



IMPRESA

Sociedade Gestora de Participações Sociais, SA.

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SIC maintains the leadership, both in full day and in prime-time

In February, SIC maintain the overall audience leadership, while it expanded its leadership on the prime-time. In February, with the return of the soccer European games, the main highlight was the parliamentary elections, with the last causing a levelling out of the audiences amongst the three generalist stations. The conjunction of these two events penalised SIC audience share in February, mainly versus last January. Nevertheless, SIC led with 29.4%, increasing its distance to the 2nd station to 2.9 percentage points (2.2 p.p in January).

SIC good performance is mainly due the high ratings obtained during the prime-time slots, which SIC led for the second month running. SIC prime-time audiences reached 30.5% in February, expanding its leadership to 1.7 percentage points. In comparison to February 2004, SIC prime-time audience's rose 12.8%. This leadership is obtained by the brazilian soap's, which lead the nights, and the good ratings delivered by the portugueses series – "Malucos do Riso", "Tolerância Zero" and "Camilo em Sarilhos".

Prime-Time Audiences - February 2005

	Feb 2005	Jan 2005	Feb 2004
RTP1	24.4	22.4	25.5
2:	4.7	4.4	3.7
SIC	30.5	31.1	27.1
TVI	28.8	31.0	34.9
Cabo	11.0	10.2	8.5
Video & Satellite	0.8	0.8	0.7

Source: Marktest

Worth mentioning, the successful releases of SIC new shows in February, namely the series "CSI Miami" and the new afternoon soap "Começar de Novo". For March, a new talk-show for Saturday night will be released. Also in January, SIC led the afternoon's (31.1%) with the highest ratings since March.

In accumulated terms, SIC leads with 29.8%, with more 0.2 p.p. higher than in February 2004 and 2.5% ahead of the 2nd station.

Daily TV Audiences - February 2005

	Feb 2005	Jan 2005	Feb 2004	Accumulated Feb 2005	Accumulated Feb 2004
RTP1	24.9	24.0	25.4	24.5	25.1
2:	4.8	4.5	3.8	4.6	3.9
SIC	29.4	30.2	29.3	29.8	29.6
TVI	26.5	28.0	29.7	27.3	29.5
Cabo	13.4	12.4	10.6	12.9	10.8
Video & Satellite	1.0	1.0	1.1	1.0	1.0

Source: Marktest



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In February, SIC channels reached a 26.5% audience share, amongst the cable channels, with **SIC Notícias** on the leadership. While **SIC Notícias** and **SIC Radical** have rising audiences in February, the **SIC Mulher** and **SIC Comédia** show small declines.

Cable Audiences

	Feb 2005		Feb 2004
SIC Noticias	15.0%	SIC Noticias	14.1%
Panda	7.9%	Panda	11.9%
AXN	7.5%	Hollywood	9.2%
SportTV	5.6%	Sport TV	5.6%
Hollywood	5.4%	GNT	5.4%
SIC Radical	5.0%	SIC Radical	4.6%
Disney Channel	4.2%	Odisseia	4.3%
GNT	3.5%	SIC Mulher	3.8%
SIC Mulher	3.4%	Historia	3.4%
RTPN	3.2%	Cartoon/TNT	3.3%
SIC Comédia(13º)	3.0%	SIC Gold (11º)	3.0%
Total Cable Channel	30.1%	Total Cable Channel	25.9%

Source: Marktest

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