



IMPRESA

Sociedade Gestora de Participações Sociais, SA.

IMPRESA Press Release - 18/2005, 2nd November 2005

SIC had average audience of 24.3% in October

In October, SIC audiences hit a new record low for the year, as a result of the new programs weak audiences as well a heavy month of soccer games on TV. Thus, the audiences for the month of October dropped to 24.3%, roughly 2 percentage points below September figures. The main evolution for October was as follows:

- Light fall in the morning schedule.
- Fall in afternoon, mainly in the early afternoon, due to new shows released by competitors' channels.
- Fall on the prime-time, although the sit-com "Malucos do Riso" and the soap "América" continues to deliver good ratings.
- The largest drop occurred in the late night schedule.

Prime Time Audiences - October 2005

| | Oct 2005 | Sept 2005 | Oct 2004 | Jan-Oct 2005 | Jan-Oct 2004 |
|-------------------|-------------|-------------|-------------|--------------|--------------|
| RTP1 | 22.6 | 22.0 | 21.4 | 22.5 | 24.0 |
| 2: | 4.4 | 4.5 | 4.4 | 4.5 | 4.2 |
| SIC | 24.2 | 26.3 | 27.1 | 28.1 | 29.3 |
| TVI | 37.0 | 36.1 | 37.9 | 33.4 | 33.0 |
| Cabo | 11.0 | 10.4 | 8.4 | 10.6 | 8.8 |
| Video & Satellite | 0.6 | 0.7 | 0.8 | 0.8 | 0.7 |

Source: Marktest

In accumulated terms, for the full day, SIC average audiences stood at 27.6% at the end of October, which represents a drop of 1.9 percentage point year-on-year.

Daily Audiences - October 2005

| | Oct 2005 | Sept 2005 | Oct 2004 | Jan-Oct 2005 | Jan-Oct 2004 |
|-------------------|-------------|-------------|-------------|--------------|--------------|
| RTP1 | 24.7 | 23.0 | 23.2 | 23.5 | 24.9 |
| 2: | 4.8 | 5.4 | 4.3 | 5.0 | 4.4 |
| SIC | 24.3 | 26.2 | 28.1 | 27.6 | 29.5 |
| TVI | 31.9 | 31.4 | 32.1 | 29.6 | 28.4 |
| Cabo | 13.4 | 13.2 | 11.2 | 13.3 | 11.7 |
| Video & Satellite | 0.9 | 0.9 | 1.1 | 1.0 | 1.0 |

Source: Marktest



IMPRESA

Sociedade Gestora de Participações Sociais, SA.

SIC Notícias increases its leadership

Over October, SIC cable channels raised their audiences again, with the audience for the 4 channels standing at 25.6% versus 24.9% of last September. **SIC Notícias** led with 14.0%, giving it almost double the audience of the 2nd most watched channel, while **SIC Comédia** (2.9%) got the highest audience level for the last 7 month's.

Cable Audiences

| | Sept 2005 | | Oct 2004 |
|-----------------------------|------------------|-----------------------------|-----------------|
| SIC Noticias | 14.0 % | SIC Noticias | 15.2% |
| AXN | 7.4% | Panda | 8.6% |
| Panda | 6.7% | Hollywood | 6.7% |
| SportTV | 5.2% | SportTV | 5.1% |
| Hollywood | 5.0% | SIC Radical | 4.6% |
| SIC Radical | 4.8% | AXN | 4.6% |
| RTPN | 4.5% | GNT | 4.5% |
| SIC Mulher | 3.9% | SIC Mulher | 3.9% |
| FOX | 3.3% | Historia | 3.6% |
| Odisseia | 3.0% | Disney Channel | 3.1% |
| SIC Comédia(12º) | 2.9% | SIC Comédia(13º) | 2.8% |
| Total Cable Channels | 29.3% | Total Cable Channels | 25.7% |

Source: Marktest

Lisbon, 2nd November 2005

José Freire
Director Investor Relations
Phone: 351 21 392 9780
E-mail: jfreire@impresa.pt
[www. impresa.pt](http://www.impresa.pt)