

## IMPRESA Press Release 1/2004 – January 5th, 2004

### SIC audiences rise to 31.6% in December

The month of December was marked by SIC audience gains across whole the time periods. The principal remarks for December are the following:

- December average daily audience rose to 31.6%, representing the highest monthly figure in 2003.
- New 2003 high in prime-time, with rise to 30.9% in December.
- Another 2003 high in the morning period, hitting 33.3% and reflecting SIC strength in children's programs.
- The big rise on afternoon audiences, rising to 32.0%, from 30.2 in November.

Overall, SIC lead the month with 31.6% audience share, and 3.7 percentage points ahead of the 2<sup>nd</sup> broadcaster.

The performance in December, allowed SIC to extend its audience leadership in 2003, and closing the year with 30.3%, 1.8 percentage points ahead of TVI. SIC has been the leading TV station for 8 consecutive months, since last May (see figure on page 3).

### TV Audiences in December 2003

	December 2003	November 2003	Year 2003
RTP1	24.9	25.4	23.8
RTP2	4.1	4.8	5.0
<b>SIC</b>	<b>31.6</b>	<b>30.5</b>	<b>30.3</b>
TVI	27.9	26.7	28.5
Cable	10.5	11.6	11.1
Video & Sattelite	1.0	1.0	1.3

Source: Marktest



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Sociedade Gestora de Participações Sociais, SA.

## SIC Notícias 2003 audience ratings represents a new record high

**SIC Notícias** had an average audience in December of 14.1%. For 2003, **SIC Notícias** audience reached 16.0%, which represents a new audience record for the cable news channel, relegating the 2<sup>nd</sup> state channel RTP2 to fifth place on the cable rankings.

**SIC Radical** moves up two positions to 5<sup>th</sup> place, with its average audience for December standing at 4.6%. For 2003, **SIC Radical** ended the year as the 4<sup>th</sup> most watched channel.

**SIC Mulher** consolidated its position in the top 10, with a December audience figure of 3.6%. For the 9 months, which has been on the air, **SIC Mulher** showed an average of 3.4%.

**SIC GOLD** stood at 12<sup>th</sup> place in December, moving up two positions, with an average audience figure of 2.6%, the same for 2003 average.

### TV Cable Audience Rankings

	December 2003		November 2003
<b>SIC Noticias</b>	14.3%	<b>SIC Noticias</b>	14.5%
Panda	11.4%	Panda	10.5%
Hollywood	10.3%	Hollywood	9.2%
<b>SIC Radical</b>	4.6%	Disney Channel	5.7%
Odisseia	4.5%	GNT	5.0%
SportTV	4.4%	<b>SIC Radical</b>	4.8%
GNT	4.3%	Sport TV	4.7%
Disney Channel	4.0%	Odisseia	4.4%
<b>SIC Mulher</b>	3.6%	Cartoon/TCM	3.5%
Cartoon/TCM	3.5%	<b>SIC Mulher</b>	3.5%
<b>SIC Gold (12<sup>o</sup>)</b>	2.6%	<b>SIC Gold (14<sup>o</sup>)</b>	2.3%

Source: Markttest

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## TV Audience Share - 24 h (monthly)

