

## IMPRESA Press Release - 16/2004, 2nd November 2004

### SIC keeps its leadership for year with 29.5%

In the month of October, we saw the return in strenght of soccer (TVI and RTP) and of the reality shows (TVI), which cause a disruption on SIC rising TV audience trend since last March. In October, SIC audiences fell to 28.1% and lost the leadership in this month.

SIC audiences in October have fallen across all the time periods in relation to September, but mainly over the prime-time where it had to face both the soccer games and the reality shows. In audience terms, SIC showed the lowest ratings over the first two weeks of October. After, it started a steady recovery, with the 4th week in October already delivering ratings above the year average. The rising audiences were caused both by the end of the novelty effect of the new shows, along with the rising audiences of the new shows released by SIC over the last two months.

Over October, SIC released the new comedy show “Flagrante Delírio”, which went immediately to top 5 of the most watched shows, and the new brazilian-soap “Cabocla”. The brazilian soap for the prime-time period “Senhora do Destino”, released in middle of September, continues to rise in preferences of Portuguese spectators, and is one the main responsible for the audience recovery over the last week of October. In November, the new releases will continue, with the focus in return of the teenager’s series “A Aventura”.

At the end of October, in accumulated terms, SIC kept its leadership with 29.5% audience share, letting the 2<sup>nd</sup> station at 1.1 percentage point’s distance.

### Television Audiences in October 2004

	October 2004	September 2004	October 2003	Jan-Oct 2004	Jan-Oct 2003
RTP1	23.1	23.5	24.7	24.9	23.5
RTP2	4.4	4.8	4.9	4.4	5.1
<b>SIC</b>	<b>28.1</b>	<b>30.4</b>	<b>29.5</b>	<b>29.5</b>	<b>30.2</b>
TVI	32.1	27.7	27.6	28.4	28.8
Cabo	11.3	12.5	11.9	11.7	11.1
Video & Satellite	1.1	1.1	1.3	1.0	1.3

Source: Marktest

In October, SIC cable channels have reinforced their share of the cable audiences, to 26.7%, against the 26.3% obtained in October 2003.

October was also the month for the launch of the new programming grid of **SIC Radical**, which has pushed its audiences higher versus the previous months. On October 18th, SIC released its new cable channel - **SIC Comédia**, which replaced SIC Sempre Gold. On its 2nd week on the air, it already obtained audiences of the level of the other channels, **SIC Radical** and **SIC Mulher**, overtaking its initial objectives.

### Audiências on the Cable

	Oct 2004		Oct 2003
<b>SIC Noticias</b>	15.2%	<b>SIC Noticias</b>	15.0%
Panda	8.6%	Hollywood	10.5%
Hollywood	6.7%	Panda	9.7%
SportTV	5.1%	SportTV	5.1%
<b>SIC Radical</b>	4.6%	<b>SIC Radical</b>	4.7%
AXN	4.6%	Disney Channel	4.7%
GNT	4.5%	GNT	4.4%
<b>SIC Mulher</b>	3.9%	<b>SIC Mulher</b>	4.0%
Historia	3.6%	Cartoon/TCM	4.0%
Disney Channel	3.1%	Odisseia	3.9%
<b>SIC Gold / SIC Comédia(14º)</b>	3.0%	<b>SIC Gold (13º)</b>	2.6%
<b>Total Cable channels</b>	<b>25.7%</b>	<b>Total Cable channels</b>	<b>27.4%</b>

Source: Marktest

Lisbon, 2nd November 2004

José Freire  
Director Investor Relations  
Tel: 351 21 392 9780  
E-mail: [jfreire@impresa.pt](mailto:jfreire@impresa.pt)  
[www. impresa.pt](http://www.impresa.pt)