



IMPRESA Press Release - 6/2005, 2nd April 2005

SIC is the prime-time leader for 3rd consecutive month

In March, for the 3rd consecutive month, SIC lead the daily audience share, with the maintenance of the prime-time leadership being the main reason for it. In March, SIC lead the day with 29% audience share, more 1.4 percentage points than the 2nd station TVI.

SIC March audiences were obtained at a time when the other stations were launching its new programs for spring season, so it was significant that SIC not only kept but also rose its the prime-time audience leadership.

SIC lead the prime-time in March, with 30.8% average audience share, representing a 13.9% gain versus March 2004, and a 0.3 percentage points gain in top of February 2005 audiences numbers. SIC lead the prime-time for the 3rd consecutive month, which happened for the first time since year 2000, and closed the 1st quarter 2005 with 30.8% average share on prime-time, against the 27.6% obtained on the 1st quarter 2004, and 0.9 percentage points ahead of TVI.

SIC good performance is mainly due the high ratings delivered by the two prime-time brazilian soap's, namely "Senhora do Destino" and "Cabocla", which hit new audience, records in the last week of March. To this, we also must mention SIC success with local developed sit-com's and comedy shows, namely "Flagrante Delírio", "Tolerância Zero", "K7 Pirata" and "Camilo em Sarilhos", and the new successfull releases "Malucos do Riso das Árábias" and "Mini Malucos do Riso".

Prime-Time Audiences - March 2005

	Mar 2005	Feb 2005	Mar 2004	1st Qt 2005	1st Qt 2004
RTP1	23.9	24.4	25.7	23.5	25.1
2:	4.3	4.6	3.9	4.4	3.8
SIC	30.8	30.5	27.1	30.8	27.6
TVI	29.9	28.8	33.8	29.9	34.2
Cabo	10.4	11.0	8.9	10.5	8.7
Video & Satellite	0.7	0.8	0.6	0.8	0.6

Source: Marktest

At end of the 1st quarter, SIC lead, not only the prime-time period, but also the afternoon's and late night time periods, and in this latter case due to good performance of the series "CSI Miami", the stand-up comedy "Levanta-te e Ri" and the entertainment program "Inimigo Público".

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Sociedade Gestora de Participações Sociais, SA.

In accumulated terms, SIC leads with 29.6%, just a 0.1 percentage point above the audience level of March 2004, and 2.2 percentage points in front of TVI.

Daily TV Audiences - March 2005

	Mar 2005	Fev 2005	Mar 2004	Accumulated Mar 2005	Accumulated Mar 2004
RTP1	24.5	24.9	26.1	24.5	25.4
2:	4.8	4.7	4.0	4.7	3.9
SIC	29.0	29.4	29.1	29.6	29.5
TVI	27.6	26.5	29.0	27.4	29.4
Cabo	13.1	13.4	10.8	12.9	10.8
Video & Satellite	0.9	1.0	1.0	1.0	1.0

Source: Marktest

In March, SIC channels reached a 25.6% audience share, amongst the cable channels, with **SIC Notícias** on the leadership with 14.1%. Although there was an increase in the number of channels available, SIC cable channels maintained their overall share at end of the 1st quarter 2005 with 26.1%, against the 26.3% obtained on March 2004.

At the end of 1st quarter, **SIC Radical** gain share, while **SIC Mulher** and **SIC Comédia** (in this case compared with SIC Gold) ended the 1st quarter at the same audience level in relation to the same period in 2004, while **SIC Notícias** is showing a small decrease over the same period.

Cable Audiences

	Mar 2005		Mar 2004
SIC Notícias	14.1%	SIC Notícias	15.1%
Panda	8.6%	Panda	11.6%
AXN	8.1%	Hollywood	9.1%
SportTV	5.6%	Sport TV	6.3%
SIC Radical	5.3%	GNT	4.8%
Hollywood	4.8%	SIC Radical	4.4%
Disney Channel	4.4%	Odisseia	3.9%
SIC Mulher	3.8%	Historia	3.7%
MTV	3.6%	SIC Mulher	3.4%
RTPN	3.4%	Disney Channel	3.1%
SIC Comédia(16°)	2.4%	SIC Gold (11°)	2.8%
Total Cable Channel	29.6%	Total Cable Channel	26.0%

Source: Marktest

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