

**IMPRESA**

Sociedade Gestora de Participações Sociais, SA.

IMPRESA Press Release – 5/2008, April 1st 2008

SIC in March stood at 25.9%

On a month affected by the Easter holidays, it saw the 3 main FTA channels sliding versus last February, with a rise of RTP2 and cable channels. SIC stood at 25.9%, maintaining its good performance from the beginning of the year. In relation to February, the audiences in March represent a fall of 0.4 percentage points, while compared with March 2007, it show a gain of just 0.1 p.p.

In accumulated terms, in the 1st quarter 2008, SIC has an average audience of 25.9%, a loss of 0.6 p.p. y-o-y, and a gain of 1.7 p.p. in relation to 4th quarter 2007.

Daily Audiences – March 2008

	March 08		February 08		Jan-March 08		Jan-March 07	
	Share	Target*	Share	Target*	Share	Target*	Share	Target*
RTP1	23,9	17,9	24.0	18.2	24.4	18.3	26.8	20.5
2:	5.6	5.6	5.1	5.4	5.2	5.3	4.7	4.3
SIC	25.9	24,7	26.3	25.3	25,9	24.9	26.5	27.3
TVI	29.2	29.1	29.4	29.5	29.4	29.5	28.1	28.4
Cable	14.0	20,5	13.8	19.8	13.8	20.2	13.1	18.5
Others	1.5	n.a.	1.2	n.a.	1.3	n.a.	0.8	n.a.

Source: Markttest. * Commercial target audience ABC1C2 15-54

The audience's evolution in the main schedules, in relation to last February, was namely:

- In the morning's, SIC dropped to 27.6%.
- In afternoon's, SIC rose to 24.8%, with the improved performance of the soap "Sete Pecados".
- Slide in prime-time to 26.2%.
- In the late-night SIC dropped to 28.2%.

Prime Time Audiences - March 2008

	March 08		February 08		Jan-March 08		Jan-March 07	
	Share	Target*	Share	Target*	Share	Target*	Share	Target*
RTP1	22.5	18.9	22.2	18.7	22.5	18.8	25.9	21.4
2:	4.7	5.9	4.7	5.8	4.7	5.7	4.3	4.4
SIC	26.2	25.5	26.4	25.7	26.0	25.3	27.2	28.6
TVI	33.0	31.8	33.4	32.5	33.3	32.3	31.4	30.8
Cable	12.1	17.9	12.1	17.2	12.3	17.9	11.1	14.8
Others	1.4	n.a.	1.2	n.a.	1.2	n.a.	0.6	n.a.

Source: Markttest. * Commercial target audience ABC1C2 15-54



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SIC Radical strong growth in March

Was again a good month on the Cable. **SIC Notícias** ended the month with the average at 11.8%, keeping almost 2.5 percentage points advantage to the second channel. **SIC Radical** had a strong rise to 4.1%, which is the best record for the last 20 month's. **SIC Mulher** had a small decline to 3.4%.

Cable Audiences

	March 2008		March 2007
SIC Notícias	11.8%	SIC Notícias	11.9%
AXN	9.4%	AXN	9.5%
Panda	9.2%	Panda	9.3%
Hollywood	5.8%	FOX	5.2%
SportTV	5.6%	RTPN	4.7%
FOX	5.5%	Hollywood	4.7%
SIC Radical	4.1%	SportTV	4.0%
FOX Life	4.0%	SIC Mulher	3.4%
RTPN	3.9%	Odisseia	3.3%
SIC Mulher	3.4%	SIC Radical	3.3%
Total Cable Channels	31.4%	Total Cable Channels	29.4%

Source: Marktest

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