

**IMPRESA**

Sociedade Gestora de Participações Sociais, SA.

## IMPRESA Press Release – 4/2011, April 1st, 2011

### SIC closes March with 23,5% audience share

In this month of February SIC renovated its programming line-up. The new shows and other changes made had a positive impact, mainly in afternoon and prime-time period's, with the average audience rising versus last February to 23.5%, which still represents a light drop versus the 23.8% of March 2010.

In the commercial target, SIC audiences rose to 23.6%, with a strong showing in the prime-time period, which rose to 26.7%.

### Daily Audiences – March 2011

	Mar 11		Mar 10		Jan-Mar 11		Jan-Mar 10	
	Share	Target*	Share	Target*	Share	Target*	Share	Target*
<b>RTP1</b>	23.0	15.8	23.5	17.1	23.1	16.0	24.2	17.6
<b>2:</b>	4.4	4.7	4.7	5.1	4.3	4.5	4.8	5.1
<b>SIC</b>	23.5	23.6	23.8	24.7	23.5	23.3	24.8	26.3
<b>TVI</b>	26.3	24.7	28.7	27.0	27.1	25.9	28.2	27.0
<b>Cabo</b>	20.4	28.3	17.7	23.7	19.7	27.7	16.6	21.9
<b>Outros</b>	2.3	n.a.	1.5	n.a.	2.3	n.a.	1.3	n.a.

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

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

- In the mornings, SIC moved down to 20.0%.
- In the afternoon's, SIC rose to 24.2%, helped by the make-over of the afternoon talk-show "Boa Tarde".
- In the prime-time, SIC rose 24.9%, while in the commercial target, it rose 2 percentage points to 26.6%.
- In the late-night period, SIC rose to 22.7%.

### Prime Time Audiences – March 2011

	Mar 11		Mar 10		Jan-Mar 11		Jan-Mar 10	
	Share	Target*	Share	Target*	Share	Target*	Share	Target*
<b>RTP1</b>	20.5	16.5	21.5	16.9	20.2	16.1	21.3	17.4
<b>2:</b>	3.9	4.3	3.9	4.2	3.8	4.5	4.1	4.7
<b>SIC</b>	24.9	26.6	23.5	25.7	24.7	25.9	25.2	27.9
<b>TVI</b>	31.0	27.3	33.9	31.5	31.5	27.7	33.6	30.1
<b>Cabo</b>	17.6	25.3	15.7	22.5	17.8	25.8	14.8	19.9
<b>Outros</b>	2.1	n.a.	1.8	n.a.	1.9	n.a.	1.4	n.a.

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



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## **SIC Notícias with highest audience since Jan 2009**

In March, **SIC Notícias** hit the highest audience figures since January 2009, with average audience of 14.6%, which more than double than the 2nd place channel. **SIC Mulher** also continued its good performance, with average audience of 4.5%, while **SIC Radical** maintained its place in top 10, with average audience of 3.4%.

### **Cable Audiences**

	<b>Mar 2011</b>		<b>Mar 2010</b>
<b>SIC Noticias</b>	14.6%	<b>SIC Noticias</b>	12.9%
AXN	7.0%	Panda	8.3%
FOX	5.7%	AXN	8.0%
Panda	5.5%	FOX	6.5%
SportTV	5.0%	Hollywood	5.8%
Hollywood	4.6%	RTPN	4.7%
<b>SIC Mulher</b>	4.5%	SportTV	4.2%
RTPN	4.1%	RTP Memória	3.5%
Disney Channel	3.9%	Fox Life	3.4%
<b>SIC Radical</b>	3.4%	Disney Channel	3.2%
-	-	<b>SIC Radical (11º)</b>	3.0%
-	-	<b>SIC Mulher (12º)</b>	2.6%
<b>Total Cable channels</b>	<b>34.9%</b>	<b>Total Cable channels</b>	<b>34.5%</b>

Source: Marktest.

Lisbon, April 1st, 2011

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