

IMPRESA Press Release 8/2004 – June 1st, 2004

SIC expands its leadership in May

SIC reached a good level of audiences in May, specially since it was the only tv station which was not involved in the big soccer events of the month, namely the Portugal League Cup and the Champions league final. Nevertheless, SIC led the audiences in May with 29.4%. These ratings represent a gain of 0.5 percentage points versus May 2004, and maintained at last April level. In May, SIC ratings were 1.2 p.p. ahead of its direct competition.

Over the various time periods, SIC managed to rise its ratings, versus April 2004, on prime-time (+1.0 p.p.) and late-night (+0.8 p.p.). On morning period (-0.8 p.p.) and afternoon (-1.2 p.p.) showed some declines versus the month of April.

The rating gains obtained in May on prime-time, was due to the success of the Brazilian soap “Chocolate com Pimenta”, which continues to be amongst the most rated shows, the return of successful sit-com “Malucos do Riso” and the release of the new sit-com “Maré Alta” which has become the most watched show on Sunday’s.

In accumulated terms up to end of May, SIC lead the audience share with 29.4%, increasing its distance to 0.5 percentage points ahead of the 2nd broadcaster and only 0.2 percentage points below the same period last year.

TV Audiences in May 2004

	May 2004	May 2003	Jan-May 2004	Jan-May 2003
RTP1	25.6	25.4	25.4	23.7
RTP2	4.1	5.3	4.0	5.1
SIC	29.4	28.9	29.4	29.6
TVI	28.2	28.6	28.9	29.9
Cabo	11.8	10.5	11.2	10.3
Video & Satellite	1.0	1.3	1.0	1.3

Source: Marktest

SIC's 4 channels raise their share of the cable audiences to 27.1% in May.

SIC Notícias continued to have slow month in terms of news events in May, but still managed a small rise versus last April, with an average audience of 14.1%.

SIC Radical had the best ratings of the current year, being the 4th most watched cable channel, with an average audience in May rising to 5.3%. The live broadcasting of the Rock in Rio Lisboa concerts has helped the rise in audiences.

SIC Mulher kept the audience levels of the month of April. It rose another position in the ranking to 6th position, with the audience of 4.3%.

SIC GOLD continued its recovery, with average audience share of 3.4%, which the best ratings for the current year, and rising to 9th place in the cable rankings.

TV Cable Audience Rankings

	May 2004		May 2003
SIC Noticias	14.1%	SIC Noticias	17.1%
Panda	10.5%	Hollywood	9.7%
Hollywood	8.1%	Panda	8.6%
SIC Radical	5.3%	GNT	5.1%
GNT	4.4%	SportTV	4.8%
SIC Mulher	4.3%	SIC Radical	4.6%
Historia	3.7%	Cartoon/TCM	3.9%
Odisseia	3.6%	Odisseia	3.5%
SIC Gold	3.4%	Historia	3.4%
MTV Portugal	3.0%	SIC Mulher (12º)	3.0%
EuroSport	3.0%	SIC Gold (14º)	2.5%
Cable channels total	27.1%	Cable channels total	27.0%

Source: Marktest

Lisbon, June 1st, 2004

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