

Vivo Participacoes S.A.  
Form 6-K  
December 21, 2007

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## SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

### FORM 6-K

Report of Foreign Private Issuer  
Pursuant to Rule 13a-16 or 15d-16 of the  
Securities Exchange Act of 1934

**For the month of December, 2007**

**Commission File Number 1-14493**

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### **VIVO PARTICIPAÇÕES S.A.**

(Exact name of registrant as specified in its charter)

### **VIVO Holding Company**

(Translation of Registrant's name into English)

**Av. Roque Petroni Jr., no.1464, 6<sup>th</sup> floor part, "B"building**

**04707-000 - São Paulo, SP**

**Federative Republic of Brazil**

(Address of principal executive office)

Indicate by check mark whether the registrant files or will file annual reports under cover Form 20-F or Form 40-F.

Form 20-F  Form 40-F

Indicate by check mark whether the registrant by furnishing the information contained in this Form is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.

Yes  No

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## Vivo got success in the bidding process of 3G frequencies

**December 20, 2007** – VIVO Participações S.A. (“Vivo”) announces that, after price bids were opened at the head-office of Anatel, it was the winning bidder in the Band J lots, with 10 + 10 MHz width, with exception of lots VII and X. In order to achieve this benchmark, Vivo has paid 92.5% average premium over the minimum price set in the auction call notice. For all Band J lots acquired, Vivo offer was around R\$ 1, 1 billion for a period of 15 years postponed for 15 years more. The total amount or 10% of it should be paid at the time of the execution of the Terms of Authorization. The 90% left may be paid in 6 equal and annual installments, with a grace period of 3 years, adjusted to the IST variation plus 1% monthly.

The Official Result of the Auction will be disclosed by Anatel in the *Diário Oficial da União* (Federal Official Gazette) in the next days and contracts will be executed within up to 10 days after the referred publication.

The Band J lots acquired by Vivo are summarized in the table below:

Area	Width MHz	Service Area	Authorization Period (year)	Minimum Price(R\$)	Bid Price (R\$)	Premium %
I	10+10	RJ, ES, BA and SE	15+15	163,669,720.21	310,356,000.00	89.6%
II	10+10	PR, SC, RS, AC,DF, GO, MS, MT, RO and TO	15+15	227,472,225.60	528,200,000.00	132.2%
III/IV	10+10	SP Metropolitan/AM, AP, MA, PA, RR	15+15	111,835,775.74	168,700,000.00	50.8%
V/VI	10+10	SP Countryside/AL, CE, PB, PE, PI and RN	15+15	85,980,150.34	130,426,000.00	51.7%
VIII	10+10	Paranaíba (MS) and Itumbiara Region (GO)	15+15	212,704.91	292,000.00	37.3%
IX	10+10	Franca Region	15+15	4,220,990.61	5,766,000.00	36.6%
XI	10+10	Municipalities of Londrina and Tamarana (PR)	15+15	2,894,507.53	3,953,000.00	36.6%

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**SIGNATURE**

