



## **IMPRESA Press Release - SIC ratings Oct 2017 (Live + Vosdal)**

### **SIC leads in the commercial targets in October 2017**

In the month in which it celebrated its 25th anniversary, SIC led throughout the 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 17.2%, compared to 15.5% for TVI and 9.7% for RTP1. In the A/B C D 25/54 target, SIC led among the generalist channels with a share of 17.7%, compared to 15.2% for TVI and 9.6% for RTP1. Throughout the day, by Live + Vosdal figures SIC ended October with a share of 17.3%.

In terms of the prime time, SIC also ended October in the lead 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 20.0%, compared to 19.6% for TVI and 11.7% for RTP1. In the A/B C D 25/54 target, SIC led among the generalist channels with a share of 20.8%, compared to 19.2% for TVI and 11.6% for RTP1.

The performance of soap opera “Paixão” contributed to this lead and ended October with over 1.1 million loyal viewers. SIC's other soap operas, “Espelho D’Água” and “A Força do Querer” were favourites for Portuguese viewers in October leading among generalist channels in both commercial targets (A/B C D 15/54 and A/B C D 25/54).

SIC's news shows also contributed to the television station's results in October 2017, 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 20.3% and 21.3%, respectively. Daily news show "Primeiro Jornal" also lead on week days with a share of 25.1%.

### **Daily Ratings (%) - October 2017 (Live + Vosdal)**

	<i>October 2017</i>		<i>September 2017</i>		<i>Total for 2017</i>	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
<i>RTP1</i>	12.5	9.6	11.7	8.6	12.4	8.9
<i>RTP Others*</i>	3.3	3.3	3.3	3.2	3.1	3.0
<b>SIC</b>	<b>17.3</b>	<b>17.7</b>	<b>17.6</b>	<b>16.9</b>	<b>17.0</b>	<b>17.0</b>
<i>TVI</i>	20.4	15.2	20.5	15.6	20.9	15.8
<i>Subscriber TV</i>	36.6	41.3	37.1	43.5	37.2	43.1
<i>Other</i>	9.8	12.8	9.8	12.2	9.3	12.1

\*RTP Others = RTP2 + RTP3 TDT + RTP Memória TDT, starting 1st January 2017. Source: GfK/CAEM



By Live + Vosdal figures, in October:

- In the morning slot, SIC ended with a share of 15.9%.
- In the afternoon SIC ended with a 15.6% share.
- In the late-night slot SIC ended with a 17.6% share.

### Week Day Prime Time Ratings (%) - October 2017 (Live + Vosdal)

	October 2017		September 2017		Total for 2017	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
<b>RTP1</b>	12.2	10.2	11.0	9.1	11.8	9.5
<b>RTP Others*</b>	3.4	3.4	3.1	3.0	2.8	2.5
<b>SIC</b>	<b>21.5</b>	<b>21.5</b>	<b>22.9</b>	<b>21.5</b>	<b>22.6</b>	<b>21.9</b>
<b>TVI</b>	24.6	20.7	25.2	21.4	25.0	20.7
<b>Subscriber TV</b>	30.7	33.8	30.5	35.0	30.7	35.4
<b>Other</b>	7.5	10.4	7.4	9.9	7.1	9.9

\*RTP Others = RTP2 + RTP3 TDT + RTP Memória TDT, starting 1st January 2017. Source: GfK/CAEM

### SIC channels lead in the commercial targets

In October for Live + Vosdal figures the group of SIC channels achieved a market share of 21.1% and led in the A/B CD 15/54 and A/B C D 25/54 commercial targets with shares of 21.4% and 22.1%, respectively.

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

	October 2017		September 2017		Total for 2017	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
<b>RTP Channels</b>	17.2	14.2	16.3	13.1	16.9	13.2
<b>SIC Channels</b>	<b>21.1</b>	<b>22.1</b>	<b>20.9</b>	<b>20.9</b>	<b>20.6</b>	<b>21.1</b>
<b>TVI Channels</b>	22.9	17.3	23.3	18.2	23.8	18.6

Source: GfK/CAEM Figures

### SIC Notícias is Portugal's favourite news channel

Among the subscriber channels SIC Notícias continued to stand out as the news channel that was most watched by Portuguese viewers, ending October with a share of 2.1%, by Live + Vosdal figures, up by 0.3pp against the previous month.

By Live + Vosdal figures SIC Mulher ended October with a 0.9% share, an increase of 0.1 pp against the previous month and rising by four places in the ranking of themed channels, SIC Radical with a 0.3% share, SIC Caras with a 0.3% share and SIC K with a share of 0.1%.