

## IMPRESA Press Release – SIC Ratings March 2015

### “Mar Salgado” is most-viewed programme in Portugal

SIC remained the leader of TV ratings in Portugal. “Mar Salgado” continued to be the most-viewed programme of the month and the most popular Portuguese soap ever on SIC. For almost three years the IMPRESA group’s television station has been the leader for fiction programming in Portugal. The road to leadership began with “Dancin’ Days,” continued with “Sol de Inverno” and is now breaking all records with “Mar Salgado,” which continues to outrank all the competition’s offerings.

In March soap opera “Mar Salgado” had a total of over 1.5 million viewers, which is the equivalent of a market share of 31.7%, making it the stand out leader in the commercial targets.

In March SIC maintained its clear leadership in the commercial targets (A/B C D 15/54 and A/B C D 25/54) amongst generalist channels, in weekly prime time, with shares of 26.2% and 27.5%, respectively.

Throughout the day SIC ended the month of March with a share of 19.1%.

### Daily Ratings by Share% – March 2015

	March 15		February 15		Total for 2015	
	Reach	ABCD15-54	Reach	ABCD15-54	Reach	ABCD15-54
<i>RTP1</i>	15.6	10.0	16.0	9.7	15.8	9.7
<i>RTP2</i>	1.9	1.6	1.9	1.6	1.9	1.6
<i>SIC</i>	<b>19.1</b>	<b>19.1</b>	<b>18.7</b>	<b>18.2</b>	<b>19.2</b>	<b>19.1</b>
<i>TVI</i>	23.3	20.4	23	20.5	23.1	20.4
<i>Subscriber TV</i>	29.9	34.6	30.4	35.6	30.0	34.8
<i>Other</i>	10.1	14.2	10.0	14.4	10.0	14.4

Source: GfK/CAEM figures.

- In the morning slot SIC ended March with a share of 18.1%.
- In the afternoon slot, SIC ended March with a share of 16.1%.
- In the late-night slot SIC ended the month with a share of 18.3%.

### Ratings Weekday Prime time (%) – March 2015

	March 15		February 15		Total for 2015	
	Reach	ABCD15-54	Reach	ABCD15-54	Reach	ABCD15-54
<i>RTP1</i>	14.5	9.2	14.4	9.1	14.4	9.2
<i>RTP2</i>	1.5	1.2	1.6	1.5	1.5	1.3
<i>SIC</i>	<b>25.6</b>	<b>26.2</b>	<b>25.4</b>	<b>25.2</b>	<b>25.7</b>	<b>26.0</b>
<i>TVI</i>	26.0	24.0	25.3	24.1	25.4	23.7
<i>Subscriber TV</i>	23.6	26.6	24.4	27.3	24.1	27.1
<i>Other</i>	8.8	12.7	8.9	12.8	8.9	12.7

Source: GfK/CAEM figures.

As well as the success of “Mar Salgado”, SIC’s good performance in week day prime time was also due to the excellent results of nightly news programme “Jornal da Noite” (23.8% share and absolute leadership in the commercial targets: A/B C D 15/54 with 26.3% and A/B C D 25/54 with 28.1%) and the good performance of soap operas “Império” and “Lado a Lado” (22.3% and 22.0% shares, respectively).

Thus SIC’s news programming once again contributed to the station’s good results maintaining its stand out leadership in the commercial targets (A/B C D 15/54 and A/B C D 25/54) of the total for news (Primeiro Jornal + Jornal da Noite) with 24.9% and 26.6% shares, respectively.

Another notable performance was the debut of “Shark Tank” on Saturday, 21st March, after “Mar Salgado,” and which after just two episodes broadcast is already the leader in the commercial targets (A/B C D 15/54 and A/B C D 25/54) with shares of 27.2% and 26.9%, respectively.

## SIC Channels lead in commercial targets

The group of SIC channels ended March with a market share of 22.3%.

### Ratings by Group of Channels (share%) – March 2015

	<i>March 15</i>		<i>February 15</i>		<i>Total for 2015</i>	
	Reach	ABCD15-54	Reach	ABCD15-54	Reach	ABCD15-54
<i>RTP Channels</i>	18.7	12.5	19	12.2	18.9	12.2
<i>SIC Channels</i>	<b>22.3</b>	<b>22.6</b>	<b>21.9</b>	<b>21.6</b>	<b>22.4</b>	<b>22.7</b>
<i>TVI Channels</i>	26.1	23.1	26.8	24.5	26.6	23.9

Source: GfK/CAEM

## SIC Notícias is the most popular news channel amongst Portuguese viewers

Amongst the subscriber channels SIC Notícias once again stood out as Portugal’s favourite news channel in March 2015. In March SIC Notícias achieved a market share of 1.6%.

SIC Mulher ended March with a 0.6% share, SIC Radical with a share of 0.5%, SIC K with a 0.3% share and SIC Caras with a share of 0.1%.

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