



## **IMPRESA Press Release - SIC ratings August 2018 (Live + Vosdal)**

### **SIC ends August leading in the commercial targets**

At the end of August 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 14.3%, compared with 13.4% for TVI and 6.6% for RTP1. In the A/B C D 25/54 target, SIC led among the generalist channels with a share of 15.1%, compared with 13.2% for TVI and 7.1% for RTP1. Throughout the day, by Live + Vosdal figures, SIC ended August with a share of 15.3%, having been the only one of three generalist channels that did not see a drop in share compared with July.

In prime time, SIC ended August 2018 also 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 ended with an 19.2% share, TVI reached a share of 18.9% and RTP1 ended the month with a 6.3% share. In the A/B C D 25/54 target, SIC led among the generalist channels with a share of 19.8%, compared with 18.5% for TVI and 6.5% for RTP1.

This good performance was achieved on the back of SIC's focus on home-grown fiction shows with soap opera "Paixão," which ended August leading in the A/B C D 25/54 commercial target among the generalist channels, and the more recent SIC debut of "Vidas Opostas" in the lead in both commercial targets among the generalist channels. Brazilian soap opera "O Outro Lado do Paraíso," (which came to an end over the weekend) ended the month leading in both commercial targets among all the generalist channels.

SIC's news programming also contributed to the television station's results in August, 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 18.3% and 19.2%, respectively.



## Daily Ratings (%) - August 2018 (Live + Vosdal)

	August 2018		July 2018		Year 2018	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
<b>RTP1</b>	11.0	7.1	11.9	8.5	12.1	8.4
<b>RTP Others*</b>	3.6	3.7	3.6	3.3	3.3	3.2
<b>SIC</b>	<b>15.3</b>	<b>15.1</b>	<b>15.3</b>	<b>15.1</b>	<b>16.4</b>	<b>16.5</b>
<b>TVI</b>	18.8	13.2	20.1	14.0	20.3	14.9
<b>Subscriber TV</b>	39.4	46.5	37.8	44.6	36.9	42.8
<b>Other</b>	11.9	14.4	11.4	14.4	11.0	14.1

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

Source: GfK/CAEM Figures

By Live + Vosdal figures, in August 2018:

- In the morning slot, SIC ended with a share of 13.8%.
- In the afternoon SIC ended with a 12.3% share.
- In the late-night slot SIC ended with a 16.5% share.

## Week Day Prime Time Ratings (%) - August 2018 (Live + Vosdal)

	August 2018		July 2018		Year 2018	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
<b>RTP1</b>	9.0	5.9	11.3	8.8	11.2	8.6
<b>RTP Others*</b>	3.4	3.5	3.6	3.3	3.3	3.2
<b>SIC</b>	<b>20.8</b>	<b>20.0</b>	<b>20.1</b>	<b>19.8</b>	<b>21.2</b>	<b>21.0</b>
<b>TVI</b>	24.7	19.5	24.1	18.4	24.1	18.9
<b>Subscriber TV</b>	32.8	39.1	31.6	37.6	31.3	36.4
<b>Other</b>	9.3	12.1	9.1	12.1	8.9	11.9

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

Source: GfK/CAEM Figures

## SIC channels lead in the commercial targets

In August 2018 by Live + Vosdal figures the group of SIC channels achieved a market share of 19.3% and led in the A/B CD 15/54 and A/B C D 25/54 commercial targets with a share of 19.7% and 20.8%, respectively.



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

	August 2018		July 2018		Year 2018	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
<b>RTP Channels</b>	15.7	11.8	16.5	12.8	16.5	12.5
<b>SIC Channels</b>	<b>19.3</b>	<b>20.8</b>	<b>19.1</b>	<b>20.2</b>	<b>20.0</b>	<b>21.2</b>
<b>TVI Channels</b>	21.8	16.0	22.9	16.8	23.4	17.8

Source: GfK/CAEM Figures

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

Among the subscriber channels SIC Notícias ended August as the most watched news channel by Portuguese viewers, achieving a share of 2.0%, by Live + Vosdal figures, rising by 0.1 pp against the previous month.

By Live + Vosdal figures SIC Mulher ended August with a 1.0% 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 0.4%, a rise of 0.1 pp against the previous month.

José Freire  
Diretor Investor Relations IMPRESA  
jfreire@impresa.pt