



IMPRESA Press Release – SIC sells novela to RAI uno

For the first time a Portuguese soap opera will debut at prime time in Ital

SIC has sold its Emmy-winning soap opera “Laços de Sangue” to RAI, Italy’s general-interest public television channel, to be broadcast on RAI 1 Italy’s most popular channel with a share of 18.1% (according to Auditel). The debut of the soap starring Diana Chaves, Diogo Morgado and Joana Santos, produced by SIC and Brazil’s Globo and filmed by SP Televisão is scheduled for Saturday 24th May in the 9 pm prime time slot. Episodes 1 and 2 will be broadcast back to back on that day and episodes 3 and 4 will be aired in the same time slot the following day. RAI has been the leader of this time slot since 2013 with a 19.1% share, which is a sign of its string commitment to this Portuguese content.

“This is a historical moment for SIC as well as for all fiction made in Portugal. It is a source of great pride for SIC to have a soap opera aired in prime time in Italy, where Portuguese-language soaps have not been broadcast for many years. ‘Laços de Sangue’ will be broadcast on one of the general-interest channels with the highest viewer share and for us this is recognition of the work we have been doing and where we are still leading, now with ‘Sol de Inverno,’ said Pedro Norton, CEO of Grupo IMPRESA.

The Italian version of the soap opera will be called “Legami” which, depending on which syllable is stressed “LegÁmi or LÉgami”, can be understood as either “ties” or “embrace me”.

The theme song of the soap opera has been adapted for Italy by Gigi D'Alessio, a very successful Italian singer-songwriter who has sold over 12 million albums.

Following the first international sale of the soap opera to TV Zimbo in Angola, “Laços de Sangue” continues to be a success abroad with this first sale to Europe. “Laços de Sangue” has been successfully aired in Angola since May of this year, in the 7 pm time slot, at the beginning of prime time.



This is another important step in SIC strategy of positioning itself as an international content distributor and is another soap opera that SIC has exported to other countries. Previously SIC sold “Lua Vermelha” to Mexico and “Perfeito Coração” to Russia and to Belorussia. In the documentary segment it sold a report on José Mourinho to over 50 countries, and one on Cristiano Ronaldo to another 26 as well as one about Jorge Mendes to a number of countries. Amongst the over 30 news reports SIC has available for international distribution the bestsellers are: Che Guevara, Crianças de Chernobyl, Senhoras do Lago and Meninos de Angola, which have been sold to over 20 countries on five continents.

ABOUT IMPRESA:

IMPRESA is Portugal’s largest media group by revenue (237 M€ in 2013), and is the only one listed on PSI-20, the main stock index of Euronext Lisbon. Founded by Francisco Pinto Balsemão and with Pedro Norton as CEO, IMPRESA has seven television channels. The SIC channels are available in 13 countries on five continents. It also has 15 press titles and companies in the digital media segment.

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José Freire
Director Investor Relations
Phone: 351 21 392 9780
E-mail: jfreire@impresa.pt
[www. impresa.pt](http://www.impresa.pt)