



IMPRESA Press Release - SIC ratings for 2017 (Live + Vosdal)

SIC ends 2017 leading in the commercial targets

SIC ended the year in the lead full day 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 among the generalist channels with a share of 16.7%, compared to 16.3% for TVI and 8.8% for RTP1. In the A/B C D 25/54 target, SIC led among the generalist channels with a share of 17.2%, compared to 15.9% for TVI and 8.8% for RTP1. Throughout the day, by Live + Vosdal figures SIC ended 2017 with a share of 17.1%.

In prime time, SIC was in the lead in 2017 in the A/B C D 25/54 commercial target - among the generalist channels with a share of 21.0%, compared to 20.3% for TVI and 9.8% for RTP1.

The good performance of SIC's Portuguese soap operas "Rainha das Flores," "Amor Maior," "Espelho D'Água" and more recently "Paixão", contributed to this result.

SIC's news programming also contributed to the television station's results in 2017, 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 20.1% and 20.9%, respectively.

In December, the highlight goes to SIC's victory on Christmas Eve.

Daily Ratings (%) - December 2017 (Live + Vosdal)

	December 2017		November 2017		Year 2017	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
RTP1	12.2	8.3	12.4	8.6	12.4	8.8
RTP Others*	3.1	3.1	3.5	3.4	3.2	3.1
SIC	17.4	18.3	17.7	17.9	17.1	17.2
TVI	21.5	16.3	21.5	16.4	21.0	15.9
Subscriber TV	35.1	40.5	35.3	41.2	36.8	42.7
Other	10.7	13.4	9.5	12.5	9.5	12.3

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

Source: GfK/CAEM Figures

By Live + Vosdal figures, in 2017:

- In the morning slot, SIC ended with a share of 15.7%.
- In the afternoon SIC ended with a 14.6% share.
- In the late-night slot SIC ended with a 16.2% share.



WeekDay Prime Time Ratings (%) - December 2017 (Live + Vosdal)

	December 2017		November 2017		Year 2017	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
RTP1	9.9	7.3	10.6	8.2	11.5	9.2
RTP Others*	3.3	3.3	3.7	3.7	2.9	2.7
SIC	21.3	21.2	22.3	21.7	22.4	21.8
TVI	26.6	21.8	25.1	20.7	25.1	20.8
Subscriber TV	30.4	34.9	30.7	35.2	30.7	35.4
Other	8.4	11.4	7.6	10.6	7.3	10.1

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

Source: GfK/CAEM Figures

SIC channels lead in the commercial targets

In 2017 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 20.6% and 21.3%, respectively.

Ratings by group of channels (%) - December 2017 (Live + Vosdal)

	December 2017		November 2017		Year 2017	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
RTP Channels	16.5	12.5	17.2	13.2	16.9	13.1
SIC Channels	20.9	22.5	21.2	22.1	20.7	21.3
TVI Channels	23.8	18.3	23.8	18.4	23.8	18.5

Source: GfK/CAEM Figures

SIC Notícias is Portugal's favourite news channel

Among the subscriber channels SIC Notícias ended the year as the new channel that was most watched by Portuguese viewers, achieving a share of 2.0% in 2017, by Live + Vosdal figures.

By Live + Vosdal figures SIC Mulher ended the year with a 0.8% share, an increase of 0.2 pp against the previous month, SIC Radical with a 0.3% share, SIC Caras with a 0.2% share and SIC K with a share of 0.2%.

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