

## IMPRESA Press Release 15/2004 – Oct 1st, 2004

### SIC gets the best ratings for the year in September

In September SIC obtained the best audience so far this year, reaching 30.4%, more 0.1 percentage points than last August.

The audience record was obtained with the maintenance of SIC prime-time ratings. SIC prime-time audiences reach 31.2%, representing a 3% gain versus September last year. SIC made gains in the remaining time periods. For the first time on the year, it led the mornings, afternoons and late night's time blocks.

In September, it started the renovation of the various programming line-ups and we had the soccer return, in a big way, to the Portuguese TV screens. In the SIC case, the month highlights were the return of the show "Idolos" (local version of Pop-Idol) and the release of new brazilian soap "Senhora do Destino", both with promising start's. For the next 2 month's, the renovation of SIC program's continues with the soap "Cabocla", the Portuguese series "Olá Camaradas", the return of Camilo sitcom's, amongst other's.

In accumulated terms up to end of September, SIC leads the audience share with 29.6%, and increased its distance to 1.6 percentage points ahead of the 2<sup>nd</sup> broadcaster.

### TV Audiences in September 2004

	Sept 2004	Aug 2004	Sept 2003	Jan-Sept 2004	Jan-Sept 2003
RTP1	23.5	23.1	22.9	25.2	23.3
RTP2	4.8	5.9	4.7	4.5	5.2
<b>SIC</b>	<b>30.4</b>	<b>30.3</b>	<b>30.9</b>	<b>29.6</b>	<b>30.2</b>
TVI	27.7	26.7	27.4	28.0	28.9
Cabo	12.5	12.8	12.8	11.7	11.0
Video & Satellite	1.1	1.2	1.3	1.0	1.3

Source: Marktest



**IMPRESA**

Sociedade Gestora de Participações Sociais, SA.

In September, SIC cable channels have reinforced its audience share in the cable to 25.7%, against the 22.8% obtained in August and 24.6% in September 2003.

At the end of September, SIC obtained a license to launch SIC Comedia (SIC Comedy), which will substitute the SIC Gold channel in the cable line-up.

### TV Cable Audience Rankings

	Sept 2004		Sept 2003
<b>SIC Noticias</b>	14.4%	<b>SIC Noticias</b>	14.1%
Panda	8.7%	Hollywood	10.0%
Hollywood	6.6%	Panda	8,9%
AXN	5.2%	Disney Channel	5.5%
SportTV	4.7%	SportTV	5.1%
<b>SIC Radical</b>	4.4%	<b>SIC Radical</b>	4.9%
Disney Channel	4.2%	GNT	3.7%
<b>SIC Mulher</b>	4.0%	Cartoon / TNT	3.7%
Historia	3.7%	<b>SIC Mulher</b>	3.7%
Odisseia	3.3%	EuroSport	3.6%
<b>SIC Gold (14º)</b>	2.9%	<b>SIC Gold (13º)</b>	2.8%
<b>Cable channels total</b>	<b>28.6%</b>	<b>Cable channels total</b>	<b>28.6%</b>

Source: Marktest

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