

IMPRESA Press Release – SIC Audiences September 2015

SIC leads ratings in main television time slot – Finale of Mar Salgado was most watched programme of the year

SIC ended September as the ratings leader in the main television time slot – Monday to Friday prime time. In weekday prime time SIC led with 25.6%, compared to 25.4% for TVI and 13.8% for RTP1. The difference from TVI is even greater when looking at the commercial targets (A/B C D 15/54 and A/B C D 25/54) in which SIC led with 25.2% and 26.0%, respectively.

SIC is the leader for fiction programming made in Portugal. After “Dancin’ Days”, “Sol de Inverno” and “Mar Salgado,” the premiere of “Coração D’Ouro” captivated Portuguese viewers. After leading ratings for 13 consecutive months the final episode of “Mar Salgado” was the most-watched programme of the year with almost 1.9 million viewers or a market share of 42.8%. Its successor, “Coração D’Ouro” has already become a viewer favourite and ended September with a share of 30.0%, or 1.428 million loyal viewers.

Throughout the day SIC ended September with a share of 19.4% and led in the commercial targets (A/B C D 15/54 and A/B C D 25/54) with shares of 18.6% and 19.4%, respectively

Daily Ratings by Share% – September 2015

	September 2015		August 2015		Total for 2015	
	Reach	ABCD15-54	Reach	ABCD15-54	Reach	ABCD15-54
<i>RTP1</i>	13.6	9.1	14.0	9.8	14.8	9.6
<i>RTP2</i>	2.1	1.9	2.2	2.1	2.0	1.8
SIC	19.4	19.4	18.0	18.3	19.0	19.6
<i>TVI</i>	21.5	17.6	20.9	17.2	22.6	19.0
<i>Subscriber TV</i>	31.8	36.7	32.9	37.7	30.8	35.7
<i>Other</i>	11.7	15.3	12.0	14.9	10.7	14.3

Source: GfK/CAEM figures

- In September, in the morning slot, SIC ended with an 18.6% share.
- In the afternoon slot SIC ended the month with a 15.7%.
- In the late-night slot SIC ended September with a 17.3% share.

Ratings Weekday Prime Time (%) – September 2015

	September 2015		August 2015		Total for 2015	
	Reach	ABCD15-54	Reach	ABCD15-54	Reach	ABCD15-54
<i>RTP1</i>	13.8	10.5	12.9	9.7	13.6	9.2
<i>RTP2</i>	1.8	1.6	2.0	2.0	1.6	1.5
SIC	25.6	26.0	24.3	25.1	25.2	26.2
<i>TVI</i>	25.4	22.0	25.9	22.6	26.4	23.4
<i>Subscriber TV</i>	23.2	26.0	24.5	27.2	23.7	26.7
<i>Others</i>	10.2	13.9	10.4	13.3	9.5	13.0

Source: GfK/CAEM figures



Along with the success of “Mar Salgado” and “Coração D’Ouro,” SIC’s good performance in weekday prime time was also due to the results of news programme “Jornal da Noite” which led with an average share of 22.9% and the performance of soap operas “Poderosas” and “Império” (22.2% and 23.3% share, respectively).

September was also marked by the debut of “Regra do Jogo,” the soap opera that replaced “Império” which ended September with a share of 21.3% and by the new entertainment format on Sunday evenings “Peso Pesado Teen” which ended September with a 22.4% share and leading amongst generalist channels in the commercial targets (A/B C D 15/54 and A/B C D 25/54) with 25.0% and 25.1% shares, respectively.

SIC news programming once again contributed to the station’s good results by maintaining its leadership in the commercial targets (A/B C D 15/54 and A/B C D 25/54) for news programmes as a whole (Primeiro Jornal + Jornal da Noite) with shares of 23.5% and 25.2%, respectively.

SIC channels lead in the commercial targets

The group of SIC channels ended September with a market share of 22.8% and leading the commercial targets (A/B C D 15/54 and A/B C D 25/54) with 22.2% and 23.1% shares, respectively.

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

	September 2015		August 2015		Total for 2015	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
RTP Channels	17.0	12.2	17.6	13.2	18.1	12.6
SIC Channels	22.8	23.1	21.5	22.1	22.3	23.3
TVI Channels	24.0	19.7	23.5	19.9	25.4	21.7

Source: GfK/CAEM figures

SIC Notícias maintains leadership and gets best result of year

Amongst subscriber channels SIC Notícias ended the month with a 2.0% share, rising by 0.2pp against the previous month, and the best result this year. In the month before the general elections the channel broadcast the main debates and a series of Specials on the 2015 Legislative Elections, which had a positive effect on SIC Notícias’ excellent performance in September.

SIC Radical ended August with a share of 0.5%, SIC Mulher with a 0.5% share, SIC K with a 0.2% share and SIC Caras with a 0.1% share.

José Freire
Director Investor Relations