



## IMPRESA Press Release - SIC ratings Nov 2017 (Live + Vosdal)

### SIC leads in the commercial targets in November 2017

In November SIC led throughout the day in both commercial targets (A/B C D 15/54 and A/B C D 25/54). In the A/B C D 15/54 target, SIC led with a share of 17.1%, compared to 16.8% for TVI and 9.0% for RTP1. In the A/B C D 25/54 target, SIC led among the generalist channels with a share of 17.9%, compared to 16.4% for TVI and 8.6% for RTP1. Throughout the day, by Live + Vosdal figures, SIC ended November with a share of 17.7%.

In the prime time - in the commercial target - SIC ended November leading in the A/B C D 25/54 commercial target - by Live + Vosdal figures among the generalist channels with a share of 21.1%, compared to 19.8% for TVI and 9.3% for RTP1.

The performance of soap opera “Paixão,” which ended in November, contributed to this lead and ended over 1.15 million loyal viewers. “Espelho D’Água” and “A Força do Querer” were also the favourite soap operas for Portuguese viewers in November leading among generalist channels, both overall and in the two commercial targets (A/B C D 15/54 and A/B C D 25/54).

In November SIC debuted a new Sunday night programme - "D'Improviso" - with César Mourão, which on the first show led among generalist channels with a 24.8% a share over 1.2 million viewers.

SIC's news programming also contributed to the television station's results November 2017, leading in the commercial targets (A/B C D 15/54 and A/B C D 25/54) for total news (Primeiro Jornal + Jornal da Noite) with shares of 20.4% and 21.5%, respectively.

### Daily Ratings (%) - November 2017 (Live + Vosdal)

	November 2017		October 2017		Total for 2017	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
<b>RTP1</b>	12.4	8.6	12.5	9.6	12.4	8.9
<b>RTP Others*</b>	3.5	3.4	3.3	3.3	3.2	3.1
<b>SIC</b>	<b>17.7</b>	<b>17.9</b>	<b>17.3</b>	<b>17.7</b>	<b>17.1</b>	<b>17.1</b>
<b>TVI</b>	21.5	16.4	20.4	15.2	20.9	15.9
<b>Subscriber TV</b>	35.3	41.2	36.6	41.3	37.0	42.9
<b>Other</b>	9.5	12.5	9.8	12.8	9.3	12.2

\*RTP Others = RTP2 + RTP3 TDT + RTP Memória TDT, starting 1st January 2017

Source: GfK/CAEM Figures



By Live + Vosdal figures, in November:

- In the morning slot, SIC ended with a share of 16.3%.
- In the afternoon SIC ended with a 15.5% share.
- In the late-night slot SIC ended with an 18.3% share.

### Week Day Prime Time Ratings (%) - November 2017 (Live + Vosdal)

	November 2017		October 2017		Total for 2017	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
<b>RTP1</b>	10.6	8.2	12.2	10.2	11.7	9.4
<b>RTP Others*</b>	3.7	3.7	3.4	3.4	2.9	2.7
<b>SIC</b>	<b>22.3</b>	<b>21.7</b>	<b>21.5</b>	<b>21.5</b>	<b>22.5</b>	<b>21.9</b>
<b>TVI</b>	25.1	20.7	24.6	20.7	25.0	20.7
<b>Subscriber TV</b>	30.7	35.2	30.7	33.8	30.7	35.4
<b>Other</b>	7.6	10.6	7.5	10.4	7.1	9.9

\*RTP Others = RTP2 + RTP3 TDT + RTP Memória TDT, starting 1st January 2017

Source: GfK/CAEM Figures

### SIC channels lead in the commercial targets

In November for Live + Vosdal figures the group of SIC channels achieved a market share of 21.2% and led in the A/B CD 15/54 and A/B C D 25/54 commercial targets with shares of 21.1% and 22.1%, respectively.

### Ratings by group of channels (%) - November 2017 (Live + Vosdal)

	November 2017		October 2017		Total for 2017	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
<b>RTP Channels</b>	17.2	13.2	17.2	14.2	16.9	13.2
<b>SIC Channels</b>	<b>21.2</b>	<b>22.1</b>	<b>21.1</b>	<b>22.1</b>	<b>20.6</b>	<b>21.2</b>
<b>TVI Channels</b>	23.8	18.4	22.9	17.3	23.8	18.6

Source: GfK/CAEM Figures



## **SIC Notícias is Portugal's favourite news channel**

Among the subscriber channels SIC Notícias continued to stand out as the news channel that was most watched by Portuguese viewers, ending November with a share of 1.8%, by Live + Vosdal figures.

By Live + Vosdal figures, SIC Mulher ended November with a 1.0% share, rising by 0.1 p.p., compared with the previous month and three places in the ranking of themed channels. SIC Radical ended November with a 0.3% share, SIC Caras with a 0.2% share and SIC K with a 0.2% share also rising 0.1 p.p. against the previous month.

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