

IMPRESA Press Release 14/2004 – Sept 1st, 2004

SIC returns to prime-time lead in August

In August, SIC obtained the best audience this year so far, reaching 30.3%, more 0.5 percentage points than last July and 0.5 p.p. less than in August 2003.

The audience record was obtained with gains in prime-time ratings, which has allowed SIC to lead this important time-slot over August. SIC prime-time audiences reach a new record for the year with 33.3%, representing a 12.6% gain versus August last year, and 1.9 p.p. ahead of the 2nd TV station.

The ratings rise in prime-time period is the confirmation of a trend which started over the months of June and July. This performance has been due to the success of the Brazilian soap's "Chocolate com Pimenta" and "Celebridade", along the sitcom "Malucos do Riso" and a recovery by 8 o'clock news program.

SIC raised its ratings in the late-night period, to 29.9%. This has more than compensated, along with the prime-time rise, the fall registered over the morning and afternoon periods. This falls were due to the broadcasting of the Olympic Games by the state owned RTP channels.

In accumulated terms up to end of August, SIC leads the audience share with 29.5%, and increased its distance to 1.5 percentage points ahead of the 2nd broadcaster and only 0.6 percentage points below the same period last year.

TV Audiences in August 2004

	Aug 2004	July 2004	Aug 2003	Jan-Aug 2004	Jan-Aug 2003
RTP1	23.1	25.1	23.9	25.4	23.4
RTP2	5.9	5.0	4.8	4.4	5.2
SIC	30.3	29.8	30.8	29.5	30.1
TVI	26.7	26.2	26.5	28.0	29.1
Cabo	12.8	12.8	12.8	11.6	10.7
Video & Satellite	1.2	1.2	1.2	1.0	1.3

Source: Marktest



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The month of August continues to be very unusual period, and with the Olympic Games broadcasting, has brought down the audiences levels of SIC's 4 cable channels, which together only reached 22.8% audience share

TV Cable Audience Rankings

August 2004		August 2003	
SIC Noticias	12.0%	SIC Noticias	14.1%
Panda	8.0%	Panda	8.5%
Hollywood	7.3%	Hollywood	8,1%
EuroSport	5.9%	Disney Channel	6.2%
AXN	4.8%	SIC Radical	4.8%
Disney Channel	4.5%	GNT	4.4%
Historia	3.7%	Cartoon/TNT	4.2%
SIC Mulher	3.6%	SportTV	3.5%
SIC Gold	3.6%	Odisseia	3.5%
SIC Radical	3.6%	SIC Mulher	3.3%
Odisseia	3.4%	SIC Gold	3.2%
Cable channels total	28.9%	Cable channels total	28.2%

Source: Marktest

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