

IMPRESA Press Release – SIC audiences January 2016

SIC leads commercial target in prime time

SIC started 2016 leading in the commercial target of the main television timeslot - Monday to Friday prime time. In the A/B C D 25/54 target SIC led amongst generalist channels, with a share of 22.7%, compared to 21.4% for TVI and 7.7% for RTP1. These results were mainly driven by the good performance of soap operas “Coração D’Ouro” and “Poderosas”. SIC’s news programming once again drove the station’s good results maintaining its leadership in the commercial targets (A/B C D 15/54 and A/B C D 25/54) for all news programming (Primeiro Jornal + Jornal da Noite) with shares of 22.1% and 23.3%, respectively

January was also marked by the debut of a new soap opera in the 7 pm slot “I Love Paraisópolis”. Throughout the day, SIC ended January with a 17.5% share.

Daily Audience by Share (%) – January 2016

	January 2016		December 15		Total for 2015	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
RTP1	13.6	8.8	14.2	9.3	14.8	9.6
RTP2	1.8	1.7	1.9	1.6	2.0	1.7
SIC	17.5	17.0	17.9	18.1	18.7	19.1
TVI	22.4	18.2	22.5	18.4	22.5	18.9
Subscriber TV	33.1	38.8	31.7	36.9	31.1	36.1
Other	11.6	15.6	11.8	15.6	10.9	14.6

Source: GfK/CAEM figures

- In January 2016, in the morning slot, SIC ended with an 18.0% share, 0.4 p.p more than in December 2015.
- In the afternoon slot SIC ended the month with a 15.3% share.
- In the late-night slot SIC ended January with a 12.8% share.

Audiences Weekday Prime Time (%) – January 2016

	January 16		December 15		Total for 2015	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
RTP1	11.6	7.7	12.5	8.8	13.5	9.2
RTP2	1.4	1.3	1.4	1.2	1.6	1.4
SIC	22.7	22.7	22.8	23.2	24.7	25.5
TVI	25.8	21.4	26.4	21.9	26.4	23.1
Subscriber TV	27.5	31.4	26.3	30.2	24.2	27.4
Others	11.0	15.5	10.6	14.8	9.7	13.4

Source: GfK/CAEM figures

SIC Notícias is the most popular news channel

The group of SIC channels started 2016 with a 21.3% share of the market and in the commercial targets (A/B C D 15/54 and A/B C D 25/54) with shares of 20.5% and 21.3%, respectively.

Audiences by Group of Channels (share%) – January 2016

	January 16		December 15		Total for 2015	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
RTP Channels	16.7	11.5	17.3	12.0	18.0	12.6
SIC Channels	21.3	21.3	21.5	22.0	22.1	22.9
TVI Channels	26.1	21.5	25.5	20.9	25.4	21.5

Source: GfK/CAEM figures

Amongst subscriber channels, SIC Notícias continues to stand out as Portugal's favourite news channel in January 2016. SIC Notícias in January achieved an average share of 2.3%, rising 0.3pp against the previous month.

SIC Mulher ended January with a share of 0.6%, SIC Radical with 0.5%, SIC K with a share of 0.2% and SIC Caras with a 0.2% share.

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