

IMPRESA Press Release - 1/2005, 3rd January 2005

SIC audiences rise to 28.8%, completing 10 consecutive years as Portuguese TV audience leader

In December, SIC audience shares continued to rise, ending the month with 28.8%, which is 0.3 percentage points higher than the November figures, confirming the audience's recovery that started at end of October.

The rise in audiences was mainly over prime-time and late-night periods. The rise of 1.3 p.p. versus November in the prime-time period was mainly due the audience's pick-up in the brazilian soap's, namely "Senhora do Destino" and "Cabocla". On the late-night period, SIC obtained the best audience level for 2004, reaching the 30.1%, which is 4.3 p.p. higher than the previous month.

For 2004, SIC kept its audience share leadership with 29.3%, completing a period of 10 consecutive years as the leading TV station in Portugal.

Television Audiences in December 2004

	December 2004	November 2004	December 2003	Jan-Dec 2004	Jan-Dec 2003
RTP1	23.9	23.0	24.9	24.7	23.8
RTP2	4.4	4.1	4.1	4.4	5.0
SIC	28.8	28.5	31.6	29.3	30.3
TVI	30.5	32.0	27.9	28.9	28.5
Cabo	11.3	11.4	10.5	11.6	11.1
Video & Satellite	1.0	1.1	1.0	1.0	1.3

Source: Marktest



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SIC cable channels represent 26.2% of the cable audiences in 2004

In December, SIC cable channels rose their audience share to 26.5%, against the 26.2% average for the full year of 2004.

After the release in October, **SIC Comédia** continued to deliver good ratings, reaching 4.0% audience share in December. In 2004, **SIC Radical** and **SIC Mulher** managed audiences between 3.9-4.6%. **SIC Noticias** continues to be the most watched channel on the cable, with 15% share in December, slightly higher than the year average of 14.4%.

Audiências on the Cable

	Dec 2004		2004
SIC Noticias	15.0%	SIC Noticias	14.4%
Panda	7.3%	Panda	9.7%
AXN	6.4%	Hollywood	7.6%
SportTV	5.8%	SIC Radical	4.6%
Hollywood	5.8%	SportTV	4.4%
Disney Channel	4.8%	GNT	4.0%
SIC Radical	4.2%	SIC Mulher	3.9%
SIC Comedia	4.0%	Historia	3.6%
Odisseia	3.8%	Disney Channel	3.6%
RTPN	3.7%	Odisseia	3.5%
SIC Mulher (11°)	3.3%	SIC Gold / Comedia(11°)	3.3%
Total Cable channels	26.4%	Total Cable channels	27.2%

Source: Marktest

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Evolution of SIC audiences in 2004

