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Sociedade Gestora de Participações Sociais, SA.

IMPRESA Press Release - 15/2005, 1st September 2005

SIC had average audience of 27.0% in August

In August, SIC kept its audiences at the 27% level, in the period where the programming grids were more focused on re-runs, and marked the return of soccer competitions to TV screens. The audiences for the month of August were just 0.1 percentage points below last July figures. Nevertheless, the August audience figures already show a gain of ratings due to the new program's release. The main evolution of the month was as follows:

- Drop in the morning schedule, mainly over the weekdays, affected by re-runs of children shows.
- Rise over 1 percentage point over the afternoon, which in weekdays reached 2 p.p.. The release of the new Brazilian soap "Alma Gémea", at the end of July, is the main responsible for this recovery.
- Rise on the prime-time, with better ratings of the soap "América".
- Maintenance of the leadership in the late night schedule.

Prime Time Audiences - August 2005

	Aug 2005	Jul 2005	Aug 2004	Jan-Aug 2005	Jan-Aug 2004
RTP1	21.8	21.2	20.6	22.6	24.5
2:	4.7	5.1	4.9	4.5	4.1
SIC	27.4	27.0	33.3	28.8	29.4
TVI	35.1	35.3	31.4	32.7	32.5
Cabo	10.3	10.2	9.0	10.5	8.8
Video & Satellite	0.8	0.7	0.9	0.8	0.7

Source: Marktest

In accumulated terms, for the full day, SIC average audiences stood at 28.2% at the end of August, which represents a drop of 1.3 percentage point year-on-year.

Daily Audiences - August 2005

	Aug 2005	Jul 2005	Aug 2004	Jan-Aug 2005	Jan-Aug 2004
RTP1	22.7	21.8	23.1	23.4	25.8
2:	5.7	5.6	5.9	5.0	4.4
SIC	27.0	27.1	30.3	28.2	29.5
TVI	29.7	30.9	26.7	29.1	28.0
Cabo	13.7	13.6	12.8	13.3	11.6
Video & Satellite	1.2	0.9	1.2	1.0	1.0

Source: Marktest

The month of September will see the release of various new programs for the peak fall season. Also, SIC will release the new series of current hit series like "Malucos do Riso", "Maré Alta", "Flagrante Delírio" and "Levanta-te e Ri". Among the new programs, the attention will be upon:



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- New Disney teenager cartoon series “Witch”, released on the last weekend of August.
- New brazilian soap “Lua Disse-me”.
- The new reality show “Senhora Dona Lady” (Its a Lady).
- The new reality show “Esquadrão G” (Queer eye for the Straight Guy).

Cable Channels

Over the August, SIC cable channels raised their audiences, reversing the decline of the previous months. The audience for the 4 channels stood at 24.9%, more 1.1 percentage points than last July. The best performance was obtained by **SIC Radical**, although with more competition, it had average audience of 4.8%, more 1.2 p.p than August 2004.

Cable Audiences

	August 2005		August 2004
SIC Noticias	13.8%	SIC Noticias	12.0%
Panda	7.9%	Panda	8.0%
AXN	6.1%	Hollywood	7.3%
SIC Radical	4.8%	EuroSport	5.9%
Hollywood	4.6%	AXN	4.8%
RTPN	4.2%	Disney	4.5%
SIC Mulher	3.7%	Historia	3.7%
MTV	3.6%	SIC Mulher	3.6%
Odisseia	3.5%	SIC Gold	3.6%
Fox	3.3%	SIC Radical	3.6%
SIC Comédia(16º)	2.6%	Odisseia	3.5%
Total Cable Channels	29.4%	Total Cable Channels	28.9%

Source: Markttest

Lisbon, 1st September 2005

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