



**IMPRESA**

Sociedade Gestora de Participações Sociais, SA.

## IMPRESA Press Release – 09/2007, October 1st 2007

### SIC rises to 23.9% in September

In September SIC returned to higher audiences. In a month characterized by the releases of new shows, SIC audiences rose 23.9%, and in the last 10 days of September, it obtained an average of 25.0%, with the rise in the mornings and prime-time periods. Its accumulated average audience, at the end of September, stood at 25.4%.

### Daily Audiences – September 2007

	September 07		September 06		Jan-Sept 07		Jan-Sept 06	
	Share	Target*	Share	Target*	Share	Target*	Share	Target*
<b>RTP1</b>	24.3	19.4	24.7	19.3	25.0	19.0	24.0	18.7
<b>2:</b>	5.6	5.5	6.1	5.7	5.3	5.0	5.5	5.3
<b>SIC</b>	23.9	22.7	26.5	24.9	25.4	25.3	25.8	24.3
<b>TVI</b>	30.1	30.4	28.6	29.4	29.0	28.9	30.6	31.7
<b>Cable</b>	14.9	20.7	13.4	19.8	14.4	20.7	13.3	19.0
<b>Others</b>	1.1	n.a.	0.8	n.a.	0.9	n.a.	0.8	n.a.

Source: Markttest. \* Commercial target audience ABC1C2 15-54

The audience's evolution in the main schedules, in relation to last August, showed a positive evolution, namely:

- Strong rise in the morning to 27.1%, and a return to leadership in this period after two years, with good performance of talk-show "Fatima" and news "Primeiro Jornal".
- Rise in afternoon's to 22.2%.
- Rise in prime-time to 22.7%, but with last 10 days showing a more positive 24.5%, with the novelas "Paraiso Tropical" and "Vingança".
- Decline in the late-night to 29.4%, but keeping its number one position.

### Prime Time Audiences - September 2007

	September 07		September 06		Jan-Sept 07		Jan-Sept 06	
	Share	Target*	Share	Target*	Share	Target*	Share	Target*
<b>RTP1</b>	24.4	17.3	24.1	19.1	24.3	19.8	21.7	17.7
<b>2:</b>	4.8	5.9	5.4	5.8	4.8	5.1	4.9	5.5
<b>SIC</b>	22.7	22.7	26.9	25.1	25.1	25.5	26.7	25.0
<b>TVI</b>	35.1	35.4	32.0	33.5	33.2	32.5	35.5	36.6
<b>Cable</b>	12.2	18.7	11.0	15.8	12.1	17.0	10.6	13.6
<b>Others</b>	0.8	n.a.	0.5	n.a.	0.7	n.a.	0.6	n.a.

Source: Markttest. \* Commercial target audience ABC1C2 15-54

### New Shows for October

For October, included on its 15<sup>th</sup> anniversary celebrations, SIC will produce various events and release new shows. October will a strong month in releases of new series, with new season's of "Ugly Betty" and "Rescue Me", and for the first time in Portuguese TV, "Jericho" and "Entourage". The other releases include the film



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“High School Musical II” and new children cartoon series “Pokemon” and “Power Rangers”. In prime-time, the novela “Duas Caras” will start during the month of October.

### **SIC Notícias expands its cable leadership**

In September, **SIC Notícias** continued to expand its cable leadership, with the best result since January 2006, with the average audience rising to 13.4%. Also, **SIC Radical** rose to 3.3%, with a new programming grid, while **SIC Mulher** stood at 3.5%.

### **Cable Audiences**

	<b>Sept 07</b>		<b>Sept 06</b>
<b>SIC Notícias</b>	13.4%	<b>SIC Notícias</b>	11.7%
AXN	9.2%	AXN	10.5%
Panda	6.8%	Panda	7.5%
FOX	5.9%	FOX	5.8%
Hollywood	5.0%	Hollywood	5.3%
SportTV	5.0%	RTPN	4.5%
RTPN	4.9%	SportTV	4.3%
<b>SIC Mulher</b>	3.5%	<b>SIC Radical</b>	3.6%
<b>SIC Radical</b>	3.3%	Odisseia	3.1%
Odisseia	2.9%	<b>SIC Comédia</b>	3.0%
		<b>SIC Mulher (11º)</b>	2.9%
<b>Total Cable Channels</b>	<b>32.7%</b>	<b>Total Cable Channels</b>	<b>31.3%</b>

Source: Marktest

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