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Sociedade Gestora de Participações Sociais, SA.

IMPRESA Press Release – SIC Audiences Sept 2014

Novela “Mar Salgado” is most watched television show in Portugal

September was marked by the extraordinary debut of “Mar Salgado”. SIC’s new soap opera, in just two weeks, became the most watched television programme in Portugal, with almost 1.5 million loyal viewers, achieving a share of 31.3%. This month also saw the end of soap opera “Sol de Inverno,” which for a year led the ratings with an average share of 28.5% and was the favourite of almost 1.3 million viewers.

For the last 31 months SIC has kept its lead in the commercial targets (A/B C D 15/54 and A/B C D 25/54), in weekday primetime, with a share of 28.5% and 28.8%.

Over the whole day, SIC ended September with a 19.2% share and was the channel that saw the greatest increase against the month of August (+1.1p.p.). In the back-to-school month SIC consolidated its leadership in the commercial targets (A/B C D 15/54 and A/B C D 25/54) amongst the generalist channels ending the month with 20.5% and 21.0% shares, respectively.

Daily Audience Share% – September 2014

	September 14		August 14		Total for 2014	
	Reach	ABCD15-54	Reach	ABCD15-54	Reach	ABCD15-54
RTP1	14.5	8.9	14.4	9.4	15.6	10.5
RTP2	2.2	2.1	2.4	2.2	2.2	2.1
SIC	19.2	20.5	18.1	19.2	19.2	20.1
TVI	23.8	19.1	23.2	18.4	23.4	18.8
Subscriber TV	29.8	34.0	31.3	36.2	29.0	33.5
Other	10.5	15.3	10.6	14.6	10.5	15.0

Source: GfK/CAEM figures.

- In September, in the morning slot, SIC ended the month with a 16.8% share, rising 0.6 p.p. against the previous month.
- In the afternoon slot, SIC ended September with a 15.4% share, 0.1p.p. more than in the month of August.
- In the late-night slot SIC ended the month with a 17.7% share, rising 0.4 p.p. against the previous month.

Ratings Weekday Primetime (%)– September 2014

	September 14		August 14		Total for 2014	
	Reach	ABCD15-54	Reach	ABCD15-54	Reach	ABCD15-54
RTP1	12.8	8.1	12.4	8.1	15.0	10.6
RTP2	1.7	1.7	1.8	1.9	1.7	1.8
SIC	26.1	28.5	25.7	28.5	25.6	27.2
TVI	27.8	23.3	28.3	23.2	26.0	21.6
Subscriber TV	22.6	25.3	23.0	25.8	22.7	25.9
Other	9.0	13.1	8.9	12.4	9.0	12.8

Source: GfK/CAEM figures.



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SIC's good performance in the weekday primetime slot was due, alongside the extraordinary results of "Mar Salgado" and "Sol de Inverno," to the good performance of the nightly news Jornal da Noite (22.8% share), and soap operas "Amor à Vida" and "Lado a Lado" (28.0% and 26.7% share, respectively).

SIC's news programming once again contributed to the station's good results by retaining its leadership in the commercial targets (A/B C D 15/54 and A/B C D 25/54) for all news programming (Primeiro Jornal + Jornal da Noite) with 25.1% and 26.4% shares, respectively.

SIC Channels lead in commercial targets

The group of SIC channels achieved a share of 22.5%. In the commercial targets (ABCD 15-54 and ABCD 25-54), it ended September in the lead with shares of 24.3% and 24.9% respectively.

Ratings by Group of Channels (share%) – September 2014

	<i>September 14</i>		<i>August 14</i>		<i>Total for 2014</i>	
	Reach	ABCD15-54	Reach	ABCD15-54	Reach	ABCD15-54
<i>RTP Channels</i>	18.1	12.1	18.3	12.8	19.4	13.9
<i>SIC Channels</i>	22.5	24.3	21.6	23.3	22.6	24.0
<i>TVI Channels</i>	26.6	21.5	25.2	20.0	25.5	20.5

Source: GfK/CAEM figures.

SIC Notícias leads news channels

Amongst the subscriber channels SIC Notícias remains the clear leader amongst the news channels and ended September with a share of 1.7%, rising two places in the ranking of subscriber channels, overtaking Disney and AXN.

SIC Radical and SIC Mulher ended September with a share of 0.6%. SIC K ended with an average share of 0.2% and SIC Caras recorded a 0.1% share.