

IMPRESA Press Release 6/2004 – May 3rd, 2004

SIC increases its leadership in April

SIC had an average audience of 29.4% for the month of April. These ratings are the same as the ones obtained on April 2003, although we have a gain of 0.3 percentage points versus March 2004. In April, SIC ratings were 1.3 p.p. ahead of its direct competition.

Over the various time periods, SIC managed to rise its ratings in the morning (+0.9%) and on prime-time (+1.6%). On the late-night, the audiences were flat versus the month of March. In the afternoon, the average ratings have fallen by 2.1 p.p. versus March.

The rating gains obtained in April on prime-time, was due to the success of the Brazilian soap “Chocolate com Pimenta”, now amongst the most rated shows, the return of successful sit-com “Malucos do Riso” and the release of game show “Sonho de Mulher”.

In accumulated terms up to end of April, SIC lead the audience share with 29.5%, with 0.4 percentage points ahead of the 2nd broadcaster and 0.3 percentage points below the same period last year.

TV Audiences in April 2004

	April 2004	April 2003	Jan-Apr 2004	Jan-Apr 2003
RTP1	25.4	23.3	25.4	23.2
RTP2	4.2	5.5	4.0	5.1
SIC	29.4	29.4	29.5	29.8
TVI	28.1	29.6	29.1	30.3
Cabo	11.9	10.8	11.1	10.2
Video & Satellite	1.0	1.4	1.0	1.3

Source: Marktest

SIC Mulher hits a new record high in April

Overall, SIC's 4 cable channels maintained their share of the cable audiences in 25.5% in April.

SIC Notícias had a weak April, with an average audience of 13.7%, mainly to the lack of headline news. The ratings obtained in April 2003 were still influenced by coverage of the Iraq conflict.

SIC Radical kept the ranking as the 6th most watched cable channel, with an average audience in April of 4.4%. On the end of the month, the channel announced its new programming schedule.

SIC Mulher had the best ratings since it start its broadcast in March 2003. Was the 7th most watched channel in April, with the audience of 4.3%.

SIC GOLD continued its recovery, with average audience share of 3.1%, which the best ratings since last August, keeping the 12th place in the rankings.

TV Cable Audience Rankings

	April 2004		April 2003
SIC Noticias	13.7%	SIC Noticias	17.0%
Panda	11.3%	Panda	9.5%
Hollywood	7.5%	Hollywood	9.2%
Sport TV	5.0%	SIC Radical	5.1%
GNT	4.9%	GNT	5.1%
SIC Radical	4.4%	Cartoon/TCM	4.4%
SIC Mulher	4.3%	Sport TV	4.0%
Odisseia	3.7%	Odisseia	3.5%
Historia	3.5%	Disney Channel	3.2%
Lusomundo Action	3.5%	SIC Mulher (11º)	3.0%
SIC Gold (12º)	3.1%	SIC Gold (12º)	2.7%
Cable channels total	28.1%	Cable channels total	28.3%

Source: Marktest

Lisbon, May 3rd, 2004

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