

**IMPRESA**

Sociedade Gestora de Participações Sociais, SA.

## IMPRESA Press Release – 5/2011, May 2nd, 2011

### SIC closes March with 23.2% audience share

The audiences in April were influenced by the Easter holidays, which has benefit the performance of the thematic channels. SIC ended April with an average audience of 23.2%, which represents a 0.3 percentage points drop versus last month of March, and 0.5 percentage point fall against April 2010. In accumulated terms, SIC has 23.4% average audience, at the end of April.

In the first day of May, SIC released its new entertainment show for prime-time nights – “The Biggest Loser”, and led the audiences on first showing with 44.7%.

### Daily Audiences – April 2011

	Apr 11		Apr 10		Jan-Apr 11		Jan-Apr 10	
	Share	Target*	Share	Target*	Share	Target*	Share	Target*
<b>RTP1</b>	21,5	14,9	23,8	18,1	22,9	15,7	24,1	17,8
<b>2:</b>	4,8	5,2	4,8	5,0	4,4	4,7	4,8	5,1
<b>SIC</b>	23,2	23,0	23,8	24,6	23,3	23,2	24,6	25,9
<b>TVI</b>	25,8	24,4	27,3	25,2	26,9	25,5	28,0	26,6
<b>Cabo</b>	21,7	29,0	18,7	24,9	20,0	28,0	17,1	22,7
<b>Outros</b>	2,9	n.a.	1,6	n.a.	2,4	n.a.	1,4	n.a.

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

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

- In the mornings, SIC moved down to 18.5%.
- In the afternoon's, SIC fell to 23.9%.
- In the prime-time, SIC stood at 24.9%, while in the commercial target, it fell to 25.9%.
- In the late-night period, SIC rose to 23.7%.

### Prime Time Audiences – April 2011

	Apr 11		Apr 10		Jan-Apr11		Jan-Apr 10	
	Share	Target*	Share	Target*	Share	Target*	Share	Target*
<b>RTP1</b>	19,6	15,5	21,8	18,0	20,1	16,0	21,5	17,6
<b>2:</b>	3,8	4,5	3,9	4,7	3,8	4,5	4,0	4,7
<b>SIC</b>	24,9	25,9	24,2	26,4	24,7	25,9	24,9	27,5
<b>TVI</b>	30,1	26,7	32,2	28,4	31,2	27,5	33,3	29,7
<b>Cabo</b>	19,4	27,3	16,3	22,5	18,2	26,2	15,2	20,6
<b>Outros</b>	2,3	n.a.	1,5	n.a.	2,0	n.a.	1,4	n.a.

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



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## SIC Notícias kept the number one spot

In April, **SIC Notícias** kept the leadership with average audience of 12.1%. **SIC Mulher** also continued its good performance, with average audience of 4.2%, while **SIC Radical** had an average audience of 3.4%.

### Cable Audiences

	Apr 2011		Apr 2010
<b>SIC Notícias</b>	12.1%	<b>SIC Notícias</b>	12.1%
FOX	6.7%	AXN	7.3%
AXN	6.4%	Panda	7.1%
SportTV	5.3%	FOX	6.7%
Disney Channel	5.3%	Hollywood	6.0%
Panda	4.9%	RTPN	4.7%
RTPN	4.4%	SportTV	4.3%
Hollywood	4.2%	RTP Memória	3.5%
<b>SIC Mulher</b>	4.2%	<b>SIC Radical</b>	3.4%
TVI 24	3.5%	FOX Life	3.2%
<b>SIC Radical</b>	3.4%	<b>SIC Mulher (12º)</b>	2.8%
<b>Total Cable channels</b>	<b>36.7%</b>	<b>Total Cable channels</b>	<b>35.3%</b>

Source: Marktest.

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