

## IMPRESA Press Release 4/2004 – April 1st, 2004

### SIC returns to leadership in March

The month of March continues with the strong presence of soccer games on the TV screens. And as usual, SIC ratings tend to be weaker on these periods. SIC average audiences reached 29.1%, which represents a small decline in relation to last February and March last year, but nevertheless SIC returned to the leadership on the monthly audiences.

The broadcasting of soccer matches mainly penalizes the prime-time audiences. But the good acceptance of the Brazilian soap “Chocolate com Pimenta”, in prime-time, has allowed ratings to stay at last year levels, in the days where is no soccer games. Also, worth mentioning the good ratings in the mornings and afternoon’s periods, with the latter being at record levels for the last 12 months.

As the new afternoon soap “A Cor do Pecado” was released, on the March 29th, with good ratings, the soap “Chocolate com Pimenta” has since been broadcast exclusively on prime-time, reinforcing SIC offer on that period.

In accumulated terms, SIC lead the 1<sup>st</sup> quarter audience share with 29.5%, with 0.1 percentage points ahead of the 2<sup>nd</sup> broadcaster and 0.4 percentage points below the 1<sup>st</sup> quarter last year.

### TV Audiences in March 2004

	March 2004	March 2003	1ºQt 2004	1ºQt 2003
RTP1	26.1	23.9	25,4	23.2
RTP2	4.0	5.1	3,9	5.0
<b>SIC</b>	<b>29.1</b>	<b>29.2</b>	<b>29.5</b>	<b>29.9</b>
TVI	29.0	29.7	29.4	30.5
Cabo	10.8	10.9	10.8	10.0
Video & Satellite	1.0	1.3	1.0	1.3

Source: Marktest

## No major news in March

Overall, SIC's 4 cable channels rose their share of the cable to 25.7% in March.

**SIC Notícias** had an average audience of 15.1% in March, above the February figures. The ratings achieved in March 2003 were influenced by coverage of the Iraq conflict.

**SIC Radical** kept the ranking as the 6th most watched cable channel, with an average audience in February of 4.4%.

**SIC Mulher** dropped to 9th place, with the March ratings standing at 3.4%.

**SIC GOLD** kept the good performance in March, with average audience share of 2.8%, above the ratings of a year ago, but still not enough to keep it from sliding to 12th place in the rankings.

## TV Cable Audience Rankings

	March 2004		March 2003
<b>SIC Noticias</b>	15.1%	<b>SIC Noticias</b>	21.9%
Panda	11.6%	Hollywood	8.4%
Hollywood	9.1%	Panda	7.8%
Sport TV	6.3%	<b>SIC Radical</b>	5.6%
GNT	4.8%	GNT	5.1%
<b>SIC Radical</b>	4.4%	Sport TV	4.3%
Odisseia	3.9%	Cartoon/TCM	4.2%
Historia	3.7%	Odisseia	3.3%
<b>SIC Mulher</b>	3.4%	Historia	2.7%
Disney Channel	3.1%	Disney Channel	2.4%
<b>SIC Gold (12°)</b>	2.8%	<b>SIC Gold (11°)</b>	2.4%
<b>Cable channels total</b>	<b>26.0%</b>	<b>Cable channels total</b>	<b>28.6%</b>

Source: Marktest

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