

IMPRESA Press Release 17/2003 – December 2nd, 2003

SIC leads the prime-time in November

In November, SIC improved its ratings across all the viewing periods versus the month of October, gaining 1 percentage point in the month, which was the largest gain amongst all the television stations.

Overall, SIC lead the month with 30.5% audience share, and 3.7 p.p. ahead of the 2nd broadcaster.

More remarkable, it's the return to leadership in the prime-time period, with 30.2%, with the renewed success of Brazilian soap's, portuguese comedy and the entertainment program "Idolos" (local version of "Pop Idol"). Last time SIC lead this time period was in March 2001.

This performance, allowed SIC to keep its audience leadership for the year, with 30.2%, and extending its lead to 1.6 percentage points ahead of TVI. SIC has been the leading TV station for 7 consecutive months, since last month May.

TV Audiences in November 2003

	November 2003	October 2003	Year 2003
RTP1	25.4	24.7	23.7
RTP2	4.8	4.9	5.1
SIC	30.5	29.5	30.2
TVI	26.7	27.6	28.6
Cable	11.6	11.9	11.1
Video & Sattelite	1.0	1.3	1.3

Source: Marktest

SIC Notícias continues in the lead

SIC Notícias, kept its number one position, with its average audience in November reaching 14.5%.

SIC Radical moves down one position to 6th place, although its average audience rose to 4.8%.



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Sociedade Gestora de Participações Sociais, SA.

SIC Mulher reached 3.5%, moving down 2 positions.

SIC GOLD stood at 14th place, which represents an average audience figure of 2.3% in November.

TV Cable Audience Rankings

	November 2003		October 2003
SIC Noticias	14.5%	SIC Noticias	15.0%
Panda	10.5%	Hollywood	10.5%
Hollywood	9.2%	Panda	9.7%
Disney Channel	5.7%	Sport TV	5.1%
GNT	5.0%	SIC Radical	4.7%
SIC Radical	4.8%	Disney Channel	4.7%
Sport TV	4.7%	GNT	4.4%
Odisseia	4.4%	SIC Mulher	4.0%
Cartoon/TCM	3.5%	Cartoon/TCM	4.0%
SIC Mulher	3.5%	Odisseia	3.9%
SIC Gold (14^o)	2.3%	SIC Gold (14^o)	2.6%

Source: Marktest

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