



## **IMPRESA Press Release - SIC ratings September 2016**

### **SIC leads in commercial targets in September**

In September SIC led throughout the day in both commercial targets (A/B C D 25/54 and A/B C D 25/54), with shares of 17.7% and 18.4%, respectively. Throughout the day, by Live + Vosdal figures, SIC ended September with a share of 18.0%, the 3<sup>rd</sup> best monthly figure of the year.

In terms of the prime time, SIC led once again in September 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 21.7%, compared to 21.0% for TVI and 10.7% for RTP1. In the A/B C D 25/54 target, SIC led among the generalist channels with a share of 22.4%, compared to 20.2% for TVI and 10.6% for RTP1. On week days SIC's performance was even better. In September SIC also ended the month leading in Live + Vosdal figures among the generalist channels in the commercial targets (A/B C D 15/54 and A/B C D 25/54) with shares of 22.2% and 23.0%, respectively.

September was characterised by the start of the new television season, including the début of "Amor Maior" - SIC's prime time soap opera - "Sassaricando, Haja Coração," "Liberdade Liberdade," "Shark Tank," and "SOS Animal," and the finales of the soap operas "I Love Paraisópolis," "Verdades Secretas," and the extraordinarily successful "Coração D'Ouro," whose final episode garnered a 35.5% share and around 1.5 million viewers.

The soap opera "Amor Maior," after three weeks on the air now has 1.24 million viewers, or a share of 27.5% and leads by Live + Vosdal figures amongst generalist channels in the commercial targets (A/B C D 15/54 and A/B C D 25/54) with shares of 25.8% and 26.4%, respectively.

The second season of "Shark Tank" began on 24th September, leading amongst generalist channels with a share of 27.2% and average audience of 9.2%, which is a total of 887,900 loyal viewers. In the commercial targets (A/B C D 15/54 and A/B C D 25/54) it also led amongst generalist channels with above average figures amongst the universe of channels, of 28.7% and 28.8%, respectively.



SIC's news programming is still contributing 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 21.9% and 22.8%, respectively.

### Daily Ratings (%) - September 2016 (Live + Vosdal)

	September 2016		August 2016		Total for 2016	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
<b>RTP1</b>	12.4	8.8	12.6	10.0	13.7	10.1
<b>RTP2</b>	2.1	2.2	3.5	3.7	2.2	2.2
<b>SIC</b>	<b>18.0</b>	<b>18.4</b>	<b>17.0</b>	<b>17.1</b>	<b>17.6</b>	<b>17.8</b>
<b>TVI</b>	21.4	16.1	20.1	15.8	21.7	17.3
<b>Subscriber TV</b>	36.9	42.5	37.6	41.8	36.2	41.7
<b>Others</b>	9.2	12.0	9.3	11.6	8.6	10.9

Source: GfK/CAEM Figures

For Live + Vosdal figures:

- In September, in the morning slot, SIC ended the month with a share of 16.8%.
- In the afternoon SIC ended with a 15.5% share.
- In the late-night slot SIC ended with a 15.2% share.

### Week Day Prime Time Ratings (%) - September 2016 (Live + Vosdal)

	September 16		August 16		Total for 2016	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
<b>RTP1</b>	12.3	9.8	12.2	9.7	13.3	10.7
<b>RTP2</b>	2.4	2.6	2.6	2.9	1.8	1.9
<b>SIC</b>	<b>23.3</b>	<b>23.0</b>	<b>22.8</b>	<b>22.3</b>	<b>23.2</b>	<b>23.2</b>
<b>TVI</b>	26.5	21.0	25.6	20.8	26.1	21.6
<b>Subscriber TV</b>	28.7	33.6	29.9	34.5	29.2	33.7
<b>Others</b>	6.8	10.0	6.8	9.8	6.4	8.9

Source: GfK/CAEM Figures



## SIC channels lead in the commercial targets

In September for Live + Vosdal figures the group of SIC channels achieved a market share of 21.4% and led in the A/B CD 15/54 and A/B C D 25/54 commercial targets with a share of 21.3% and 22.2%, respectively.

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

	September 16		August 16		Total for 2016	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
<b>RTP Channels</b>	15.6	12.1	17.3	14.8	17.1	13.4
<b>SIC Channels</b>	<b>21.4</b>	<b>22.2</b>	<b>20.5</b>	<b>21.2</b>	<b>21.2</b>	<b>22.0</b>
<b>TVI Channels</b>	24.7	19.1	23.5	18.9	25.3	20.5

Source: GfK/CAEM Figures

## SIC Notícias is Portugal's favourite news channel

Amongst the subscriber channels SIC Notícias remained the news channel that was most watched by Portuguese viewers in September 2016, reaching a share of 1.9%, in Live + Vosdal figures.

In Live + Vosdal figures SIC Mulher ended September with a 0.6% share, SIC Radical with a 0.5% share, SIC K with a 0.1% share and SIC Caras with a share of 0.2%.

José Freire  
Diretor Investor Relations IMPRESA  
jfreire@impresa.pt