

IMPRESA Press Release – SIC Ratings October 2015

SIC leads in main television timeslot in 2015

SIC leads in the main television timeslot in 2015 in the two main commercial targets. In weekday prime time, SIC leads amongst generalist channels in the commercial targets (A/B C D 15/54 and A/B C D 25/54) with a 24.8% share and 25.9% share, respectively. From January to October 2015, throughout the day, SIC ended the period with an overall share of 18.9% and leading, amongst generalist channels, in the A/B C D 25/54 commercial target with a 19.4% share.

These results were driven by the good performance of news programme “Jornal da Noite,” the stand out leadership on Portuguese television of the “Mar Salgado” soap opera and SIC’s latest soap opera offering, “Coração D’Ouro,” which is already a favourite with viewers.

“Coração D’Ouro” has already attracted an audience of over 1.3 million viewers reaching an average share since it was launched of 28.8%. Throughout the day, SIC ended October with a share of 18.0%.

Daily Ratings by Share% – October 2015

	October 2015		September 15		Total for 2015	
	Reach	ABCD15-54	Reach	ABCD15-54	Reach	ABCD15-54
<i>RTP1</i>	14.7	9.7	13.6	9.1	14.8	9.6
<i>RTP2</i>	1.9	1.6	2.1	1.9	2.0	1.8
SIC	18.0	17.8	19.4	19.4	18.9	19.4
<i>TVI</i>	22.4	18.8	21.5	17.6	22.6	19.0
<i>Subscriber TV</i>	31.6	36.6	31.8	36.7	30.9	35.8
<i>Other</i>	11.5	15.6	11.7	15.3	10.8	14.5

Source: GfK/CAEM figures

- In October, in the morning slot, SIC ended with an 18.7% share.
- In the afternoon slot SIC ended the month with a 15.7% share.
- In the late-night slot SIC ended September with a 13.7% share.

Ratings Weekday Prime Time (%) – October 2015

	October 15		September 15		Total for 2015	
	Reach	ABCD15-54	Reach	ABCD15-54	Reach	ABCD15-54
<i>RTP1</i>	13.3	9.5	13.8	10.5	13.6	9.2
<i>RTP2</i>	1.4	1.1	1.8	1.6	1.6	1.4
SIC	22.9	23.0	25.6	26.0	24.9	25.9
<i>TVI</i>	26.7	23.0	25.4	22.0	26.4	23.4
<i>Subscriber TV</i>	25.3	28.7	23.2	26.0	23.9	26.9
<i>Others</i>	10.4	14.7	10.2	13.9	9.6	13.2

Source: GfK/CAEM figures

SIC Channels lead in the commercial targets

The group of SIC channels ended October with a market share of 21.6% and leading the A/B C D 25/54 commercial target with a 21.7% share.

Ratings by Group of Channels (share%) – October 2015

	<i>October 15</i>		<i>September 15</i>		<i>Total for 2015</i>	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
<i>RTP Channels</i>	17.9	12.5	17.0	12.2	18.1	12.6
<i>SIC Channels</i>	21.6	21.7	22.8	23.1	22.3	23.1
<i>TVI Channels</i>	25.7	21.6	24.0	19.7	25.4	21.7

Source: GfK/CAEM figures

SIC Notícias reaches 2015 audience record and expands

Amongst subscriber channels SIC Notícias was once again Portuguese viewers' favourite channel, achieving its best result of the year, ending October with a 2.3 percent share, rising by 0.3pp against the previous month and increasing its stand out leadership amongst news channels.

SIC Radical ended October with a share of 0.5%, SIC Mulher with a 0.5% share, SIC K with an average share of 0.1% and SIC Caras with a 0.1% share.

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