



## IMPRESA press release – SIC audiences in March 2016

### SIC leads commercial target in 1st quarter for prime time

SIC ended the first quarter of the year as the leader in the commercial target - A/B C D 25/54 – from the Monday to Friday prime time. In the first quarter SIC led by Live + Vosdal figures amongst the generalist channels with a share of 22.5%, compared to 22.1% for TVI and 10.7% for RTP1. In March SIC also ended the month leading in Live + Vosdal figures amongst the generalist channels in the A/B C D 25/54 target in prime time with a share of 22.5%, compared to 22.3% for TVI and 11.7% for RTP1.

Throughout the day, by Live + Vosdal figures, SIC ended March with a share of 17.9%.

### Audience Ratings (%) - March 2016 (Live + Vosdal)

	March 2016		February 2016		Total for 2016	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
<b>RTP1</b>	14.0	9.9	13.9	9.6	13.9	9.5
<b>RTP2</b>	1.8	1.9	1.8	1.9	1.8	1.8
<b>SIC</b>	<b>17.9</b>	<b>18.4</b>	<b>18.2</b>	<b>18.1</b>	<b>18.1</b>	<b>18.1</b>
<b>TVI</b>	22.4	18.8	22.5	18.3	22.6	18.7
<b>Subscriber TV</b>	35.5	40.5	35.3	41.6	35.3	41.3
<b>Others</b>	8.4	10.6	8.2	10.6	8.3	10.6

Source: GfK/CAEM Figures

For Live + Vosdal figures:

- In March, in the morning slot, SIC ended the month with a share of 16.4%.
- In the afternoon SIC ended with a 15.6% share.
- In the late-night slot SIC ended with a 15.0% share.

### Weekday Prime Time Ratings (%) - March 2016 (Live + Vosdal)

	March 16		February 16		Total for 2016	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
<b>RTP1</b>	13.7	10.6	12.4	9.2	12.7	9.3
<b>RTP2</b>	1.4	1.6	1.5	1.6	1.5	1.5
<b>SIC</b>	<b>23.4</b>	<b>23.7</b>	<b>24.5</b>	<b>24.5</b>	<b>23.9</b>	<b>24.2</b>
<b>TVI</b>	26.8	23.2	25.5	21.6	26.4	22.6
<b>Subscriber TV</b>	28.6	32.6	29.7	34.4	29.3	33.8
<b>Others</b>	6.0	8.3	6.4	8.7	6.3	8.6

Source: GfK/CAEM Figures



The good performances of the soap operas “Coração D’Ouro” (28.1% share) and “Poderosas” (21.2% share) as well as news programming contributed to SIC’s leading position in the prime time slot.

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 22.3% and 23.6%, respectively.

### **SIC channels lead in the commercial targets**

In March for Live + Vosdal figures the group of SIC channels achieved a market share of 21.6% and led in the A/B CD 25/54 commercial target with a share of 22.7%.

### **Ratings by group of channels (%) - March 2016 (Live + Vosdal)**

	<i>March 16</i>		<i>February 16</i>		<i>Total for 2016</i>	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
<i>RTP Channels</i>	16.8	12.8	16.8	12.5	16.9	12.4
<i>SIC Channels</i>	<b>21.6</b>	<b>22.7</b>	<b>21.9</b>	<b>22.5</b>	<b>21.9</b>	<b>22.6</b>
<i>TVI Channels</i>	25.9	21.7	26.4	21.9	26.4	22.1

Source: GfK/CAEM Figures

### **SIC Notícias is most watched cable channel**

In March SIC Notícias was the most watched subscriber channel in Portugal by Live figures (ratings based on viewers watch live broadcast). This leadership once again demonstrates that at significant national and international moments, SIC Notícias is the channel that the Portuguese tune into to get the most reliable and accurate news. SIC Notícias was already the most watched subscriber news channel, beating rivals TVI24 and RTP3, but in March it also became the most watched channel by Live figures, beating the Hollywood channel. By Live figures SIC Notícias was followed by CMTV, TVI24, Disney Channel, Panda and Fox.

In Live + Vosdal figures SIC Radical ended March with a 0.6% share, SIC Mulher with a 0.5% share, SIC K with a 0.2% share and SIC Caras also with a share of 0.2%.

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