



IMPRESA Press Release - SIC audiences May 2018

SIC ends May leading in the A/B CD 25/54 commercial target

SIC ended the month of May 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 16.0%, compared to 15.1% for TVI and 8.9% for RTP1. Throughout the day, by Live + Vosdal figures, SIC ended May with a share of 16.0%.

In terms of the prime time, SIC ended May 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 18.9%, compared to 18.7% for TVI and 10.3% for RTP1. In the A/B C D 25/54 target, SIC led among the generalist channels with a share of 19.4%, compared to 18.1% for TVI and 10.4% for RTP1.

This good performance was achieved on the back of SIC's focus on home-grown fiction shows including soap opera "Paixão" and the more recent SIC debut of "Vidas Opostas" that led in both commercial targets among the generalist channels. Brazilian soap opera "O Outro Lado do Paraíso" once again ended the month leading in both commercial targets among all the generalist channels.

SIC's news programming also contributed to the television station's results in May 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 18.8% and 19.4%, respectively.

Daily Ratings (%) - May 2018 (Live + Vosdal)

	May 2018		April 2018.		Year 2018	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
RTP1	12.6	8.9	11.5	7.8	12.0	8.1
RTP Others*	3.3	3.0	3.0	2.7	3.1	3.1
SIC	16.0	16.0	16.7	17.3	16.9	17.2
TVI	20.1	15.1	20.6	15.4	20.8	15.6
Subscriber TV	36.4	42.3	37.2	42.1	36.4	41.9
Other	11.6	14.8	11.0	14.7	10.8	14.1

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

Source: GfK/CAEM Figures



By Live + Vosdal figures, in May 2018:

- In the morning slot, SIC ended with a share of 14.9%.
- In the afternoon SIC ended with a 13.8% share.
- In the late-night slot SIC ended with a 16.6% share.

Week Day Prime Time Ratings (%) - May 2018 (Live + Vosdal)

	May 2018		April 2018.		Year 2018	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
RTP1	11.2	8.5	10.6	8.3	11.0	8.3
RTP Others*	3.5	3.1	3.2	2.8	3.2	3.1
SIC	20.9	20.9	22.6	22.8	21.7	21.6
TVI	23.3	18.4	23.9	18.6	24.2	19.1
Subscriber TV	31.2	36.2	31.2	35.6	31.0	35.8
Other	9.9	12.9	8.5	11.8	8.8	11.9

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

Source: GfK/CAEM Figures

SIC channels lead in the commercial targets

In May 2018 for Live + Vosdal figures the group of SIC channels achieved a market share of 19.7% and led in the A/B CD 15/54 and A/B C D 25/54 commercial targets with shares of 20.0% and 20.6%, respectively.

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

	May 2018		April 2018.		Year 2018	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
RTP Channels	17.1	12.8	15.5	11.4	16.2	12.1
SIC Channels	19.7	20.6	20.2	21.7	20.3	21.4
TVI Channels	23.7	18.5	24.1	18.7	23.9	18.4

Source: GfK/CAEM Figures

SIC Notícias is Portugal's favourite news channel

Among the subscriber channels SIC Notícias ended May as the most watched news channel by Portuguese viewers, achieving a share of 2.1%, by Live + Vosdal figures, rising by 0.3 pp and two places in the subscriber channel ranking against the previous month.

By Live + Vosdal figures SIC Mulher ended May with a 0.7% share, SIC Radical with a 0.3% share, SIC Caras with a 0.3% share and SIC K with a share of 0.2%.