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Sociedade Gestora de Participações Sociais, SA.

IMPRESA Press Release - 19/2005, 2nd December 2005

SIC wins the FTA rights for soccer World Cup Germany 2006

On November 30th, SIC won the rights for free-to-air soccer games of World Cup Germany 2006. SIC will broadcast 13 or 14 games, and the competition will start on the June 9th and ends July 9th. The World Cup Germany 2006 marks the return of SIC to soccer transmissions, and means that along Rock-in-Rio Lisbon 2006, SIC will be present on the two large events of 2006.

SIC average audience rose to 25.6% in November

In November, SIC audiences return to the upward trend, with gains across all the time periods versus last October. Thus, November audiences rose to 25.5%, 1.3 percentage points above October figures. The main evolution for November was as follows:

- A rise in the morning schedule, although the new show "Fatima" was only released towards the end of the month.
- Small rise in the afternoon.
- Rise on the prime-time, almost 2 percentage points, with the soap "América" increasing its ratings.
- The largest rise occurred in the late night schedule, with an increase superior to 2 percentage points.

Prime Time Audiences - November 2005

	Nov 2005	Oct 2005	Nov 2004	Jan-Nov 2005	Jan-Nov 2004
RTP1	21.4	22.6	20.9	22.4	23.7
2:	4.7	4.4	4.3	4.5	4.2
SIC	26.1	24.2	27.3	27.9	29.1
TVI	36.4	37.0	37.5	33.7	33.4
Cabo	10.6	11.0	9.2	10.6	8.8
Video & Satellite	0.8	0.6	0.8	0.8	0.7

Source: Marktest

In accumulated terms, for the full day, SIC average audiences stood at 27.4% at the end of November, which represents a drop of 2.0 percentage points year-on-year.

Daily Audiences - October 2005

	Oct 2005	Sept 2005	Oct 2004	Jan-Oct 2005	Jan-Oct 2004
RTP1	24.9	24.7	23.0	23.6	24.7
2:	5.1	4.8	4.1	5.0	4.4
SIC	25.5	24.3	28.5	27.4	29.4
TVI	31.2	31.9	32.0	29.8	28.7
Cabo	12.5	13.4	11.4	13.2	11.7
Video & Satellite	0.9	0.9	1.0	1.0	1.0

Source: Marktest



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Apart from the recent release of the morning show “Fátima”, with good results, on the November 30th the new prime-time soap “Belíssima” was released, with 32.5% average audience. For next month of January, there will be more new program releases.

SIC Notícias increases its leadership

Overall, the cable channels had one of the weakest months over in November, with 27.2% in audience, in which were affected by the increase in competition amongst the generalist channels. In November, SIC cable channels dropped their audiences to 23.5%. **SIC Notícias** led with 13.0%, while **SIC Mulher** got the lowest audience of the year. **SIC Radical** is on 3rd consecutive month on the rise.

Cable Audiences

	Sept 2005		Oct 2004
SIC Noticias	12.9 %	SIC Noticias	14.2%
AXN	8.2%	Panda	7.2%
Panda	7.1%	SportTV	6.2%
Hollywood	5.3%	Hollywood	6.0%
SIC Radical	4.9%	AXN	5.8%
SportTV	4.3%	SIC Radical	4.3%
GNT	3.9%	Disney Channel	4.0%
RTPN	3.8%	SIC Comédia	3.9%
FOX	3.7%	Historia	3.7%
MTV	3.5%	GNT	3.6%
SIC Mulher (11º)	3.2%	SIC Mulher (11º)	3.6%
SIC Comédia(15º)	2.5%	Odisseia	3.4
Total Cable Channels	27.2%	Total Cable Channels	26.7%

Source: Marktest

Lisbon, 2nd December 2005

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