



IMPRESA Press Release - SIC audiences April 2018

SIC ends April 2018 leading in the commercial targets

In April 2018 SIC led throughout the day in both commercial targets (A/B C D 15/54 and A/B C D 25/54), among the generalist channels. In the A/B C D 15/54 target, SIC led among the generalist channels with a share of 16.7%, compared to 16.0% for TVI and 7.9% for RTP1. In the A/B C D 25/54 target, SIC led among the generalist channels with a share of 17.3%, compared to 15.4% for TVI and 7.8% for RTP1. Throughout the day, by Live + Vosdal figures SIC ended March with a share of 16.7%.

In the prime time, SIC ended April 2018 leading among the generalist channels in both the commercial targets: in the A/B C D 15/54 commercial target with a share of 20.9%, compared to 19.2% for TVI and 8.9% for RTP1 and in the A/B C D 25/54 target with a share of 21.6%, compared to 18.4% for TVI and 8.9% for RTP1.

The good performance of SIC's Portuguese fiction shows contributed to its leading position, with soap operas "Paixão," the debut of "Vidas Opostas" and the finale of "Espelho D'Água," along with Brazilian soap opera "O Outro Lado do Paraíso." All the soap operas led in both commercial targets among the generalist channels.

SIC's news programming also contributed to the television station's results in March 2018, leading 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 19.6% and 20.4%, respectively.

Daily Audiences (%) - April 2018 (Live + Vosdal)

	April 2018.		March 2018		Year 2018	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
RTP1	11.5	7.8	12.0	8.0	11.9	8.0
RTP Others*	3.0	2.7	2.9	2.8	3.1	3.1
SIC	16.7	17.3	17.3	17.5	17.1	17.4
TVI	20.6	15.4	21.0	16.0	21.0	15.7
Subscriber TV	37.2	42.1	36.1	41.3	36.3	41.8
Other	11.0	14.7	10.7	14.3	10.6	13.9

*RTP Others = RTP2 + RTP3 TDT + RTP Memória TDT, starting 1st January 2017

Source: GfK/CAEM Figures



By Live + Vosdal figures, in April 2018:

- In the morning slot, SIC ended with a share of 15.3%.
- In the afternoon SIC ended with a 14.2% share.
- In the late-night slot SIC ended with a 17.2% share.

Week Day Prime Time Audience (%) - April 2018 (Live + Vosdal)

	April 2018.		March 2018		Year 2018	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
RTP1	10.6	8.3	11.6	8.7	11.0	8.3
RTP Others*	3.2	2.8	3.0	3.0	3.1	3.1
SIC	22.6	22.8	21.8	21.3	21.9	21.8
TVI	23.9	18.6	24.5	19.3	24.5	19.3
Subscriber TV	31.2	35.6	30.4	35.0	31.0	35.7
Other	8.5	11.8	8.7	12.5	8.5	11.7

*RTP Others = RTP2 + RTP3 TDT + RTP Memória TDT, starting 1st January 2017

Source: GfK/CAEM Figures

SIC channels lead in the commercial targets

In April 2018 for Live + Vosdal figures the group of SIC channels achieved a market share of 20.7% and led in the A/B CD 15/54 and A/B C D 25/54 commercial targets with shares of 20.8% and 21.7%, respectively.

Ratings by group of channels (%) - April 2018 (Live + Vosdal)

	April 2018.		March 2018		Year 2018	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
RTP Channels	15.5	11.4	15.9	11.8	16.0	12.0
SIC Channels	20.2	21.7	20.7	21.7	20.5	21.6
TVI Channels	24.1	18.7	24.1	18.8	23.9	18.4

Source: GfK/CAEM Figures



SIC Notícias is Portugal's favourite news channel

Among the subscriber channels SIC Notícias ended April as the most watched news channel by Portuguese viewers, achieving a share of 1.8%, by Live + Vosdal figures, rising by 0.1 pp against the previous month.

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

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