

IMPRESA Press Release – SIC Ratings January 2015

SIC leads ratings in Monday to Friday prime time

SIC started 2015 by leading ratings in the main TV time slot – Monday to Friday prime time, which attracts the largest amount of advertising investment. In the weekday prime time slot SIC led with a share of 26.2%, compared to 24.9% for TVI and 14.4% for RTP1.

Soap opera “Mar Salgado” is unbeatable in all the indicators as it continues to make history as the SIC’s most popular Portuguese soap opera ever. For almost three years the IMPRESA group’s TV station has led the “made in Portugal” fiction ratings. The stations started taking top spot with “Dancin’ Days,” continued with “Sol de Inverno” and broke all records with “Mar Salgado,” the most-watched programme on television in Portugal, even beating football events.

In January “Mar Salgado” was watched by over 1.6 million viewers, which is a market share of 33.2%, and is the outstanding and absolute leader in the commercial targets.

SIC maintained its stand out leadership in the commercial targets (A/B C D 15/54 and A/B C D 25/54), amongst generalist channels, in week day prime time, with shares of 26.4% and 27.7%, respectively.

Over the whole day, SIC ended January with a 19.8% share and maintained its leadership in the commercial targets (A/B C D 15/54 and A/B C D 25/54), amongst generalist channels, with a share of 20.9%.

Daily Ratings by Share% – January 2015

	January 15		December 14		Total for 2015	
	Reach	ABCD15-54	Reach	Reach	ABCD15-54	ABCD15-54
RTP1	15.9	9.5	15.0	8.7	15.9	9.5
RTP2	1.8	1.6	1.9	1.8	1.8	1.6
SIC	19.8	20.0	19.2	19.9	19.8	20.0
TVI	23.0	20.2	23.7	20.3	23.0	20.2
Subscriber TV	29.6	34.2	30.1	34.7	29.6	34.2
Other	9.9	14.6	10.2	14.5	9.9	14.6

Source: GfK/CAEM figures.

- In the morning slot, in 2015, SIC ended January with a share of 19.5%, 0.7p.p. more than in December 2014.
- In the afternoon slot, SIC ended January with a share of 15.7%.
- In the late-night slot SIC ended January with a share of 17.3% de share, 1.1p.p more than in the previous month.

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Ratings Weekday Prime time (%) – January 2015

	January 15		December 14		Total for 2015	
	Reach	ABCD15-54	Reach	Reach	ABCD15-54	Reach
RTP1	14.4	9.1	13.4	8.3	14.4	9.1
RTP2	1.4	1.3	1.6	1.4	1.4	1.3
SIC	26.2	26.4	24.6	25.4	26.2	26.4
TVI	24.9	23.1	26.3	24.1	24.9	23.1
Subscriber TV	24.2	27.3	25.1	28.1	24.2	27.3
Other	8.9	12.7	8.8	12.6	8.9	12.7

Source: GfK/CAEM figures.

As well as the success of “Mar Salgado”, SIC’s good performance in week day prime time is also due to the extraordinary result and leadership of nightly news programme “Jornal da Noite” (24.2% share) and the excellent performance of soap operas “Império” and “Lado a Lado” (23.2% and 23.7% share, respectively).

SIC’s news programming once again contributed to the station’s good results maintaining its stand out leadership in the commercial targets (A/B C D 15/54 and A/B C D 25/54) of the total for news (Primeiro Jornal + Jornal da Noite) with 25.2% and 26.7% shares, respectively.

SIC Channels lead in commercial targets

The group of SIC channels started 2014 with a market share of 23.1% as well as leading in the ABCD commercial target with a share of 24.6%.

Ratings by Group of Channels (share%) – January 2015

	January 15		December 14		Total for 2015	
	Reach	ABCD15-54	Reach	Reach	ABCD15-54	Reach
RTP Channels	18.9	12.0	18.0	11.5	18.9	12.0
SIC Channels	23.1	23.6	22.4	23.6	23.1	23.6
TVI Channels	26.8	24.2	27.6	24.3	26.8	24.2

Source: GfK/CAEM figures.

SIC Notícias is the most popular news channel

Amongst the subscriber channels SIC Notícias once again stood out as Portugal’s favourite news channel in January 2015. In January SIC Notícias achieved a market share of 1.7%, rising 0.1 pp against the previous month.

SIC Mulher ended January with a 0.6% share, SIC Radical with a share of 0.6%, SIC K with a 0.3% share and SIC Caras with a share of 0.1%

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