

IMPRESA Press Release 3/2004 – March 1st, 2004

SIC reach's 29.3% in the February ratings

The month of February marked the return of soccer games to the TV screens, with games of national team, European cups and domestic league. And as usual, SIC ratings fall on these periods. In February, SIC average audiences reached 29.3%, which represents a fall of 0.7 percentage points in relation to February of last year.

The fall in audiences was mainly felt on the prime-time Schedule in the beginning of February. Meanwhile, the alterations implemented in the programming and the good acceptance of the Brazilian soap “Chocolate com Pimenta”, which was released at end of January, allowed for a ratings recovery to the level of the previous month of January. Worth mentioning, the good behaviour of the ratings in the mornings and afternoon's periods, which were close to the maximum levels registered over the last 12 months.

In accumulated terms, SIC leads the year with an average audience share of 29.6%, with 0.1 percentage points ahead of the 2nd broadcaster.

TV Audiences in February 2004

	February 2004	February 2003	Year 2004
RTP1	25.4	23.0	25.1
RTP2	3.9	4.8	3.9
SIC	29.3	30.0	29.6
TVI	29.7	31.3	29.5
Cable	10.6	9.7	10.9
Video & Sattelite	1.1	1.2	1.0

Source: Marktest

SIC Mulher consolidates its position in the top 10

Overall, SIC's 4 cable channels accounted for 25.5% of the cable audiences in February.

SIC Notícias had an average audience of 14.1% in February, which is below the average audience of 2003. The ratings achieved in February 2003 were influenced by coverage of the Iraq conflict.

SIC Radical kept the ranking as the 6^o most watched cable channel, with an average audience in February of 4.6%.

SIC Mulher continued its good performance, consolidating its position on the 8th place, with the February ratings standing at 3.8%.

SIC GOLD had a good performance in February, with average audience share of 3%, standing at 11th place in the rankings, which the best position of the last 6 months.

TV Cable Audience Rankings

	February 2004		February 2003
SIC Notícias	14.4%	SIC Notícias	19.6%
Panda	11.9%	Hollywood	8.9%
Hollywood	9.1%	Panda	8.6%
GNT	5.4%	SIC Radical	5.8%
Sport TV	5.3%	Sport TV	5.7%
SIC Radical	4.7%	GNT	4.8%
Odisseia	4.4%	Cartoon/TCM	4.4%
SIC Mulher	3.8%	Odisseia	3.5%
Historia	3.5%	Disney Channel	3.2%
Cartoon/TCM	3.3%	SIC Gold	2.9%
SIC Gold (11^o)	3.0%	Historia	2.7%
Cable channels total	25.7%	Total Canais Cabo	26.3%

Source: Marktest

Lisbon, March 1st, 2004

José Freire
Director Investor Relations
Phone: 351 21 392 9780
E-mail: jfreire@impresa.pt