

## IMPRESA Press Release 16/2003 – November 3rd, 2003

### SIC keeps the lead in October

In October, the state owned RTP launch its new programs for the current season, which along with broadcasting of the national team soccer games, pushed up its audience figures. SIC audiences were affected mainly on the first two weeks of the month. But with the changes made in the programming, the second part of the month already showed a return to previous levels. The main variations in audience affected the morning and afternoon time periods. Was in prime-time, where SIC had the smallest change on October, keeping within 2 percentage gap of TVI. SIC monthly audiences were down to 29.5%.

Overall, the audiences in October allowed SIC to keep its audience leadership for the year in 30.2%, but extending its lead to 1.4 percentage points ahead of TVI.

### TV Audiences in October 2003

	October 2003	September 2003	Year 2003
RTP1	24.7	22.9	23.5
RTP2	4.9	4.7	5.1
<b>SIC</b>	<b>29.5</b>	<b>30.9</b>	<b>30.2</b>
TVI	27.6	27.4	28.8
Cable	11.9	12.8	11.1
Video & Sattelite	1.3	1.3	1.3

Source: Marktest

### SIC Mulher hits a new record high

**SIC Notícias**, kept its number one position, with its average audience in October up to 15%.

**SIC Radical** moves up one position to 5th place, although its average audience stays at 4.7%.

In October, **SIC Mulher** hits a new record high since its launch last March, reaching 4.0%. Also, it moved up one place to the 8<sup>th</sup> position.



**IMPRESA**

Sociedade Gestora de Participações Sociais, SA.

**SIC GOLD** stood at 14<sup>th</sup> place, which represents an average audience figure of 2.6% in October.

### TV Cable Audience Rankings

	October 2003		September 2003
<b>SIC Noticias</b>	15.0%	<b>SIC Noticias</b>	14.1%
Hollywood	10.5%	Hollywood	10.0%
Panda	9.7%	Panda	8.9%
Sport TV	5.1%	Disney Channel	5.5%
<b>SIC Radical</b>	4.7%	Sport TV	5.1%
Disney Channel	4.7%	<b>SIC Radical</b>	4.9%
GNT	4.4%	GNT	3.7%
<b>SIC Mulher</b>	4.0%	Cartoon/TCM	3.7%
Cartoon/TCM	4.0%	<b>SIC Mulher</b>	3.7%
Odisseia	3.9%	EuroSport	3.6%
<b>SIC Gold (14<sup>o</sup>)</b>	2.6%	<b>SIC Gold (13<sup>o</sup>)</b>	2.8%

Source: Marktest

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