cable Audiences

	Dec 2011		Dec 2010
SIC Noticias	9.1%	SIC Noticias	10.3%
Disney Channel	6.8%	AXN	6.7%
Hollywood	6.7%	Hollywood	6.2%
Panda	6.2%	Panda	6.1%
AXN	6.1%	FOX	5.6%
FOX	4.6%	SportTV	5.1%
SportTV	4.3%	Disney Channel	4.1%
RTP Informação	3.8%	RTP Memória	4.0%
TVI Casa Segredos	3.8%	SIC Mulher	3.9%
SIC Mulher	3.7%	RTP Informação	3.5%
SIC Radical (12°)	2.7%	SIC Radical (12°)	2.4%
Total Cable channels	35.8%	Total Cable channels	33.6%

Source: Marktest.

Lisbon, January 2nd, 2012

José Freire
Director Investor Relations
Tel: 351 21 392 9780
E-mail: jfreire@impresa.pt
[www. impresa.pt](http://www.impresa.pt)