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SIC started 2004 in the lead

SIC started 2004 in the lead. In January, SIC reach an 29.9% average audience. In a year-on-year comparison with January 2003, SIC showed a slight fall on main time periods, with the exception of the morning periods, where it was a gain in ratings.

Overall, SIC lead the month with 29.9% audience share, and 0.5 percentage points ahead of the 2nd broadcaster.

TV Audiences in January 2004

	January 2004	January 2003	Year 2003
RTP1	24.8	22.8	23.8
RTP2	3.9	5.0	5.0
SIC	29.9	30.7	30.3
TVI	29.4	30.7	28.5
Cable	11.0	9.4	11.1
Video & Sattelite	0.9	1.5	1.3

Source: Marktest

Good start of the year in the SIC cable channels

All together, the 4 SIC cable channels obtained 27.6% of the cable audiences.

SIC Notícias had an average audience in January of 16.2%, a value above the 2003 average and the January 2003 values.

SIC Radical was the 6th place most watched channel, with its average audience for January standing at 4.8%.

SIC Mulher consolidated its position in the top 10, with a January audience figure of 3.8%. **SIC Mulher** only started its broadcasting sessions in March 2003.

SIC GOLD kept its 12th place in January, with an average audience figure of 2.8%, similar to 2003 average.



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Sociedade Gestora de Participações Sociais, SA.

TV Cable Audience Rankings

January 2004		January 2003	
SIC Noticias	16.2%	SIC Noticias	15.1%
Panda	10.4%	Hollywood	10.1%
Hollywood	9.4%	Panda	9.7%
SportTV	5.4%	SIC Radical	6.8%
GNT	4.8%	GNT	5.1%
SIC Radical	4.8%	Cartoon/TCM	4.9%
Odisseia	4.3%	Sport TV	4.5%
SIC Mulher	3.8%	Disney Channel	3.2%
Historia	3.6%	Odisseia	3.1%
Cartoon/TCM	3.1%	Historia	3.0%
SIC Gold (12º)	2.8%	SIC Gold (11º)	2.9%
Cable channels total	26.2%	Cable channels total	26.1%

Source: Marktest

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José Freire
Director Investor Relations
Phone: 351 21 392 9780
E-mail: jfreire@impresa.pt