



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

To ensure that TV ratings more precisely reflect television consumer habits in Portugal, the TV audiometrics systems of CAEM/GfK was adjusted, based on the television ratings panel, in order to produce and distribute the results of on demand television viewing (Time Shift Viewing - TSV) as of 15th February 2016. There are now three types of viewing considered in television ratings (Live, Vosdal, TSV 7):

Live Viewing (Live) – Viewing of television broadcasts, live or with a delay of less than 60 seconds in relation to broadcast.

Time Shift Viewing (TSV) – Viewing a television broadcast with a delay of 60 seconds or more in relation to broadcast. This can be:

VOSDAL (Viewed on Same Day as Live) – Viewing television, with a delay of 60 seconds or more in relation to broadcast, which takes place on the same ratings day as the original content was broadcast (2:30-2:30).

7-Day Time Shift Viewing (TSV 7) – Viewing television, with a delay of 60 seconds or more in relation to broadcast, which takes place within seven days of the ratings day as the original content was broadcast.

SIC leads in the commercial targets in prime time and

Once again SIC led in February in both commercial targets (A/B C D 15/54 and A/B C D 25/54) in weekdays prime time. In the A/B C D 15/54 target, SIC led amongst the generalist channels with a share of 23.5%, compared to 22.5% for TVI and 9.0% for RTP1. In the A/B C D 25/54 target, SIC's advantage was even greater and it led amongst the generalist channels with a share of 24.5%, compared to 21.6% for TVI and 9.2% for RTP1.

The good performances of the soap operas “Coração D'Ouro” (29.4% share) and “Poderosas” (22.4% share) as well as news programming contributed to this leading position. 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 21.6% and 23.0%, respectively.

Throughout the day, by Live + Vosdal figures, SIC ended February with a share of 18.2%.



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Sociedade Gestora de Participações Sociais, SA.

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

	February 2016		January 2016		Total for 2016	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
<i>RTP1</i>	13.9	9.6	13.8	9.1	13.9	9.3
<i>RTP2</i>	1.8	1.9	1.8	1.7	1.8	1.8
<i>SIC</i>	18.2	18.1	18.1	17.9	18.2	18.0
<i>TVI</i>	22.5	18.3	22.9	19.0	22.7	18.7
<i>Subscriber TV</i>	35.3	41.6	35.2	41.8	35.2	41.7
<i>Others</i>	8.2	10.6	8.1	10.5	8.2	10.5

Source: GfK/CAEM Figures

For Live + Vosdal figures:

- In February, in the morning slot, SIC ended the month with a share of 17.4%.
- In the afternoon SIC ended with a 15.6% share.
- In the late-night slot SIC ended with a 14.4% share.

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

	February 16		January 16		Total for 2016	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
<i>RTP1</i>	12.4	9.2	11.8	8.0	12.1	8.6
<i>RTP2</i>	1.5	1.6	1.4	1.3	1.5	1.5
<i>SIC</i>	24.5	24.5	23.8	24.4	24.1	24.4
<i>TVI</i>	25.5	21.6	26.9	23.1	26.2	22.4
<i>Subscriber TV</i>	29.7	34.4	29.6	34.4	29.7	34.4
<i>Others</i>	6.4	8.7	6.4	8.7	6.4	8.7

Source: GfK/CAEM Figures

SIC Channels

In February for Live + Vosdal figures the group of SIC channels achieved a market share of 21.9% and led in the A/B CD 25/54 commercial target with a share of 22.5% share.

Ratings by group of channels (share%) – Feb. 2016 (Live + Vosdal)

	February 16		January 16		Total for 2016	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
<i>RTP Channels</i>	16.8	12.5	16.9	11.9	16.9	12.2
<i>SIC Channels</i>	21.9	22.5	22.1	22.5	22.0	22.5
<i>TVI Channels</i>	26.4	21.9	26.7	22.6	26.6	22.3

Source: GfK/CAEM Figures



SIC Notícias is the most watched news channel

Amongst the subscriber channels SIC Notícias remained the news channel that was most watched by Portuguese viewers in February 2016, reaching a share of 2.1%, in Live + Vosdal figures.

In Live + Vosdal figures SIC Mulher ended January with a 0.6% share, 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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