



SIC ends 1st half leading in prime time commercial targets while SIC Notícias is the most watched news channel

SIC ended the first half of the year as the leader in the prime time commercial target - A/B C D 25/54. In the first semester of 2016, SIC led amongst the generalist channels with a share of 22.0%, compared to 21.5% for TVI and 12.0% for RTP1. On weekdays SIC's lead is even bigger, with SIC leading in amongst the generalist channels in the A/B C D 25/54 target with a share of 23.5%, compared to 22.2% for TVI and 10.5% for RTP1.

This leading position was bolstered by the good performances of soap operas “Coração D'Ouro” and “Rainha das Flores” - SIC's latest national prime time fiction offering, which has already attracted almost 1.1 million viewers - and the brazilian soap “Verdades Secretas” which launched on June 6th.

SIC's news programming also contributed to the television station's good results in the first half of the year, keeping its leadership 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 21.5% and 22.6%, respectively.

Throughout the day, SIC ended the 1st half of the year with a share of 17.7%.

Daily Ratings (%) - June 2016 (Live + Vosdal)

	June 2016		May 2016		Total for 2016	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
RTP1	16.2	13.4	12.7	9.1	13.9	10.0
RTP2	2.0	2.2	2.0	2.0	1.9	1.9
SIC	16.7	16.8	17.8	17.9	17.7	17.8
TVI	20.7	16.4	22.6	17.9	22.3	18.0
Subscriber TV	35.7	41.3	36.6	42.5	35.8	41.6
Others	8.6	10.0	8.3	10.6	8.4	10.6

Source: GfK/CAEM Figures

In the first half of the year, by Live + Vosdal figures:

- In the morning slot, SIC ended with a share of 16.9%.
- In the afternoon SIC ended with a 15.3% share.
- In the late-night slot SIC ended with a 14.6% share.



Weekday Prime Time Ratings (%) - June 2016 (Live + Vosdal)

	June 16		May 16		Total for 2016	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
RTP1	18.0	16.9	11.2	8.2	13.2	10.5
RTP2	1.8	1.8	1.7	1.8	1.6	1.6
SIC	21.7	21.0	23.8	23.7	23.4	23.5
TVI	24.8	20.3	27.3	22.7	26.4	22.2
Subscriber TV	27.7	31.9	29.8	34.7	29.2	33.6
Others	6.1	8.1	6.3	8.9	6.2	8.6

Source: GfK/CAEM Figures

In the month of the Euro 2016 football championship on RTP1 SIC the figures amongst generalist channels in the A/B C D 25/54, both in the daytime (16.8% share) and in prime time (19.8%). Throughout the day, SIC ended June with a share of 16.7%.

SIC channels lead in the commercial targets

In the first half of the year for Live + Vosdal figures the group of SIC channels achieved a market share of 21.4% and led in the A/B CD 25/54 commercial target with a share of 22.2%.

Ratings by group of channels (%) - June 2016 (Live + Vosdal)

	June 16		May 16		Total for 2016	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
RTP Channels	19.5	16.8	15.8	12.1	17.0	13.0
SIC Channels	20.0	20.7	21.6	22.4	21.4	22.2
TVI Channels	24.6	20.2	26.3	20.9	25.9	21.3

Source: GfK/CAEM Figures



SIC Notícias continues to be Portugal's favourite news channel

Among the subscriber channels SIC Notícias remained the news channel that was most watched by Portuguese viewers in the first half of June 2016, reaching a share of 2.1%, in Live + Vosdal figures.

In Live + Vosdal figures SIC Radical ended the first half of the year with a 0.6% share, SIC Mulher with a 0.5% share, SIC Caras with a 0.2% share and SIC K also with a share of 0.2%.

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