

**IMPRESA**

Sociedade Gestora de Participações Sociais, SA.

IMPRESA Press Release – SIC Ratings October 2014

SIC leads in main TV time slot and “Mar Salgado” is most watched show

SIC was the leader in October in the prime time slot – Monday to Friday. This leadership was driven by the performance of the “Mar Salgado” soap opera. After “Dancin’ Days” in 2012/13 and “Sol de Inverno” in 2013/14, “Mar Salgado” is the third SIC soap opera to lead the ratings and has even managed to beat the records of its predecessors. In week day prime time SIC led with a 26.2% share, compared to 25.7% for TVI and 14.5% for RTP1.

For the last 32 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 week day prime time, with 27.1% and 28.1% shares, respectively.

Over the whole day, SIC ended October with a share of 19.4%, rising 0.2 p.p. against September. SIC consolidated its lead 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 a 20.0% and 20.8% share, respectively.

Daily Ratings by Share% – October 2014

	October 14		September 14		Total for 2014	
	Reach	ABCD15-54	Reach	ABCD15-54	Reach	ABCD15-54
<i>RTP1</i>	15.4	9.8	14.5	8.9	15.6	10.4
<i>RTP2</i>	1.9	1.6	2.2	2.1	2.2	2.0
<i>SIC</i>	19.4	20.0	19.2	20.5	19.2	20.1
<i>TVI</i>	23.7	19.4	23.8	19.1	23.5	18.8
<i>Subscriber TV</i>	29.6	34.2	29.8	34.0	29.1	33.6
<i>Other</i>	10.2	15.1	10.5	15.3	10.5	15.0

Source: GfK/CAEM figures.

- In October, in the morning slot, SIC ended the month with a share of 18.0%, rising by 1.2 p.p. against the previous month.
- In the afternoon time slot, SIC ended the month with a share of 15.8%, 0.4 p.p. more than in September.
- In the late-night slot, SIC ended the month with a share of 17.2%.

Ratings Weekday Primetime (%) – October 2014

	October 14		September 14		Total for 2014	
	Reach	ABCD15-54	Reach	Reach	ABCD15-54	Reach
<i>RTP1</i>	14.5	9.9	12.8	8.1	14.9	10.6
<i>RTP2</i>	1.5	1.4	1.7	1.7	1.7	1.8
<i>SIC</i>	26.2	27.1	26.1	28.5	25.7	27.2
<i>TVI</i>	25.7	23.0	27.8	23.3	26.0	21.7
<i>Subscriber TV</i>	23.3	25.7	22.6	25.3	22.8	25.9
<i>Other</i>	8.9	12.9	9.0	13.1	9.0	12.8

Source: GfK/CAEM figures.



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SIC's good performance in week day primetime was largely due to the extraordinary end of the "Amor à Vida" soap opera, which ended with a leading position with an average share of 32.7%, and to the excellent results of "Mar Salgado" (31.2% share). The strong performance of nightly new programme Jornal da Noite (22.8% share), and of soap operas "Império" and "Lado a Lado" (27.2% and 24.1%, respectively) also contributed to SIC positive performance.

SIC news programming once again contributed to the station's good performance maintaining its clear lead in the commercial targets (A/B C D 15/54 and A/B C D 25/54) for news as a whole (Primeiro Jornal + Jornal da Noite) with 24.7% and 26.2% shares, respectively.

SIC channels lead in commercial targets

The group of SIC channels achieved a market share of 22.4%. In the commercial targets (ABCD 15-54 and ABCD 25-54), it ended October with shares of 23.4% and 24.4%, respectively.

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

	<i>October 14</i>		<i>September 14</i>		<i>Total for 2014</i>	
	Reach	ABCD15-54	Reach	Reach	ABCD15-54	Reach
RTP Channels	18.5	12.4	18.1	12.1	19.3	13.8
SIC Channels	22.4	23.4	22.5	24.3	22.5	24.0
TVI Channels	27.6	23.4	26.6	21.5	25.8	20.8

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 October with a share of 1.7%.

SIC Radical and ended the month with a share of 0.6%, SIC Mulher with a share of 0.5%, SIC K ended with an average share of 0.2% and SIC Caras recorded a 0.1% share.