



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

SIC leads in the A/B C D 25/54 commercial target in March 2017

In March SIC led throughout the day in the A/B C D 25/54 commercial target among generalist channels with a share of 17.2% Throughout the day, by Live + Vosdal figures, SIC ended March with a share of 17.3%.

In prime time, in the commercial target - SIC also ended March leading in the A/B C D 25/54 commercial target - by Live + Vosdal figures with a share of 21.2%, compared to 21.0% for TVI and 10.0% for RTP1.

On week days SIC's performance was even better. SIC ended March, 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 22.0% and 22.3%, respectively.

The good performance of SIC's Portuguese fiction contributed to its leading position, with the soap's "Amor Maior" and "Rainha das Flores," along with Brazilian soap's "A Lei do Amor." SIC's in the weekday prime time soap operas led among generalist channels in both the commercial targets (A/B C D 15/54 and A/B C D 25/54).

SIC's news programming also contributed to the station's results in March 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 20.5% and 21.1%, respectively.

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

	<i>March 2017</i>		<i>February 2017</i>		<i>Total for 2017</i>	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
RTP1	12.7	8.8	12.8	8.7	12.8	8.6
RTP Others*	3.0	3.0	3.1	3.0	3.0	2.9
SIC	17.3	17.2	17.1	17.2	17.2	17.2
TVI	21.8	17.2	21.0	15.9	21.6	16.8
Subscriber TV	36.0	41.7	36.8	42.8	36.4	42.3
Others	9.0	12.1	9.1	12.5	9.0	12.1

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

Source: GfK/CAEM Figures



For Live + Vosdal figures:

- In March 2017, in the morning slot, SIC ended the month with 16.5% share.
- In the afternoon SIC ended with a 14.4% share.
- In the late-night slot SIC ended with a 15.6% share.

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

	March 2017		February 2017		Total for 2017	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
RTP1	11.7	9.1	12.3	9.9	12.3	9.7
RTP Others*	2.9	2.6	2.8	2.4	2.8	2.4
SIC	23.2	22.3	22.6	22.0	22.6	21.8
TVI	25.5	21.7	24.6	20.4	25.2	21.1
Subscriber TV	29.9	34.8	30.7	35.1	30.3	35.1
Others	6.7	9.5	6.9	10.2	6.8	9.9

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

Source: GfK/CAEM Figures

SIC channels lead in the commercial targets

In March 2017 for Live + Vosdal figures the group of SIC channels achieved a market share of 20.7% and led in the A/B CD 15/54 and A/B C D 25/54 commercial targets with a share of 20.2% and 20.7%, respectively.

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

	March 2017		February 2017		Total for 2017	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
RTP Channels	16.9	12.9	17.2	12.9	17.1	12.7
SIC Channels	20.7	20.7	20.4	20.4	20.6	20.7
TVI Channels	24.7	19.8	23.7	18.4	24.5	19.4

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 1.9% in March, in Live + Vosdal figures.

In Live + Vosdal figures SIC Mulher ended March with a 0.8% share, SIC Radical with a 0.3% share, SIC Caras with a 0.2% share and SIC K with a share of 0.1%.

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