



## **IMPRESA Press Release - SIC ratings Nov 2016 (Live + Vosdal)**

### **SIC leads in November prime time and "Amor Maior" is the most watched programme in Portugal**

In November SIC once again led throughout the day in both commercial targets (A/B C D 25/54 and A/B C D 25/54), with shares of 17.5% and 17.8%, respectively. Throughout the day, by Live + Vosdal figures, SIC ended September with a share of 17.6%.

In terms of the main television slot - prime time, SIC led once again in November 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 20.2%, compared to 18.8% for TVI and 12.3% for RTP1. In the A/B C D 25/54 target, SIC led among the generalist channels with a share of 20.6%, compared to 18.2% for TVI and 12.2% for RTP1.

On week days SIC's performance was even better. SIC ended November, by Live+Vosdal figures, leading in the week day prime time slot with an average share of 23.0% out of all the generalist channels. SIC maintained its leading position in both commercial targets (A/B C D 25/54 and A/B C D 25/54), with shares of 21.3% and 21.7%, respectively.

This leadership was bolstered by the excellent performance of SIC's latest Portuguese fiction show "Amor Maior," the most watched programme on Portuguese television with a 27.6% share, attracting an audience of almost 1.3 million viewers. Soap opera "Amor Maior" also led in November by Live + Vosdal figures among the generalist channels in the commercial targets (A/B C D 15/54 and A/B C D 25/54) with shares of 23.9% and 24.1%, respectively.

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 21.3% and 22.2%, respectively.



## Daily Ratings (%) - November 2016 (Live + Vosdal)

	November 2016		October 2016		Total for 2016	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
<b>RTP1</b>	14.2	10.0	13.4	9.3	13.7	10.0
<b>RTP2</b>	1.7	1.8	1.8	1.9	2.1	2.1
<b>SIC</b>	<b>17.6</b>	<b>17.8</b>	<b>17.6</b>	<b>18.0</b>	<b>17.6</b>	<b>17.8</b>
<b>TVI</b>	20.5	15.7	21.0	15.7	21.5	17.0
<b>Subscriber TV</b>	36.8	42.7	37.1	43.0	36.3	41.9
<b>Others</b>	9.0	11.9	9.0	12.1	8.7	11.1

Source: GfK/CAEM Figures

For Live + Vosdal figures:

- In November, in the morning slot, SIC ended the month with a share of 16.4%.
- In the afternoon SIC ended with a 16.0% share.
- In the late-night slot SIC ended with a 15.8% share.

## Week Day Prime Time Ratings (%) - November 2016 (Live + Vosdal)

	November 2016		October 2016		Total for 2016	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
<b>RTP1</b>	13.4	10.7	13.4	10.4	13.3	10.6
<b>RTP2</b>	1.6	1.5	2.0	2.0	1.8	1.9
<b>SIC</b>	<b>23.0</b>	<b>21.7</b>	<b>22.7</b>	<b>21.7</b>	<b>23.1</b>	<b>23.0</b>
<b>TVI</b>	22.9	18.0	24.2	18.7	25.6	21.0
<b>Subscriber TV</b>	32.0	38.2	30.9	37.5	29.6	34.4
<b>Others</b>	6.9	9.8	6.7	9.7	6.5	9.0

Source: GfK/CAEM Figures



## SIC channels lead in the commercial targets

In November for Live + Vosdal figures the group of SIC channels achieved a market share of 21.4% and led in the A/B CD 15/54 and A/B C D 25/54 commercial targets with a share of 21.6% and 22.2%, respectively.

### Ratings by group of channels (%) - November 2016 (Live + Vosdal)

	November 2016		October 2016		Total for 2016	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
<b>RTP Channels</b>	17.2	13.0	16.4	12.3	17.0	13.2
<b>SIC Channels</b>	<b>21.4</b>	<b>22.2</b>	<b>21.4</b>	<b>22.3</b>	<b>21.3</b>	<b>22.1</b>
<b>TVI Channels</b>	23.9	18.5	24.4	18.8	25.1	20.2

Source: GfK/CAEM Figures

## SIC Notícias is Portugal's favourite news channel

Among the subscriber channels SIC Notícias remained the news channel that was most watched by Portuguese viewers in November 2016, reaching a share of 2.2%, in Live + Vosdal figures.

In Live + Vosdal figures SIC Mulher ended November with a 0.7% share, SIC Radical with a 0.5% share, SIC K with a 0.1% share and SIC Caras with a share of 0.2%.

José Freire  
Diretor Investor Relations IMPRESA  
jfreire@impresa.pt