



## **IMPRESA Press Release - SIC ratings Sept 2017 (Live + Vosdal)**

### **SIC leads in the commercial targets in September 2017**

In September SIC led throughout the day 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 16.3%, compared to 15.8% for TVI and 8.7% for RTP1. In the A/B C D 25/54 target, SIC led among the generalist channels with a share of 16.9%, compared to 15.6% for TVI and 8.6% for RTP1. Throughout the day, by Live + Vosdal figures, SIC ended September with a share of 17.6%, the best result of the last 6 month's.

In the prime time, SIC ended September leading among the generalist channels in the A/B C D 25/54 commercial target with a share of 20.7%, compared to 20.3% for TVI and 10.3% for RTP1.

The performance of soap opera "Amor Maior," which came to an end on 30th September contributed to this leading position. The show had an average audience of almost 1.3 million faithful viewers. After being broadcast for a year SIC's top week day prime time soap opera ended with an average share of 27.4% and was the leader among generalist channels in both the commercial targets (A/B C D 15/54 and A/B C D 25/54). SIC's other soap operas, "Espelho D'Água" and "A Força do Querer" were favourites for Portuguese viewers in September leading among generalist channels both in the Overall target and both the commercial targets (A/B C D 15/54 and A/B C D 25/54).

On September, 18th SIC debuted its latest novela "A Paixão," the successor to "Amor Maior," which attracted an average audience in September of more than 1.3 million faithful viewers.

SIC's news programming also contributed to the television station's September 2017 results, 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 19.1% and 20.0%, respectively.

On week days, in September, SIC's Primeiro Jornal led with a share of 25.6% compared to 24.6% for Jornal da Uma on TVI and 16.6% for Jornal da Tarde on RTP1. SIC's Primeiro Jornal had not led the ratings since June 2008.



## Daily Ratings (%) - September 2017 (Live + Vosdal)

	September 2017		August 2017		Total for 2017	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
<b>RTP1</b>	11.7	8.6	11.7	8.4	12.4	8.8
<b>RTP Others*</b>	3.3	3.2	3.6	3.7	3.1	3.0
<b>SIC</b>	<b>17.6</b>	<b>16.9</b>	<b>16.5</b>	<b>16.4</b>	<b>17.0</b>	<b>16.9</b>
<b>TVI</b>	20.5	15.6	18.9	13.6	20.9	15.9
<b>Subscriber TV</b>	37.1	43.5	39.4	45.4	37.2	43.3
<b>Others</b>	9.8	12.2	9.9	12.5	9.3	12.0

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

Source: GfK/CAEM Figures

By Live + Vosdal figures, in September:

- In the morning slot, SIC ended with a share of 16.1%.
- In the afternoon slot, SIC ended with a share of 15.0%, and in September also launched a new access programme, "Linha Aberta."
- In the late-night slot SIC ended with a 16.7% share.

## Week Day Prime Time Ratings (%) - Sept 2017 (Live + Vosdal)

	September 2017		August 2017		Total for 2017	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
<b>RTP1</b>	11.0	9.1	11.5	9.6	11.7	9.4
<b>RTP Others*</b>	3.1	3.0	3.0	2.9	2.8	2.5
<b>SIC</b>	<b>22.9</b>	<b>21.5</b>	<b>22.7</b>	<b>21.9</b>	<b>22.7</b>	<b>22.0</b>
<b>TVI</b>	25.2	21.4	23.8	18.8	25.0	20.8
<b>Subscriber TV</b>	30.5	35.0	31.5	36.8	30.7	35.6
<b>Others</b>	7.4	9.9	7.5	9.9	7.0	9.8

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

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 20.9% and led in the A/B CD 15/54 and A/B C D 25/54 commercial targets with shares of 20.2% and 20.9%, respectively.



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

	September 2017		August 2017		Total for 2017	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
<b>RTP Channels</b>	16.3	13.1	16.7	13.3	16.8	13.1
<b>SIC Channels</b>	<b>20.9</b>	<b>20.9</b>	<b>20.1</b>	<b>21.0</b>	<b>20.5</b>	<b>21.0</b>
<b>TVI Channels</b>	23.3	18.2	22.1	16.6	23.9	18.7

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, ending September with a share of 1.8%, by Live + Vosdal figures.

By Live + Vosdal figures SIC Mulher ended September with a 0.8% share, SIC Radical with a 0.4% share, SIC Caras with a 0.3% share and SIC K with a share of 0.2%.

José Freire  
Diretor Investor Relations IMPRESA  
jfreire@impresa.pt