



IMPRESA Press Release - SIC ratings August 2016 (Live + Vosdal)

SIC leads in main commercial targets in August

In August SIC led throughout the day in both commercial targets (A/B C D 25/54 and A/B C D 25/54), with shares of 16.4% and 17.1%, respectively. Throughout the day, by Live + Vosdal figures SIC ended August with a share of 17.0%.

In terms of the main television slot - prime time, SIC led once again in August in both commercial targets (A/B C D 15/54 and A/B C D 25/54). In the A/B C D 15/54 target, SIC led amongst the generalist channels with a share of 21.2%, compared to 20.3% for TVI and 9.4% for RTP1. In the A/B C D 25/54 target, SIC led among the generalist channels with a share of 21.9%, compared to 20.1% for TVI and 9.4% for RTP1.

On week days SIC's performance was even better. In August SIC also ended the month leading in Live + Vosdal figures among the generalist channels in the commercial targets (A/B C D 15/54 and A/B C D 25/54) with shares of 21.6% and 22.3%, respectively.

The good performances of soap operas "Coração D'Ouro" (29.0% share) and "Rainha das Flores" (22.1% share) as well as news programming contributed to this performance. SIC's news programming once again 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 21.2% and 22.1%, respectively.

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

	August 2016		July 2016		Total for 2016	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
RTP1	12.6	10.0	15.0	12.0	13.9	10.2
RTP2	3.5	3.7	2.6	2.4	2.2	2.2
SIC	17.0	17.1	16.9	17.5	17.5	17.7
TVI	20.1	15.8	20.0	15.6	21.7	17.5
Subscriber TV	37.6	41.8	36.6	41.9	36.1	41.7
Others	9.3	11.6	9.0	10.7	8.6	10.7

Source: GfK/CAEM Figures

For Live + Vosdal figures:

- In August, in the morning slot, SIC ended the month with a share of 15.4%.
- In the afternoon SIC ended with a 14.1% share.
- In the late-night slot SIC ended with a 14.8% share.



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

	July 16		June 16		Total for 2016	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
<i>RTP1</i>	12.2	9.7	16.1	14.1	13.4	10.8
<i>RTP2</i>	2.6	2.9	1.7	1.7	1.7	1.8
<i>SIC</i>	22.8	22.3	22.5	22.3	23.2	23.3
<i>TVI</i>	25.6	20.8	24.1	19.2	26.0	21.7
<i>Subscriber TV</i>	29.9	34.5	29.1	33.8	29.3	33.7
<i>Others</i>	6.8	9.8	6.5	8.7	6.3	8.7

Source: GfK/CAEM Figures

SIC channels lead in the commercial targets

In August for Live + Vosdal figures the group of SIC channels achieved a market share of 20.5% and led in the A/B CD 15/54 and A/B C D 25/54 commercial targets with a share of 20.2% and 21.2%, respectively.

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

	August 16		July 16		Total for 2016	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
<i>RTP Channels</i>	17.3	14.8	18.9	15.7	17.2	13.5
<i>SIC Channels</i>	20.5	21.2	20.7	22.0	21.2	22.0
<i>TVI Channels</i>	23.5	18.9	23.4	18.5	25.3	20.7

Source: GfK/CAEM Figures

SIC Notícias is Portugal's favourite news channel and stand out leader among subscriber channels

Among the subscriber channels SIC Notícias remained the news channel that was most watched by Portuguese viewers and was the stand out leader among subscriber channels, reaching a share of 2.1%, in Live + Vosdal figures.

In Live + Vosdal figures SIC Mulher ended August with a 0.6% share, an increase of 0.1 pp against the previous month, SIC Radical with a 0.6% share, SIC K with a 0.2% share and SIC Caras with a share of 0.2%.

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