



IMPRESA Press Release - SIC ratings June 2018 (Live + Vosdal)

SIC ends the first half leading in commercial targets

SIC ended the first half of 2018 leading throughout the day in both commercial targets (A/B C D 15/54 and A/B C D 25/54), among the generalist channels. In the A/B C D 15/54 target, SIC led among the generalist channels with a share of 16.3%, compared to 16.0% for TVI and 8.6% for RTP1. In the A/B C D 25/54 target, SIC led among the generalist channels with a share of 16.9%, compared to 15.4% for TVI and 8.6% for RTP1. Throughout the day, by Live + Vosdal figures, SIC ended the first half of 2018 with a share of 16.7%.

In the prime time, SIC ended the first half of 2018 also in the lead in both commercial targets (A/B C D 15/54 and A/B C D 25/54). In the A/B C D 15/54 target, SIC led among the generalist channels with a share of 19.7%, compared to 19.3% for TVI and 9.8% for RTP1. In the A/B C D 25/54 target, SIC led among the generalist channels with a share of 20.5%, compared to 18.5% for TVI and 9.7% for RTP1.

This good performance was achieved on the back of SIC's focus on home-grown fiction shows with soap opera "Paixão" and the more recent SIC debut of "Vidas Opostas" that has led in both commercial targets among the generalist channels since its was first broadcast. Brazilian soap opera "O Outro Lado do Paraíso" ended the first half of the year leading in both commercial targets among all the generalist channels.

SIC's news programming also contributed to the television station's good results in the first half of the year, leading in the commercial targets (A/B C D 15/54 and A/B C D 25/54) for total news (Primeiro Jornal + Jornal da Noite) with shares of 19.3% and 20.1%, respectively.

SIC was at the 2018 World Cup in Russia and broadcast seven games in the group stage where it led and achieved an average share of 34.5%. SIC's presence at the 2018 World Cup including televising games, special Day Time programming, special sections on the news, the programme by João Manzarra and Salvador Martinha, "A Caminho da Rússia" and the latest success of comedian César Mourão "Terra Nossa."



Daily Ratings (%) - June 2018 (Live + Vosdal)

	June 2018		May 2018		Year 2018	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
RTP1	14.1	11.0	12.6	8.9	12.4	8.6
RTP Others*	3.4	3.2	3.3	3.0	3.2	3.1
SIC	16.1	15.8	16.0	16.0	16.7	16.9
TVI	19.4	14.0	20.1	15.1	20.6	15.4
Subscriber TV	36.2	42.3	36.4	42.3	36.3	42.0
Other	10.9	13.7	11.6	14.8	10.8	14.0

*RTP Others = RTP2 + RTP3 TDT + RTP Memória TDT, starting 1st January 2017

Source: GfK/CAEM Figures

By Live + Vosdal figures in the 1st half of 2018:

- In the morning slot, SIC ended with a share of 15.5%.
- In the afternoon SIC ended with a 14.7% share.
- In the late-night slot SIC ended with a 17.0% share.

Week Day Prime Time Ratings (%) - June 2018 (Live + Vosdal)

	June 2018		May 2018		Year 2018	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
RTP1	14.2	12.2	11.2	8.5	11.5	8.9
RTP Others*	3.6	3.3	3.5	3.1	3.3	3.1
SIC	20.3	19.5	20.9	20.9	21.5	21.3
TVI	22.3	17.4	23.3	18.4	23.9	18.9
Subscriber TV	30.7	35.8	31.2	36.2	31.0	35.8
Other	8.9	11.8	9.9	12.9	8.8	11.9

*RTP Others = RTP2 + RTP3 TDT + RTP Memória TDT, starting 1st January 2017

Source: GfK/CAEM Figures

SIC channels lead in the commercial targets

In the first half of 2018 by Live + Vosdal figures the group of SIC channels achieved a market share of 20.2% and led in the A/B CD 15/54 and A/B C D 25/54 commercial targets with shares of 20.5% and 21.4%, respectively.



Ratings by group of channels (%) - June 2018 (Live + Vosdal)

	June 2018		May 2018		Year 2018	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
RTP Channels	18.6	15.2	17.1	12.8	16.6	12.6
SIC Channels	19.9	21.0	19.7	20.6	20.2	21.4
TVI Channels	22.8	17.2	23.7	18.5	23.7	18.2

Source: GfK/CAEM Figures

SIC Notícias is Portugal's favourite news channel

Among the subscriber channels SIC Notícias ended the first half as the news channel that was most watched by Portuguese viewers, with an average share of 1.9%. SIC Mulher ended the first half with a 0.8% share, SIC Radical with a 0.3% share, SIC Caras with a 0.3% share and SIC K with a share of 0.2%.

In the month of June, SIC Notícias, which also followed the 2018 World Cup in Russia with programming dedicated to this event, ended the month as the most viewed news channel, with a share of 2.2%, rising by 0.1pp compared to the previous month.

June was also the month of Rock In Rio 2018, which was featured on SIC's themed channels, notably SIC Radical which televised concerts, reaching an average share of 1.1% over the four days of Rock In Rio.

By Live + Vosdal figures SIC Mulher ended June with a 0.8% share, rising 0.1 pp against May, SIC Radical ended with a 0.4% share, also rising 0.1 pp against the previous month, SIC Caras with a 0.3% share and SIC K with a share of 0.2%.

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