

**IMPRESA**

Sociedade Gestora de Participações Sociais, SA.

## IMPRESA Press Release – 3/2009, March 2nd, 2009

### SIC drops in February to 24.4%

In month where soccer competitions return – Portuguese League and Champions League, to the FTA channels, affecting SIC audiences. The 24.4% registered by SIC, represents a fall of 1.9 percentage points versus February 2008. However, in the commercial target, SIC rose 0.1 percentage point in relation to the same period.

In accumulated terms, SIC has an average audience of 25.2%, a fall of 0.7 percentage point versus 2007, while on commercial target it shows a gain 0.9 percentage point.

### Full Day Audiences – February 2009

	February 09		February 08		Jan-Feb 09		Jan-Feb 08	
	Share	Target*	Share	Target*	Share	Target*	Share	Target*
<b>RTP1</b>	25.9	19.9	24.2	18.2	25.6	19.5	24.7	18.5
<b>2:</b>	5.0	5.2	5.1	5.4	5.2	5.4	5.0	5.2
<b>SIC</b>	24.4	25.4	26.3	25.3	25,2	26.7	25.9	25.0
<b>TVI</b>	28.7	28.8	29.4	29.5	28,8	28.3	29.5	29.7
<b>Cable</b>	14.7	21,7	13.8	19.8	14,0	19.5	13.8	20.1
<b>Others</b>	1.3	n.a.	1.2	n.a.	1.2	n.a.	1.1	n.a.

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

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

- In the mornings, SIC falls to 24.2%.
- In the afternoon's, SIC drops to 23.6%.
- In prime-time, SIC closes the month with 24.4%, keeping the good performance in commercial target – 26.8%.
- In the late-night, SIC falls to 27.7%, keeping the leadership in the schedule.

### Audiências Prime Time Audiences– February 2009

	February 09		February 08		Jan-Feb 09		Jan-Feb 08	
	Share	Target*	Share	Target*	Share	Target*	Share	Target*
<b>RTP1</b>	25.2	20.1	22.2	18.7	24.1	19.5	22.5	18.8
<b>2:</b>	4.3	5.4	4.7	5.8	4.6	5.5	4.6	5.6
<b>SIC</b>	24.4	26.8	26.4	25.7	25.5	27.8	26.0	25.2
<b>TVI</b>	32.0	30.6	33.4	32.5	32.6	31.3	33.4	32.5
<b>Cable</b>	13.0	17.0	12.1	17.1	12.2	15.9	12.4	17.9
<b>Others</b>	1.3	n.a.	1.2	n.a.	1.2	n.a.	1.1	n.a.

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



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## **SIC Notícias** increases its leadership

Was a good month in the cable, with all the SIC channels keeping its audience versus last January. **SIC Notícias** ended the month with 13.9%, expanding its leadership. **SIC Radical** stood on 4.1%, while **SIC Mulher** falls to 3.5%.

### **Cable Audiences**

	<b>Feb 2009</b>		<b>Feb 2008</b>
<b>SIC Notícias</b>	13.9%	<b>SIC Notícias</b>	12.4%
Panda	8.3%	AXN	10.0%
AXN	8.0%	Panda	8.5%
Hollywood	5.5%	FOX	6.1%
RTPN	5.4%	Hollywood	4.8%
SportTV	5.2%	FOX Life	4.7%
Fox Life	4.2%	RTPN	4.4%
<b>SIC Radical</b>	4.1%	SportTV	4.0%
FOX	4.0%	<b>SIC Mulher</b>	3.7%
<b>SIC Mulher</b>	3.5%	<b>SIC Radical</b>	3.7%
<b>Total Canais Cabo</b>	<b>30.1%</b>	<b>Total Canais Cabo</b>	<b>31.1%</b>

Source: Marktest.

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