



## **IMPRESA Press Release - SIC ratings for January 2018**

### **SIC ends the first month of 2018 leading in the commercial targets**

In January 2018 SIC led throughout the day in both commercial targets (A/B C D 15/54 and A/B C D 25/54), among the generalist channels. In the A/B C D 15/54 target, SIC led among the generalist channels with a share of 17.1%, compared to 16.4% for TVI and 8.3% for RTP1. In the A/B C D 25/54 target, SIC led among the generalist channels with a share of 18.0%, compared to 15.7% for TVI and 8.1% for RTP1. Throughout the day, by Live + Vosdal figures SIC ended January with a share of 17.3%.

In the prime time, SIC also ended January 2018 in the lead 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 among the generalist channels with a share of 20.4%, compared to 20.0% 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 21.5%, compared to 19.2% for TVI and 8.8% for RTP1.

The good performance of SIC's domestic fiction shows including soap operas "Paixão" and "Espelho D'Água" contributed to this leading position as did the performance of the Globo soap operas. Both "Força do Querer," which is reaching its finale, and the more recent debut of "O Outro Lado do Paraíso", led among both the commercial targets of the generalist channels.

SIC's news programming also contributed to the television station's results in January 2018, 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 20.5% and 21.8%, respectively.

### **Daily Ratings by Share (%) - January 2018 (Live + Vosdal)**

	January 2018		December 2017		Year 2017	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
<b>RTP1</b>	12.1	8.1	12.2	8.3	12.4	8.8
<b>RTP Others*</b>	3.3	3.4	3.1	3.1	3.2	3.1
<b>SIC</b>	<b>17.3</b>	<b>18.0</b>	<b>17.4</b>	<b>18.3</b>	<b>17.1</b>	<b>17.2</b>
<b>TVI</b>	21.2	15.7	21.5	16.3	21.0	15.9
<b>Subscriber TV</b>	36.0	41.8	35.1	40.5	36.8	42.7
<b>Other</b>	10.1	13.0	10.7	13.4	9.5	12.3

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

Source: GfK/CAEM Figures



By Live + Vosdal figures, in January 2018:

- In the morning slot, SIC ended with a share of 16.4%.
- In the afternoon SIC ended with a 15.0% share.
- In the late-night slot SIC ended with a 17.4% share.

### Week Day Prime Time Ratings (%) - January 2018 (Live + Vosdal)

	January 2018		December 2017		Year 2017	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
<b>RTP1</b>	11.0	8.4	9.9	7.3	11.5	9.2
<b>RTP Others*</b>	3.2	3.1	3.3	3.3	2.9	2.7
<b>SIC</b>	<b>21.6</b>	<b>21.9</b>	<b>21.3</b>	<b>21.2</b>	<b>22.4</b>	<b>21.8</b>
<b>TVI</b>	24.9	19.9	26.6	21.8	25.1	20.8
<b>Subscriber TV</b>	31.2	36.1	30.4	34.9	30.7	35.4
<b>Other</b>	8.0	10.6	8.4	11.4	7.3	10.1

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

Source: GfK/CAEM Figures

### SIC channels lead in the commercial targets

In January 2018 for Live + Vosdal figures the group of SIC channels achieved a market share of 20.7% and led in the A/B CD 15/54 and A/B C D 25/54 commercial targets with shares of 20.9% and 22.1%, respectively.

### Ratings by group of channels (%) - January 2018 (Live + Vosdal)

	January 2018		December 2017		Year 2017	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
<b>RTP Channels</b>	16.5	12.4	16.5	12.5	16.9	13.1
<b>SIC Channels</b>	<b>20.7</b>	<b>22.1</b>	<b>20.9</b>	<b>22.5</b>	<b>20.7</b>	<b>21.3</b>
<b>TVI Channels</b>	23.8	18.1	23.8	18.3	23.8	18.5

Source: GfK/CAEM Figures

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

Among the subscriber channels SIC Notícias ended the year as the news channel that was most watched by Portuguese viewers, achieving a share of 1.8%, by Live + Vosdal figures.

By Live + Vosdal figures SIC Mulher ended January with a 1.0% share, SIC Radical with a 0.3% share, SIC Caras with a 0.3% share and SIC K with a share of 0.1%.

José Freire  
 Diretor Investor Relations IMPRESA  
 jfreire@impresa.pt