

IMPRESA Press Release – SIC Audiences in June 2014

SIC maintains lead in weekly prime time in World Cup month

In an atypical month, marked by the Football World Cup broadcast on RTP1, SIC managed to maintain its leadership in the main television time slot: Monday to Friday primetime. The IMPRESA group station reached a share of 24.0% in this time slot (1,022,900 television viewers), compared to the same 24.0% for TVI, but with fewer viewers (1,021,800 viewers) and 20.5% for RTP1.

For the last 28 months SIC has also remained the leader in the commercial targets (A/B C D 15/54 and A/B C D 25/54), in weekday prime time, with 24.9% and 25.1% of share, respectively. Soap opera “Sol de Inverno” on air for almost 10 months is still the programme that is most watched by the Portuguese, with over 1.3 million loyal viewers, achieving a market share of 27.6%.

Over the whole day SIC ended June with an 18.0% 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 an 18.4% and 18.6% share, respectively.

Daily Ratings by Share% – June 2014

	June 14		May 14		Total for 2014	
	Reach	ABCD15-54	Reach	ABCD15-54	Reach	ABCD15-54
<i>RTP1</i>	19.7	16.6	14.9	9.7	15.8	10.6
<i>RTP2</i>	2.0	1.7	1.9	1.8	2.0	2.0
SIC	18.0	18.4	20.1	20.6	19.6	20.3
<i>TVI</i>	21.8	16.0	23.5	18.5	23.7	19.1
<i>Subscriber TV</i>	28.5	33.0	28.7	33.2	28.4	32.9
<i>Other</i>	10.0	14.2	10.9	16.2	10.5	15.2

Source: GfK/CAEM Figures.

- In June, for the mornings, SIC ended the month with a share of 17.9%.
- In the afternoon period, SIC ended the month with a share of 14.6%.
- In the late-night slot SIC had an 18.3% share.

Weekday Primetime Ratings (%) – June 2014

	June 14		May 14		Total for 2014	
	Reach	ABCD15-54	Reach	ABCD15-54	Reach	ABCD15-54
<i>RTP1</i>	20.5	18.4	14.0	9.4	15.3	10.9
<i>RTP2</i>	1.3	1.3	1.3	1.4	1.6	1.8
SIC	24.0	24.9	27.3	28.9	25.8	27.2
<i>TVI</i>	24.0	18.5	25.1	20.8	25.4	21.3
<i>Subscriber TV</i>	21.6	24.5	22.7	26.0	22.8	26.0
<i>Other</i>	8.5	12.4	9.6	13.6	9.0	12.9

Source: GfK/CAEM Figures.

In a month when the World Cup was broadcast on RTP1 it is worth noting the excellent performance of SIC soap operas as the good performance in weekday primetime was based on the leadership and extraordinary results of “Sol de Inverno” (27.6% share), “Amor à Vida” (27.2% share) and “A Guerreira” (28.1% share).

SIC Channels lead in commercial targets

The group of SIC channels achieved a ratings market share of 21.6%. In the commercial targets (ABCD 15-54 and ABCD 25-54), SIC Channels ended June with 22.6% and 22.9% share, respectively.

Ratings by group of channels (share%) – June 2014

	<i>June 14</i>		<i>May 14</i>		<i>Total for 2014</i>	
	Reach	ABCD15-54	Reach	ABCD15-54	Reach	ABCD15-54
RTP Channels	23.5	20.1	18.3	12.7	19.3	13.9
SIC Channels	21.6	22.6	23.8	25.0	23.0	24.3
TVI Channels	23.5	17.4	25.5	20.2	25.8	20.8

Source: GfK/CAEM Figures.

SIC Notícias leads news channels in World Cup month

Amongst subscriber channels, in a month when the 2014 World Cup began with exclusive broadcasting on RTP and RTP Informação, SIC’s themed channels performed particularly well: SIC Notícias kept its position as clear leader for news channels ending June with an average share of 1.8% compared to 1.3% for RTP Informação and 1.1% for TVI24. SIC Radical saw no change against the previous month and kept its ranking of 16th and 0.8% share; SIC Mulher ended the month with an average 0.6% share and SIC Caras with a 0.1% share. SIC K performed notably well and ended June with an average share of 0.4%, rising by 0.2 p.p. against the previous month.