

**IMPRESA**

Sociedade Gestora de Participações Sociais, SA.

IMPRESA Press Release – SIC Audiences in 2015

SIC leads in week-day prime time in 2015

In 2015 SIC led in the main television timeslot, Monday to Friday prime time, in the two main commercial targets (A/B C D 15/54 and A/B C D 25/54) amongst generalist channels, with shares of 24.5% and 25.5, respectively.

These results were mainly driven by the good performance of news programmes “Jornal da Noite” and “Primeiro Jornal,” SIC’s Portuguese soap operas, “Coração D’Ouro” and “Poderosas,” as well as a diverse offering of films throughout the year.

Throughout the day, SIC ended December with a share of 17.9%, and ended the year with 18.7% share, increasing its market share amongst the three generalist channels.

Daily Audiences by Share (%) – December 2015

| | <i>December 2015</i> | | <i>November 2015</i> | | <i>Total for 2015</i> | |
|----------------------|----------------------|-------------|----------------------|-------------|-----------------------|-------------|
| | Reach | ABCD15-54 | Reach | ABCD15-54 | Reach | ABCD15-54 |
| <i>RTP1</i> | 14.2 | 9.3 | 15.3 | 10.2 | 14.8 | 9.6 |
| <i>RTP2</i> | 1.9 | 1.6 | 1.8 | 1.7 | 2.0 | 1.7 |
| <i>SIC</i> | 17.9 | 18.1 | 17.6 | 17.1 | 18.7 | 19.1 |
| <i>TVI</i> | 22.5 | 18.4 | 21.8 | 18.0 | 22.5 | 18.9 |
| <i>Subscriber TV</i> | 31.7 | 36.9 | 32.2 | 37.7 | 31.1 | 36.1 |
| <i>Other</i> | 11.8 | 15.6 | 11.3 | 15.3 | 10.9 | 14.6 |

Source: GfK/CAEM figures

- In December, in the morning slot, SIC ended with a 17.6% share.
- In the afternoon slot SIC ended the month with a 16.4% share, 2.0 p.p. more than in the previous month.
- In the late-night slot SIC ended December with a 13.5% share

Audience Weekday Prime Time (%) – December 2015

| | <i>December 15</i> | | <i>November 2015</i> | | <i>Total for 2015</i> | |
|----------------------|--------------------|-------------|----------------------|-------------|-----------------------|-------------|
| | Reach | ABCD15-54 | Reach | ABCD15-54 | Reach | ABCD15-54 |
| <i>RTP1</i> | 12.5 | 8.8 | 13.4 | 9.7 | 13.5 | 9.2 |
| <i>RTP2</i> | 1.4 | 1.2 | 1.2 | 1.2 | 1.6 | 1.4 |
| <i>SIC</i> | 22.8 | 23.2 | 23.9 | 23.6 | 24.7 | 25.5 |
| <i>TVI</i> | 26.4 | 21.9 | 25.5 | 21.6 | 26.4 | 23.1 |
| <i>Subscriber TV</i> | 26.3 | 30.2 | 25.8 | 29.4 | 24.2 | 27.4 |
| <i>Other</i> | 10.6 | 14.8 | 10.2 | 14.5 | 9.7 | 13.4 |

Source: GfK/CAEM figures

SIC’s news programming contributed to the station’s good results and was the stand out leader in 2015 in the commercial targets (A/B C D 15/54 and A/B C D 25/54) for news programmes as a whole (Primeiro Jornal + Jornal da Noite) with shares of 23.5% and 25.1%, respectively.

SIC channels lead in commercial targets

The group of SIC channels ended 2015 with a market share of 22.1% and leading in the A/B C D 25/54 commercial target with a 22.9% share.

Audiences by Group of Channels (share%) – December 2015

| | December 15 | | November 2015 | | Total for 2015 | |
|---------------------|-------------|-------------|---------------|-------------|----------------|-------------|
| | Reach | ABCD15-54 | Reach | ABCD15-54 | Reach | ABCD15-54 |
| RTP Channels | 17.3 | 12.0 | 18.5 | 13.2 | 18.0 | 12.6 |
| SIC Channels | 21.5 | 22.0 | 21.5 | 21.4 | 22.1 | 22.9 |
| TVI Channels | 25.5 | 20.9 | 25.2 | 20.7 | 25.4 | 21.5 |

Source: GfK/CAEM figures

SIC Notícias increases leadership position against previous year

Amongst subscriber channels, in a year of intense news coverage, SIC Notícias achieved an average share of 1.9%, rising 0.2pp against the previous year and consolidating its position as Portugal's favourite news channel. On 8th January the channel celebrated its 15th anniversary.

Throughout the year on several days SIC Notícias managed to reach record ratings, which are amongst the channels best ever days.

SIC Radical ended the year with a share of 0.6%, SIC Mulher with 0.6%, SIC K with a share of 0.3% and SIC Caras with a 0.1% share, after reaching 0,2%.in december, which coincided with entrance on Vodafone pay Tv network.

José Freire
Diretor Investor Relations IMPRESA
jfreire@impresa.pt