

IMPRESA Press Release - 18/2004, 2nd November 2004

SIC audiences rise in November to 28.5%

Over the month of November, SIC had a small rise on its audiences, ending the month with 28.5%, which is 0.4 percentage points than the October figures, confirming the audience's recovery that started at end of October.

The rise in audiences was over the all the time blocks, with the exception of late-night period's. Over the mornings periods, SIC obtained a gain of 1.3 p.p., mainly over the weekends mornings with the release of the teenager series "Uma Aventura", which allowed SIC to lead again in the mornings. Over the afternoon's, with the return of the brazilian soap "Gabriela", SIC leadership expanded by 0.3 p.p.. On the prime-time, SIC audiences rose by 0.2 p.p..

At the end of November in accumulated terms, SIC kept its leadership with 29.4% audience share, letting the 2nd station at 0.7 percentage point's distance.

Television Audiences in November 2004

| | November 2004 | October 2004 | November 2003 | Jan-Nov 2004 | Jan-Nov 2003 |
|-------------------|------------------|-----------------|------------------|-----------------|-----------------|
| RTP1 | 23.0 | 23.1 | 25.4 | 24.7 | 23.7 |
| RTP2 | 4.1 | 4.4 | 4.8 | 4.4 | 5.1 |
| SIC | 28.5 | 28.1 | 30.5 | 29.4 | 30.2 |
| TVI | 32.0 | 32.1 | 26.7 | 28.7 | 28.6 |
| Cabo | 11.4 | 11.3 | 11.6 | 11.7 | 11.1 |
| Video & Satellite | 1.1 | 1.1 | 1.0 | 1.0 | 1.3 |

Source: Marktest



IMPRESA

Sociedade Gestora de Participações Sociais, SA.

SIC Comédia reaches the 8th position on its 1st month on the air

In November, SIC cable channels saw their audience share declining to 26%, against the 25.1% from November 2003. For the first time in 2004, SIC put its 4 cable channels on the cable top 10.

After the release of **SIC Comédia** on October 18th, the new channel obtained 3.9% audience share in November, raking 8th on the cable audiences, overtaking the initial objectives. **SIC Noticias** continues to be the most watched channel on the cable.

Audiências on the Cable

| | Nov 2004 | | Nov 2003 |
|-----------------------------|-----------------|-----------------------------|-----------------|
| SIC Noticias | 14.2% | SIC Noticias | 14.5% |
| Panda | 7.2% | Panda | 10.5% |
| SportTV | 6.2% | Hollywood | 9,2% |
| Hollywood | 6.0% | Disney Channel | 5.7% |
| AXN | 5.8% | GNT | 5.0% |
| SIC Radical | 4.3% | SIC Radical | 4.8% |
| Disney Channel | 4.0% | SportTV | 4.7% |
| SIC Comédia | 3.9% | Odisseia | 4.4% |
| Historia | 3.7% | Cartoon/TCM | 4.4% |
| SIC Mulher | 3.6% | SIC Mulher | 3.5% |
| GNT | 3.6% | SIC Gold (14º) | 2.3% |
| Total Cable channels | 26.7% | Total Cable channels | 27.2% |

Source: Marktest

Lisbon, 2nd December 2004

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