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Sociedade Gestora de Participações Sociais, SA.

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SIC audience move to 24.7% in March

In March, SIC audiences stood at 24.7%, a rise of 0.4 percentage points in relations with previous month. Nevertheless year-on-year comparison is still unfavourable. A positive indicator was SIC has managed to increase its audiences above 26% level for over than 10 days for the first time this year. The main evolution for March versus the previous month was as follows:

- Decline in the morning schedule, mainly over the weekends.
- A rise over the afternoon, with better audiences on afternoon soap's
- Rise in the prime-time to 25.1%, the best result of the year, with good audiences of the soap "Alma Gemea", and the released of two new shows – "Camilo em Sarilhos" and "Desprevenidos".
- Drop in late night schedule.

Prime Time Audiences - March 2006

	Mar 2006	Feb 2006	Mar 2005	Jan-Mar 2006	Jan-Mar 2005
RTP1	23.9	21.7	23.9	21.8	23.5
2:	4.6	4.6	4.3	4.7	4.4
SIC	25.3	24.7	30.8	24.9	30.8
TVI	35.3	38.0	29.9	37.4	29.9
Cabo	10.3	10.3	10.4	10.5	10.5
Video & Satellite	0.7	0.7	0.7	0.6	0.8

Source: Marktest

The month of April will be full of new shows on SIC programming grid. Right at end of March, on the March 31st, SIC releases its Portuguese soap "Floribella", which mark the SIC return to the production of local soap's.

On April 2nd, will be released "SIC is going to the World Cup" – a 30 min program covering the players and teams going to Germany World Cup. SIC has the FTA right's of World Cup.

Over the Easter holidays, SIC will start broadcasting 5 new US series, namely – Desperate HouseWives 2, Commander in Chief, CSI Miami 3, CSI New York, Alias 5 and CSI Las Vegas 5.

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Daily Audiences – February 2006

	Mar 2006	Feb 2006	Mar 2005	Jan-Mar 2006	Jan-Mar 2005
RTP1	25.8	25.0	24.5	25.0	24.5
2:	5.0	4.9	4.8	4.9	4.7
SIC	24.7	24.4	29.0	24.6	29.6
TVI	31.2	32.1	27.6	32.1	27.4
Cabo	12.4	12.6	13.1	12.6	12.9
Video & Satellite	0.9	0.9	0.9	0.8	1.0

Source: Marktest

Still in April, SIC will released two new Brazilian soap's and before the end of the month it will release the Portuguese mini series "Crime do Padre Amaro" based on the Portuguese film of the same name, which was the most successful Portuguese film on cinema, shown in the last quarter 2005.

SIC Notícias kept the lead in March

SIC Notícias kept the number one position in March, with average audience of 11.8%. **SIC Radical** kept itself in the top half of the top 10, with an audience of 5.0%. **SIC Comédia** and **SIC Mulher** audiences continued above the 3% level. The four SIC cable channels had an average audience of 23.4% of the total cable channels.

Cable Audiences

	March 2006		March 2005
SIC Notícias	11.8%	SIC Notícias	14.1%
AXN	10.1%	Panda	8.6%
Panda	8.3%	AXN	8.1%
SIC Radical	5.0%	SportTV	5.6%
Hollywood	4.9%	SIC Radical	5.3%
RTPN	4.7%	Hollywood	4.8%
SportTV	4.6%	Disney	4.4%
GNT	3.9%	SIC Mulher	3.8%
SIC Mulher	3.6%	MTV Portugal	3.6%
Fox	3.3%	RTPN	3.4%
SIC Comédia(12º)	3.0%	SIC Comédia(16º)	2.4%
Total Cable Channels	27.9%	Total Cable Channels	29.6%

Source: Marktest

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