



IMPRESA press release – SIC audiences Sept 2018 (Live + Vosdal)

SIC leads in the commercial targets

SIC ended September 2018 leading the daily total, in the generalist channels' universe, 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 the generalist channels' universe with a share of 14.8%, against TVI's share of 14.1% and RTP1's share of 7.3%. In the A/B C D 25/54 target, SIC led the generalist channels' universe with a share of 15.3%, against TVI's share of 13.7% and RTP1's share of 7.5%. In the daily set, regarding Live data + Vosdal, SIC ended September with a share of 5.8%.

Regarding prime time, SIC ended September 2018 leading the A/B C D 25/54 commercial target, in the generalist channels' universe, with a share of 18.5%, against TVI's share of 18.4% and RTP1's share of 9.1%.

September was marked by a television *rentrée*: SIC aired the last episode of soap opera "Paixão" and premiered its successor for the first line of prime time: "Alma e Coração". Regarding the third line of prime time, SIC aired the last episode of Brazilian soap opera "O Outro Lado do Paraíso" and premiered "Segundo Sol". Sunday's prime time has changed due to the return of "Terra Nossa", starred by César Mourão.

SIC's news have contributed to the good results of the channel in September as well, leading the commercial targets (A/B C D 15/54 and A/B C D 25/54) in the news overall (Primeiro Jornal + Jornal da Noite) with a share of 19.1% and 20.0% respectively.

Daily Audiences in Share (%) – September 2018 (Live+Vosdal)

| | September 2018 | | August 2018 | | Year of 2018 | |
|------------------------|-----------------------|-------------|--------------------|-------------|---------------------|-------------|
| | Universe | ABCD25-54 | Universe | ABCD25-54 | Universe | ABCD25-54 |
| RTP1 | 11.1 | 7.5 | 11.0 | 7.1 | 12.0 | 8.3 |
| RTP Others* | 3.3 | 3.2 | 3.6 | 3.7 | 3.3 | 3.2 |
| SIC | 15.8 | 15.3 | 15.3 | 15.1 | 16.3 | 16.4 |
| TVI | 19.4 | 13.7 | 18.8 | 13.2 | 20.2 | 14.8 |
| TV Subscription | 38.6 | 45.1 | 39.4 | 46.5 | 37.1 | 43.1 |
| Others | 11.7 | 15.2 | 11.9 | 14.4 | 11.1 | 14.2 |

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

Source: GfK/CAEM data



In Live + Vosdal data in September 2018:

- In the morning schedule, SIC got a share of 15.4%.
- In the afternoon schedule, SIC got a share of 13.5%.
- In the “late-night” schedule, SIC got a share of 13.8%.

Prime-time Audiences Working Days (%) – Sept 2018 (Live+Vosdal)

| | September 2018 | | August 2018 | | Year of 2018 | |
|------------------------|----------------|-------------|-------------|-------------|--------------|-------------|
| | Universe | ABCD25-54 | Universe | ABCD25-54 | Universe | ABCD25-54 |
| RTP1 | 11.8 | 9.4 | 9.0 | 5.9 | 11.2 | 8.6 |
| RTP Others* | 3.2 | 3.5 | 3.4 | 3.5 | 3.3 | 3.2 |
| SIC | 20.4 | 19.0 | 20.8 | 20.0 | 21.2 | 20.8 |
| TVI | 23.9 | 18.4 | 24.7 | 19.5 | 24.0 | 18.8 |
| TV Subscription | 31.7 | 37.5 | 32.8 | 39.1 | 31.3 | 36.5 |
| Others | 8.9 | 12.2 | 9.3 | 12.1 | 8.9 | 12.0 |

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

Source: GfK/CAEM data

SIC channels lead commercial targets

In September 2018, SIC’s group of channels reached, in Live + Vosdal data, a market share of 19.8% and led the commercial targets A/B C D 15/54 and A/B C D 25/54 with a share of 19.9% and 20.8% respectively.

Audiences by group of channels (%) – Sept 2018 (Live + Vosdal)

| | September 2018 | | August 2018 | | Year of 2018 | |
|---------------------|----------------|-------------|-------------|-------------|--------------|-------------|
| | Universe | ABCD25-54 | Universe | ABCD25-54 | Universe | ABCD25-54 |
| RTP channels | 15.5 | 11.6 | 15.7 | 11.8 | 16.4 | 12.4 |
| SIC channels | 19.8 | 20.8 | 19.3 | 20.8 | 20.0 | 21.1 |
| TVI channels | 22.5 | 16.4 | 21.8 | 16.0 | 23.3 | 17.6 |

Source: GfK/CAEM data

SIC Notícias was the most watched news channel during the first 9 months of the year

In the subscription channels’ universe, SIC Notícias was the favourite news channel between the Portuguese population, during the first 9 months of the year, with a share of 1.9%.



Still in the subscription channels' universe, in the A/B C D 15/54 and A/B C D 25/54 commercial targets, SIC leads with a share of 2.0% and 2.2%, respectively.

SIC Mulher ended September with a share of 1.0%, SIC Radical with a share of 0.4%, SIC Caras with a share of 0.3% and SIC K with a share of 0.3% as well.

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