

**IMPRESA**

Sociedade Gestora de Participações Sociais, SA.

IMPRESA Press Release – SIC Ratings April 2015

“Mar Salgado” is most-viewed programme on Portuguese TV

SIC remained the leader of TV ratings in Portugal. “Mar Salgado” continued to be the most-viewed programme of the month and the most popular Portuguese soap ever on SIC. For almost three years the IMPRESA group’s television station has been the leader for fiction programming in Portugal.

In April soap opera “Mar Salgado” was watched by over 1.5 million viewers, which is the equivalent of a market share of 31.6%, making it the stand out leader in the commercial targets (A/B C D 15/54 and A/B C D 25/54) with shares of 29.5% and 30.3%, respectively.

In April SIC maintained its clear leadership in the A/B C D 25/54 commercial targets, in weekly prime time, with a share of 26.3%.

Throughout the day SIC ended the month of April with a share of 19.7%.

Daily Ratings by Share% – April 2015

	<i>April 15</i>		<i>March 15</i>		<i>Total for 2015</i>	
	Reach	ABCD15-54	Reach	ABCD15-54	Reach	ABCD15-54
<i>RTP1</i>	14.4	8.3	15.6	10.0	15.5	9.4
<i>RTP2</i>	1.8	1.4	1.9	1.6	1.8	1.5
<i>SIC</i>	19.7	19.4	19.1	19.1	19.3	19.2
<i>TVI</i>	24.0	21.3	23.3	20.4	23.3	20.6
<i>Subscriber TV</i>	29.6	34.8	29.9	34.6	29.9	34.8
<i>Other</i>	10.6	14.8	10.1	14.2	10.2	14.5

Source: GfK/CAEM figures.

- In the morning slot SIC ended April with a share of 19.1%, rising 0.7 p.p.
- In the afternoon slot, SIC ended April with a share of 16.7%, rising 1.6 p.p.
- In the late-night slot SIC ended the month with a share of 16.7%, rising 0.1 pp. against March.

Ratings Weekday Prime time (%) – April 2015

	<i>April 15</i>		<i>March 15</i>		<i>Total for 2015</i>	
	Reach	ABCD15-54	Reach	ABCD15-54	Reach	ABCD15-54
<i>RTP1</i>	12.8	7.7	14.5	9.2	14.0	8.8
<i>RTP2</i>	1.5	1.1	1.5	1.2	1.5	1.3
<i>SIC</i>	25.3	25.3	25.6	26.2	25.6	25.8
<i>TVI</i>	28.1	26.7	26.0	24.0	26.1	24.5
<i>Subscriber TV</i>	23.1	26.0	23.6	26.6	23.8	26.8
<i>Other</i>	9.2	13.3	8.8	12.7	9.0	12.9

Source: GfK/CAEM figures.

As well as the success of “Mar Salgado”, SIC’s good performance in week day prime time was also due to the good results of nightly news programme “Jornal da Noite” (22.7% share) and the good performance of soap opera “Império” (22.1% share).

Thus SIC’s news programming once again contributed to the station’s good results maintaining its stand out leadership in the commercial targets (A/B C D 15/54 and A/B C D 25/54) of the total for news (Primeiro Jornal + Jornal da Noite) with 24.2% and 26.0% shares, respectively.

Another notable performance was the debut of the new season of “Ídolos” on 12th April, and which, after three episodes is now the stand out leader in the commercial targets (A/B C D 15/54 and A/B C D 25/54) with shares of 26.8% and 26.5%, respectively.

SIC Channels lead in commercial targets

The group of SIC channels ended April with a market share of 22.8% and led in the ABCD 25-54 commercial target with a share of 23.9%.

Ratings by Group of Channels (share%) – April 2015

	<i>April 15</i>		<i>March 15</i>		<i>Total for 2015</i>	
	Reach	ABCD15-54	Reach	ABCD15-54	Reach	ABCD15-54
<i>RTP Channels</i>	17.2	10.6	18.7	12.5	18.5	11.8
<i>SIC Channels</i>	22.8	22.9	22.3	22.6	22.5	22.7
<i>TVI Channels</i>	26.0	23.2	26.1	23.1	26.4	23.8

Source: GfK/CAEM figures.

SIC Notícias is the most watched Portuguese news channel

Amongst the subscriber channels SIC Notícias once again stood out as Portugal’s favourite news channel in April 2015. In April SIC Notícias achieved a market share of 1.6%.

SIC Mulher ended April with a 0.6% share, SIC Radical with a share of 0.6%, rising 0.1 pp against the previous month, SIC K with a 0.3% share and SIC Caras with a share of 0.1%.