

IMPRESA Press Release – SIC Ratings June 2015

“Mar Salgado” is most-viewed programme on Portuguese TV for last 10 months

SIC is the leader for fiction made in Portugal. with “Mar Salgado” continues to win over Portuguese viewers. In June, over 1.4 million viewers watched soap opera “Mar Salgado”, which was the equivalent of a market share of 31.4%, and was the absolute leader in the commercial targets (A/B C D 15/54 and A/B C D 25/54) with shares of 29.8% and 30.3%, respectively.

This good performance in the prime time slot continued with “Poderosas”, which has managed to attract more viewers. “Poderosas” ended the month with an average share of 21.2%.

In the prime time slot in June SIC led in the generalist channels for the commercial targets (A/B C D 15/54 and A/B C D 25/54), with shares of 23.7% and 24.4%, respectively. Throughout the day SIC ended June with a share of 18.8% and led in the A/B C D 25/54 commercial target with a share of 18.9%.

Daily Ratings by Share% – June 2015

	June 2015		May 15		Total for 2015	
	Reach	ABCD15-54	Reach	ABCD15-54	Reach	ABCD15-54
<i>RTP1</i>	15.4	10.5	14.3	9.1	15.3	9.7
<i>RTP2</i>	2.2	1.8	1.9	1.6	1.9	1.7
<i>SIC</i>	18.8	18.9	19.0	19.2	19.2	19.8
<i>TVI</i>	22.3	18.4	23.7	19.8	23.2	19.8
<i>Subscriber TV</i>	30.9	36.1	30.6	36.0	30.2	35.0
<i>Other</i>	10.6	14.2	10.4	14.3	10.3	14.0

Source: GfK/CAEM figures

- In June, in the morning slot, SIC ended with a share of 18.4%.
- In the afternoon slot SIC ended with a share of 15.3%.
- In the late-night slot SIC ended with a share of 16.9%.

Ratings Weekday Prime time (%) – June 2015

	June 2015		May 15		Total for 2015	
	Reach	ABCD15-54	Reach	ABCD15-54	Reach	ABCD15-54
<i>RTP1</i>	15.2	11.1	12.2	7.8	13.9	9.1
<i>RTP2</i>	1.6	1.3	1.6	1.2	1.5	1.3
<i>SIC</i>	24.6	25.3	25.1	25.8	25.4	26.5
<i>TVI</i>	26.3	22.9	28.8	25.7	26.5	23.7
<i>Subscriber TV</i>	23.0	26.3	23.0	26.2	23.6	26.6
<i>Other</i>	9.3	13.1	9.4	13.3	9.1	12.7

Source: GfK/CAEM figures



As well as the success of “Mar Salgado” and the performance of “Poderosas”, SIC’s good performance in week day prime time was also due to the good results of nightly news programme “Jornal da Noite” (22.5% share) and the good performance of soap opera “Império” (23.5% share).

Thus SIC’s news programming once again contributed to the station’s good results maintaining its stand out leadership in the commercial targets (A/B C D 15/54 and A/B C D 25/54) of the total for news (Primeiro Jornal + Jornal da Noite) with a 23.4% and 24.8% share, respectively.

SIC Channels lead in commercial targets

The group of SIC channels ended June with a market share of 22.1% and led in the commercial targets (A/B C D 15/54 and A/B C D 25-54) with shares of 21.7% and 22.5%, respectively.

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

	<i>June 15</i>		<i>May 15</i>		<i>Total for 2015</i>	
	Reach	ABCD15-54	Reach	ABCD15-54	Reach	ABCD15-54
<i>RTP Channels</i>	18.9	13.7	17.5	11.9	18.4	12.5
<i>SIC Channels</i>	22.1	22.5	22.2	22.9	22.4	23.5
<i>TVI Channels</i>	25.0	21.3	25.8	21.8	26.1	22.5

Source: GfK/CAEM figures

SIC Notícias attracts more viewers

Amongst the subscriber channels, in a month influenced by the 2015 Copa America tournament with exclusive game broadcast rights on TVI and TVI24, SIC Notícias ended the month with a share of 1.8%, an increase of 0.2pp against the previous month.

SIC Radical ended June with a 0.6% share, SIC Mulher with a share of 0.5%, SIC K with a 0.3% share and SIC Caras with a share of 0.1%, all of them rising in the ranking of subscriber channels.

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