



## Impresa Press Release - SIC ratings February 2018 (Live + Vosdal)

### SIC leads in February in the commercial target

SIC ended the month of February 2018 leading throughout the day in Live + Vosdal figures among the generalist channels in the A/B C D 25/54 target with a share of 16.8%, compared to 15.8% for TVI and 7.9% for RTP1. Throughout the day, by Live + Vosdal figures, SIC ended February with a share of 16.9%.

In terms of the prime time, SIC also ended February 2018 in the lead 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 20.1%, compared to 20.0% for TVI and 7.9% for RTP1. In the A/B C D 25/54 target, SIC led among the generalist channels with a share of 21.3%, compared to 19.4% for TVI and 7.6% for RTP1.

This leadership was driven , on the one hand, by the good performance of SIC's focus on national fiction with soap opera "Paixão" that is about to reach the end of season 1 and the additional excellent performance of soap operas "Espelho D'Água" and "O Outro Lado do Paraíso" which led overall and in both commercial targets among generalist channels.

SIC's news programming also contributed to the television station's results in February 2018, leading 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 19.3% and 20.5%, respectively.

### Daily Ratings (%) - February 2018 (Live + Vosdal)

	February 2018		January 2018		Year 2018	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
<b>RTP1</b>	11.9	7.9	12.1	8.1	12.0	8.0
<b>RTP Others*</b>	3.2	3.5	3.3	3.4	3.2	3.5
<b>SIC</b>	<b>16.9</b>	<b>16.8</b>	<b>17.3</b>	<b>18.0</b>	<b>17.1</b>	<b>17.5</b>
<b>TVI</b>	21.1	15.8	21.2	15.7	21.1	15.8
<b>Subscriber TV</b>	36.2	42.1	36.0	41.8	36.1	41.9
<b>Other</b>	10.7	13.8	10.1	13.0	10.4	13.4

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

Source: GfK/CAEM Figures

By Live + Vosdal figures, in February 2018:

- In the morning slot, SIC ended with a share of 15.6%.



- In the afternoon slot, SIC ended with a share of 15.1%, and on 26th February launched a new 6 pm programme “Drº Saude”.
- In the late-night slot SIC ended with a 16.8% share.

## WeekDay Prime Time Ratings (%) - February 2018 (Live + Vosdal)

	February 2018		January 2018		Year 2018	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
<b>RTP1</b>	10.6	7.6	11.0	8.4	10.8	8.0
<b>RTP Others*</b>	3.2	3.6	3.2	3.1	3.2	3.3
<b>SIC</b>	<b>21.8</b>	<b>21.3</b>	<b>21.6</b>	<b>21.9</b>	<b>21.7</b>	<b>21.6</b>
<b>TVI</b>	24.5	19.4	24.9	19.9	24.8	19.7
<b>Subscriber TV</b>	31.2	36.2	31.2	36.1	31.2	36.1
<b>Other</b>	8.7	11.9	8.0	10.6	8.3	11.2

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

Source: GfK/CAEM Figures

## SIC channels lead in the commercial targets

In February 2018 for Live + Vosdal figures the group of SIC channels achieved a market share of 20.3% and led in the A/B CD 15/54 and A/B C D 25/54 commercial targets with shares of 19.9% and 20.9%, respectively.

## Ratings by group of channels (%) - Feb 2018 (Live + Vosdal)

	February 2018		January 2018		Year 2018	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
<b>RTP Channels</b>	16.1	12.3	16.5	12.4	16.3	12.4
<b>SIC Channels</b>	<b>20.3</b>	<b>20.9</b>	<b>20.7</b>	<b>22.1</b>	<b>20.5</b>	<b>21.5</b>
<b>TVI Channels</b>	23.6	18.1	23.8	18.1	23.7	18.1

Source: GfK/CAEM Figures

## SIC Notícias is Portugal's favourite news channel

Among the subscriber channels SIC Notícias ended February as the news channel that was most watched by Portuguese viewers, achieving a share of 1.7% in 2017, by Live + Vosdal figures.

By Live + Vosdal figures SIC Mulher ended February with a 0.9% share, SIC Radical with a 0.3% share, SIC Caras with a 0.2% share and SIC K with a share of 0.2%, rising 0.1 pp against the previous month.

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