



IMPRESA

Sociedade Gestora de Participações Sociais, SA.

IMPRESA Press Release – 05/2007, May 2nd 2007

SIC ends month of April with 25.7%

The month of April was characterised, again, by the large number of soccer matches broadcasted, but this time was the Cable that benefited the most, hitting a new record audience.

SIC ended the month of April with an average audience of 25.7%, a gain of 1.8 percentage points versus April 2006. In the commercial target, the gain reached 2.6 percentage points. In the prime-time period, the gains were higher, with commercial target audiences rising by 3.1 percentage points.

Daily Audiences – April 2007

	Apr 07		Apr 06		Jan-Apr 07		Jan-Apr 06	
	Share	Target*	Share	Target*	Share	Target*	Share	Target*
RTP1	25.1	19.8	24.3	18.5	26.4	20.3	24.8	19.5
2:	5.0	4.5	5.8	5.4	4.8	4.3	5.1	5.0
SIC	25.7	25.5	23.9	22.7	26.3	26.8	24.4	23.1
TVI	28.1	27.9	31.8	37.8	28.1	28.3	32.0	33.5
Cable	15.1	21.2	13.4	14.8	13.6	19.2	12.8	17.9
Others	0.9	n.a.	0.9	n.a.	0.8	n.a.	0.9	n.a.

Source: Marktest. * Commercial target audience ABC1C2 15-24

The audience's evolution in the main schedules, in relation to last March, was the following:

- Rise in the morning schedule to 26.7%, with maintenance of the good performance by "Fátima" talk-show, along with a rise of children programming on weekends.
- The afternoon schedule move up to 25.4%, with the general improvement of various shows, and at end of the month, with the start of the 2nd season of "Floribella".

Prime Time Audiences - April 2007

	Apr 07		Apr 06		Jan-Apr 07		Jan-Apr 06	
	Share	Target*	Share	Target*	Share	Target*	Share	Target*
RTP1	25.0	21.0	22.3	18.5	25.6	21.3	21.9	18.4
2:	4.6	4.5	4.9	5.4	4.3	4.4	4.7	5.3
SIC	25.1	25.7	24.5	22.7	26.7	27.9	24.8	23.2
TVI	31.9	31.3	36.4	37.8	31.5	30.9	37.1	38.3
Cable	12.7	17.4	10.2	14.8	11.5	15.4	10.6	14.2
Others	0.7	n.a.	0.6	n.a.	0.6	n.a.	0.6	n.a.

Source: Marktest. * Commercial target audience ABC1C2 15-24



IMPRESA

Sociedade Gestora de Participações Sociais, SA.

- On the prime-time, audiences dropped to 25.1%, particularly affected the large number of soccer events. The brazilian soap “Páginas de Vida” kept its performance, and is closely followed by the Portuguese soap “Vingança”. New brazilian soap “Paraiso Tropical” was released during April.
- On the late night schedule, audiences rose to 30.4%, gaining back the leadership on this time-slot, with the launch of various foreign series during the last month.

After a month of April full of new releases, in May its time for the new News formats, for the prime-time period. From the beginning of May, SIC will have a news magazine just after the 8 o'clock news, everyday, covering areas like interviews, environment, leisure and technologies.

SIC Notícias with audiences of 11%

In April, the cable hit a new record high in audiences, with 32.4% of the total audience, with a strong contribution of soccer live matches. **SIC Notícias** fell to 2nd place with an average audience of 11%. Meanwhile, **SIC Radical** rose to 3.4%, being overtaken, by the 2nd consecutive month, by **SIC Mulher**, which rose to 3.7%, its highest value in the last 15 month's.

Cable Audiences

	Apr 07		Apr 06
AXN	11.4%	AXN	11.5%
SIC Noticias	11.0%	SIC Noticias	10.4%
Panda	8.6%	Panda	7.8%
SportTV	5.2%	Hollywood	6.0%
RTPN	5.0%	SIC Radical	4.8%
Hollywood	4.8%	SportTV	4.7%
FOX	4.8%	RTPN	4.2%
SIC Mulher	3.7%	SIC Mulher	3.5%
SIC Radical	3.4%	FOX	3.5%
Odisseia	3.2%	SIC Comédia	3.3%
Total Cable Channels	32.4%	Total Cable Channels	29.6%

Source: Marktest

Lisbon, May 2nd 2007

José Freire
Director Investor Relations
Phone: 351 21 392 9780



IMPRESA

Sociedade Gestora de Participações Sociais, SA.

E-mail: jfreire@impresa.pt

[www. impresa.pt](http://www.impresa.pt)