



IMPRESA Press Release - SIC ratings Feb 2017 (Live + Vosdal)

SIC leads in the commercial targets in February 2017 and SIC Notícias is the most watched news channel

In February SIC led throughout the day in both commercial targets (A/B C D 25/54 and A/B C D 25/54), with shares of 17.3% and 17.2%, respectively. Throughout the day, by Live + Vosdal figures, SIC ended February with a share of 17.1%.

In the prime time, SIC led in February 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 21.1%, compared to 20.0% for TVI and 9.6% for RTP1. In the A/B C D 25/54 target, SIC led among the generalist channels with a share of 21.0%, compared to 19.6% for TVI and 9.6% for RTP1.

On week days SIC's performance was even better. SIC ended February, by Live + Vosdal figures, in the lead among the generalist channels in the commercial targets (A/B C D 15/54 and A/B C D 25/54) with shares of 21.9% and 22.0%, respectively. The good performance of SIC's Portuguese fiction shows contributed to its leading position, with soap operas "Amor Maior" and "Rainha das Flores."

SIC's latest Sunday night offering "Agarra a Música" ended February in the lead among generalist channels in both commercial targets (A/B C D 15/54 and A/B C D 25/54), with a 21.2% share and 20.2% share respectively.

SIC's news programming also contributed to the television station's results in February 2017, 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 21.4% and 21.8%, respectively.

Daily Ratings (%) - February 2017 (Live + Vosdal)

	February 2017		January 2017		Total for 2017	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
RTP1	12.8	8.7	12.9	8.4	12.9	8.5
RTP Others*	3.1	3.0	2.9	2.7	3.0	2.9
SIC	17.1	17.2	17.0	17.2	17.1	17.2
TVI	21.0	15.9	22.0	17.3	21.5	16.6
Subscriber TV	36.8	42.8	36.4	42.5	36.6	42.6
Others	9.1	12.5	8.8	11.8	8.9	12.1

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

Source: GfK/CAEM Figures



For Live + Vosdal figures:

- In February 2017, in the morning slot, SIC ended the month with a share of 16.1%.
- In the afternoon SIC ended with a 14.6% share.
- In the late-night slot SIC ended with a 15.6% share.

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

	February 2017		January 2017		Total for 2017	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
RTP1	12.3	9.9	12.9	10.1	12.6	10.0
RTP Others*	2.8	2.4	2.6	2.3	2.7	2.3
SIC	22.6	22.0	22.0	21.3	22.3	21.6
TVI	24.6	20.4	25.4	21.0	25.0	20.7
Subscriber TV	30.7	35.1	30.3	35.3	30.5	35.2
Others	6.9	10.2	6.8	10.0	6.8	10.1

*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 2017 for Live + Vosdal figures the group of SIC channels achieved a market share of 20.4% and led in the A/B CD 15/54 and A/B C D 25/54 commercial targets with shares of 20.8% and 20.4%, respectively.

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

	February 2017		January 2017		Total for 2017	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
RTP Channels	17.2	12.9	17.1	12.4	17.1	12.6
SIC Channels	20.4	20.4	20.7	21.0	20.6	20.7
TVI Channels	23.7	18.4	25.0	20.0	24.4	19.3

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, achieving a share of 2.0% in February, in Live + Vosdal figures.

In Live + Vosdal figures SIC Mulher ended February with a 0.6% share, SIC Radical with a 0.3% share, SIC K with a 0.1% share and SIC Caras with a share of 0.2%.

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