



IMPRESA Press Release - SIC ratings May 2017 (Live + Vosdal)

SIC leads the commercial targets in May 2017

In May 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 16.9% and 17.2%, respectively. Throughout the day, by Live + Vosdal figures, SIC ended March with a share of 17.3%.

In terms of the prime time, SIC led 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 22.3%, compared to 21.6% for TVI and 9.6% for RTP1. In the A/B C D 25/54 target, SIC led among the generalist channels with a share of 22.8%, compared to 21.1% for TVI and 9.6% for RTP1.

The good performance of SIC's Portuguese fiction shows contributed to its leading position, with soap operas "Amor Maior," the debut of "Espelho d'Água" and the finale of "Rainha das Flores," along with Brazilian soaps such as "A Lei do Amor."

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 19.9% and 20.6%, respectively.

Daily Ratings (%) - May 2017 (Live + Vosdal)

	May 2017		April 2017.		Total for 2017	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
RTP1	13.7	10.1	11.3	7.7	12.7	8.7
RTP2	2.9	2.6	2.9	2.7	3.0	2.8
SIC	17.3	17.2	17.1	17.3	17.2	17.2
TVI	21.1	16.1	21.5	16.4	21.5	16.6
Subscriber TV	36.3	42.5	37.8	44.0	36.7	42.7
Others	8.8	11.5	9.3	11.8	9.0	11.9

Source: GfK/CAEM Figures

For Live + Vosdal figures:

- In May, in the morning slot, SIC ended the month with a share of 15.8%.
- In the afternoon SIC ended with a 14.5% share.
- In the late-night slot SIC ended with a 16.3% share.



WeekDay Prime Time Ratings (%) - May 2017 (Live + Vosdal)

	May 2017		April 2017.		Total for 2017	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
RTP1	12.1	9.6	11.1	8.6	12.0	9.5
RTP2	2.5	2.0	2.6	2.2	2.7	2.3
SIC	23.1	22.8	23.2	22.6	22.8	22.2
TVI	25.1	21.1	25.1	20.6	25.2	21.0
Subscriber TV	30.2	34.7	31.0	36.1	30.4	35.2
Others	6.9	9.7	7.0	9.8	6.9	9.8

Source: GfK/CAEM Figures

SIC channels lead in the commercial targets

In May for Live + Vosdal figures the group of SIC channels achieved a market share of 20.9% and led in the A/B CD 15/54 and A/B C D 25/54 commercial targets with a share of 21.1% and 21.7%, respectively.

Ratings by group of channels (%) - May 2017 (Live + Vosdal)

	May 2017		April 2017.		Total for 2017	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
RTP Channels	17.9	14.0	15.4	11.6	16.9	12.8
SIC Channels	20.9	21.7	20.7	21.6	20.7	21.1
TVI Channels	24.1	18.9	24.5	19.2	24.4	19.3

Source: GfK/CAEM Figures

SIC Notícias is Portugal's favourite news channel

Among the subscriber channels SIC Notícias continued to stand out as the news channel that was most watched by Portuguese viewers in May 2017, reaching a share of 2.1%, by Live + Vosdal figures, rising by 0.2 pp against the previous month.

By Live + Vosdal figures SIC Mulher ended May with a 0.8% share, SIC Radical with a 0.3% share, SIC K with a 0.2% share and SIC Caras with a share of 0.3%, rising 0.1 pp against the previous month.

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