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Sociedade Gestora de Participações Sociais, SA.

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SIC audience rose to 27.6% in June

In June, with the start of soccer World Cup, and with SIC broadcasting 9 games, it pushed SIC audiences to 27.6%. This record, has turn June the best month for year, and best since April 2005. Also, June was the 1st month of the year, which SIC recorded a y-o-y audience gain, both in the day, afternoon and prime-time. In accumulated terms SIC ended the 1st semester on 2nd place with an average audience of 24.8%.

Daily Audiences – June 2006

	Jun 2006	May 2006	Jun 2005	Jan-Jun 2006	Jan-Jun 2005
RTP1	23.0	24.6	22.0	24.5	23.7
2:	5.5	5.0	5.1	5.2	4.7
SIC	27.6	24.0	27.5	24.9	28.6
TVI	29.4	32.2	31.1	31.7	28.7
Cabo	13.8	13.5	13.3	13.1	13.2
Video & Satellite	0.6	0.7	1.0	0.8	1.0

Source: Marktest

Along with SIC good ratings with soccer matches, various SIC programs obtained the best ratings of the year in the month of June. The audience's evolution in relation to May was the following:

- Rise in the morning schedule to 25.9%, the highest value in 2006, helped by improved audiences of the talk-show "Fátima".
- Rise in the afternoon to 27.9%, which is the highest gain since June 2005. Apart from games contribution, there were new record audiences for the brazilian soap "Sinha Moça" and the re-run's of Portuguese soap "Floribela".

Prime Time Audiences - June 2006

	Jun 2006	May 2006	Jun 2005	Jan-Jun 2006	Jan-Jun 2005
RTP1	20.3	22.7	21.0	21.8	22.9
2:	4.7	4.5	4.6	4.7	4.4
SIC	29.2	24.0	27.7	25.4	29.4
TVI	34.8	37.9	35.6	36.9	31.8
Cabo	10.6	10.0	10.3	10.6	10.6
Video & Satellite	0.4	0.7	0.8	0.6	0.8

Source: Marktest

- On the prime-time, audiences rose to 29.2%, the highest value since April 2005. Apart from the soccer matches, there were new record audience figures of the Portuguese soap "Floribela" and for the brazilian soap



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“Belíssima”. If we only account for days without soccer matches, the average prime-time stood at 26.5%, which would have been best value since September 2005 and the best value of the current year.

- There was another drop in late night schedule.

In July, the programming schedule will continue focus on the quarter, semi-final and final of World Cup, with the Portuguese national team going through the semi-finals. Also, SIC will release new brazilian soap “Cobras e Lagartos”, for the prime-time period.

SIC Notícias kept the leadership In June

Although in June all the attention was focus on World Cup matches, broadcast by SportTV on the cable, **SIC Notícias** maintained the leadership, with average audience of 11.6%. The remaining channels, however, showed some declines. **SIC Radical** got an average audience of 4.7%. **SIC Mulher** got an average audience of 3.1% while **SIC Comedia** dropped to 2.8%.

Cable Audiences

	Jun 2006		Jun 2005
SIC Noticias	11.6%	SIC Noticias	12.2%
AXN	10.6%	AXN	7.2%
Panda	6.9%	Panda	6.7%
SportTV	6.7%	SIC Radical	5.0%
Hollywood	5.7%	RTPN	4.8%
SIC Radical	4.7%	Hollywood	4.4%
FOX	4.6%	MTV	3.9%
RTPN	3.8%	Disney Channel	3.6%
Historia	3.1%	SIC Mulher	3.4%
SIC Mulher	3.1%	Discovery	3.4%
SIC Comédia (12º)	2.8%	SIC Comédia(15º)	2.6%
Total Cable Channels	30.5%	Total Cable Channels	29.6%

Source: Marktest

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