

IMPRESA Press Release – SIC Audiences May 2014

SIC leads in main TV time slot

SIC remains the audience leader in the main television time slot: prime-time from Monday to Friday. The Group IMPRESA broadcaster in this time slot had a 27.3% share, compared to 25.1% for TVI and 14.0% for RTP1.

For the last 27 months SIC has been the leader in the commercial targets (A/B C D 15/54 and A/B C D 25/54), in weekday prime-time, with 28.9% and 29.0% share, respectively due to “Jornal da Noite” and a focus on soap’s. “Sol de Inverno,” on the air for almost nine months, is the programme that the Portuguese watch the most, with an audience of almost 1.5 million loyal viewers and a market share of 29.4%.

Over the whole day, SIC ended May with a 20.1% share, maintaining its leadership in the commercial targets (A/B C D 15/54 and A/B C D 25/54) amongst the generalist channels with a 20.6% and 20.9% share, respectively.

Daily Ratings by Share% – May 2014

	May 14		April 14		Total for 2014	
	Reach	ABCD15-54	Reach	ABCD15-54	Reach	ABCD15-54
RTP1	14.9	9.7	14.2	8.9	15.1	9.4
RTP2	1.9	1.8	1.9	1.9	2.0	2.0
SIC	20.1	20.6	20.0	21.0	19.9	20.7
TVI	23.5	18.5	23.7	18.9	24.1	19.7
Subscriber TV	28.7	33.2	29.1	33.0	28.4	32.9
Other	10.9	16.2	11.1	16.3	10.6	15.3

Source: GfK/CAEM Figures.

- In May, for the mornings, SIC ended the month with a share of 18.9%, a rise of 1.0 p.p. against the previous month mainly based on weekdays with growth of 2.3 p.p. for “Queridas Manhãs” and of 1.3 p.p. for the news.
- In the afternoon period, SIC ended the month with a share of 16.1%.
- In the late-night slot SIC had a 21.0% share, rising 0.9 p.p. against April.

Weekday Primetime Ratings (%) – May 2014

	May 14		April 14		Total for 2014	
	Reach	ABCD15-54	Reach	ABCD15-54	Reach	ABCD15-54
RTP1	14.0	9.4	13.4	8.7	14.3	9.5
RTP2	1.3	1.4	1.5	1.6	1.7	1.9
SIC	27.3	28.9	26.2	28.0	26.2	27.6
TVI	25.1	20.8	25.9	21.3	25.7	21.8
Subscriber TV	22.7	26.0	23.5	26.1	23.0	26.3
Other	9.6	13.6	9.5	14.2	9.1	13.0

Source: GfK/CAEM Figures.

SIC's good performance in weekday primetime is due, alongside the leadership of "Sol de Inverno", to excellent results for the Jornal da Noite (23%), and soap opera "Amor à Vida" and "A Guerreira" which continue to perform extraordinarily well (26.7% and 29.9% share, respectively).

SIC's news programmes once again contributed to the station's good results by maintaining their clear leadership in the commercial targets (A/B C D 15/54 and A/B C D 25/54), with 23.8% and 24.7% share, respectively. It is also important to note the strong performance of early afternoon news programme "Primeiro Jornal" on weekdays, which ended May with an average share of 24.6%.

The most watched programme on Portuguese television in May, and also the most watched in the 2014 so far, the Europa League Final between Benfica and Sevilha, broadcast by SIC, reached in excess of 3 million viewers and had an average share of 61.4%.

May was also marked by the XIX Globos de Ouro Gala which led with an average 28.1% share.

SIC Channels lead in commercial targets

The group of SIC channels achieved a ratings market share of 23.8%. In the commercial targets (ABCD 15-54 and ABCD 25-54), SIC Channels ended May as the overall leader with 25.0% and 25.4 % share, respectively.

Ratings by Broadcaster (share%) – May 2014

	<i>May 14</i>		<i>April 14</i>		<i>Total for 2014</i>	
	Reach	ABCD15-54	Reach	ABCD15-54	Reach	ABCD15-54
RTP Channels	18.3	12.7	17.6	12.1	18.6	12.7
SIC Channels	23.8	25.0	23.4	25.0	23.2	24.6
TVI Channels	25.5	20.2	25.8	20.7	26.2	21.5

Source: GfK/CAEM Figures.

SIC Notícias leads the news channels

Amongst subscriber channels, SIC Notícias kept its position as clear leader for news channels and its share rose by 0.1 p.p. against the previous month, ending May with an average share of 1.9% compared to 1.4% for TVI24 and 0.9% for RTP Informação.

SIC Radical performed well in May with a share of 0.8%, rising 0.2 p.p. against April and achieving its best results for the year on the days when it broadcast the Rock in Rio 2014 concerts. SIC Mulher ended the month with an average 0.7% share.



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Sociedade Gestora de Participações Sociais, SA.

SIC K ended May with an average share of 0.2% and SIC Caras with a share of 0.1%.

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