

IMPRESA Press Release - SIC ratings May 2016

SIC leads A/B C D 25/54 commercial target in prime time

SIC ended May as the leader in the A/B C D 25/54 commercial target - in the prime time, amongst the generalist channels with a share of 22.1%, compared to 21.5% for TVI and 10.7% for RTP1.

On week days SIC's lead is even bigger. In May SIC also ended the month leading in Live + Vosdal figures amongst the generalist channels in the A/B C D 25/54 target with a share of 23.7%, compared to 22.7% for TVI and 8.2% for RTP1.

This leading position was driven by the good performances of soap operas “Coração D’Ouro” (28.3% share), “Poderosas” (23.1% share) which ended on 20th May, “Regra do Jogo” (20.9% share) which is coming to the end of its run and SIC's latest national prime time fiction offering “Rainha das Flores” (26.7% share), which has already attracted an audience of almost 1.2 million viewers.

SIC's news programming also contributed to the television station's good results 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 21.6% and 22.6%, respectively.

In May SIC was also marked by the XXI Globos de Ouro Gala (Golden Globe Gala), which led by Live + Vosdal figures amongst the generalist channels with a 26.9% share. Throughout the day, by Live + Vosdal figures, SIC ended March with a share of 17.8%.

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

	<i>May 2016</i>		<i>April 2016.</i>		<i>Total for 2016</i>	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
<i>RTP1</i>	12.7	9.1	13.0	9.3	13.5	9.4
<i>RTP2</i>	2.0	2.0	1.8	1.9	1.8	1.9
<i>SIC</i>	17.8	17.9	17.6	18.0	17.9	18.0
<i>TVI</i>	22.6	17.9	22.3	17.6	22.6	18.3
<i>Subscriber TV</i>	36.6	42.5	36.8	42.0	35.9	41.6
<i>Others</i>	8.3	10.6	8.5	11.3	8.3	10.7

Source: GfK/CAEM Figures

For Live + Vosdal figures:

- In May, in the morning slot, SIC ended the month with a share of 16.9%.
- In the afternoon SIC ended with a 15.0% share.
- In the late-night slot SIC ended with a 15.1% share.

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Week Day Prime Time Ratings (%) - May 2016 (Live + Vosdal)

	<i>May 16</i>		<i>April 16.</i>		<i>Total for 2016</i>	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
<i>RTP1</i>	11.2	8.2	12.4	10.0	12.3	9.2
<i>RTP2</i>	1.7	1.8	1.5	1.7	1.5	1.6
<i>SIC</i>	23.8	23.7	23.2	23.8	23.7	24.0
<i>TVI</i>	27.3	22.7	26.9	22.1	26.7	22.5
<i>Subscriber TV</i>	29.8	34.7	29.8	33.5	29.5	33.9
<i>Others</i>	6.3	8.9	6.2	8.9	6.3	8.7

Source: GfK/CAEM Figures

In May for Live + Vosdal figures the group of SIC channels achieved a market share of 21.6% and led in the A/B CD 25/54 commercial target with a share of 22.4%.

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

	<i>May 16</i>		<i>April 16.</i>		<i>Total for 2016</i>	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
<i>RTP Channels</i>	15.8	12.1	15.9	12.1	16.5	12.3
<i>SIC Channels</i>	21.6	22.4	21.2	22.1	21.7	22.4
<i>TVI Channels</i>	26.3	20.9	25.6	20.4	26.2	21.5

Source: GfK/CAEM Figures

SIC Notícias remains Portugal's favourite news channel and SIC Channels covered the entire Rock in Rio festival

Amongst the subscriber channels SIC Notícias remained the news channel that was most watched by Portuguese viewers in May 2016, reaching a share of 2.1%, in Live + Vosdal figures, rising by 0.1 pp against the previous month.

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

The SIC Channels covered the whole of the Rock in Rio Lisboa festival and broadcasting the concerts mainly on SIC Radical meant that the channel had its best days of the year and ended May with its best result for the year. In May SIC Caras also had its best day ever with the broadcast of Globos de Ouro on 15th May, 2016.

José Freire
 Diretor Investor Relations IMPRESA
 jfreire@impresa.pt