



IMPRESA Press Release - SIC ratings for Jan 2017 (Live + Vosdal)

SIC starts 2017 leading in prime time commercial target and SIC Notícias is the most watched news channel

SIC started 2017 leading in the prime time, the period that attracts the most advertising investment - in the commercial target - A/B C D 25/54 - by Live + Vosdal figures among the generalist channels with a share of 21.1%, compared to 20.8% for TVI and 9.8% for RTP1.

The good performance of SIC's Portuguese fiction shows contributed to its leading position, with soap operas "Amor Maior" and "Rainha das Flores."

SIC's latest Sunday night offering "Agarra a Música" ended January in the lead among generalist channels in both commercial targets (A/B C D 15/54 and A/B C D 25/54), with a 21.8% share and 21.2% share respectively and had an average audience of over 1 million viewers.

SIC's news programming also contributed to the television station's results in 2017, 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 21.1% and 21.6%, respectively.

Throughout the day, SIC ended January 2017 with a share of 17.0%.

Daily Ratings by Share (%) - January 2017 (Live + Vosdal)

	January 2017		December 2016		Total for 2016	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
RTP1	12.9	8.4	13.1	8.7	13.7	9.9
RTP Others*	2.9	2.7	1.5	1.5	2.0	2.1
SIC	17.0	17.2	17.5	17.9	17.6	17.8
TVI	22.0	17.3	20.9	16.1	21.5	16.9
Subscriber TV	36.4	42.5	36.5	42.4	36.3	42.0
Others	8.8	11.8	9.3	12.1	8.7	11.2

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

Source: GfK/CAEM Figures

For Live + Vosdal figures:

- In January 2017, in the morning slot, SIC ended the month with a share of 16.4%.
- In the afternoon SIC ended with a 14.0% share.
- In the late-night slot SIC ended with a 15.5% share.



Week Day Prime Time Ratings (%) - January 2017 (Live + Vosdal)

	January 2017		December 2016		Total for 2016	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
RTP1	12.9	10.1	11.7	8.5	13.2	10.5
RTP Others*	2.6	2.3	1.3	1.3	1.8	1.8
SIC	22.0	21.3	22.9	21.4	23.1	22.8
TVI	25.4	21.0	23.5	18.9	25.4	20.8
Subscriber TV	30.3	35.3	32.0	38.3	29.8	34.8
Others	6.8	10.0	7.4	10.6	6.6	9.2

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

Source: GfK/CAEM Figures

SIC channels lead in the commercial targets

In January 2017 for Live + Vosdal figures the group of SIC channels achieved a market share of 20.7% and led in the A/B CD 15/54 and A/B C D 25/54 commercial targets with a share of 20.8% and 21.0%, respectively.

Ratings by group of channels (%) - January 2017 (Live + Vosdal)

	January 2017		December 2016		Total for 2016	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
RTP Channels	17.1	12.4	17.1	12.6	17.0	13.2
SIC Channels	20.7	21.0	21.1	22.0	21.3	22.1
TVI Channels	25.0	20.0	23.8	18.6	24.9	20.0

Source: GfK/CAEM Figures

SIC Notícias is Portugal's favourite news channel

Among the subscriber channels SIC Notícias remained the news channel that was most watched by Portuguese viewers, achieving a share of 2.3% in January, in Live + Vosdal figures, rising by 0.2 pp against the previous month.

In Live + Vosdal figures SIC Mulher ended January with a 0.7% share, SIC Radical with a 0.4% share, SIC K with a 0.1% share and SIC Caras with a share of 0.2%.

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