

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

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

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, 6th 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

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% |

SIGNATURE

