



IMPRESA Press Release - SIC ratings October 2016 (Live + Vosdal)

SIC leads in commercial targets in October

In October SIC once again led throughout the day in both commercial targets (A/B C D 25/54 and A/B C D 25/54), with shares of 17.6% and 18.0%, respectively. Throughout the day, by Live + Vosdal figures, SIC ended October with a share of 17.6%.

In terms of the prime time, SIC led once again in October 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 20.9%, compared to 19.6% for TVI and 11.4% for RTP1. In the A/B C D 25/54 target, SIC led among the generalist channels with a share of 21.3%, compared to 18.7% for TVI and 11.4% for RTP1.

On weekdays SIC's performance was even better. In October SIC also ended the month leading in Live + Vosdal figures among the generalist channels in the commercial targets (A/B C D 15/54 and A/B C D 25/54) with shares of 21.2% and 21.7%, respectively.

The excellent performance of SIC's latest Portuguese fiction show "Amor Maior," which in its second month is already a leader among generalist channels with a 27.4% share, attracting an audience of almost 1.3 million viewers. Soap opera "Amor Maior" also led in October by Live + Vosdal figures among the generalist channels in the commercial targets (A/B C D 15/54 and A/B C D 25/54) with shares of 24.8 % and 25.0%, respectively.

SIC's news programming is still contributing to the television station's good results keeping its leadership 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 22.1% and 22.8%, respectively.



Daily Ratings (%) - October 2016 (Live + Vosdal)

	October 2016		September 2016		Total for 2016	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
RTP1	13.4	9.3	12.4	8.8	13.7	10.0
RTP2	1.8	1.9	2.1	2.2	2.1	2.2
SIC	17.6	18.0	18.0	18.4	17.6	17.8
TVI	21.0	15.7	21.4	16.1	21.6	17.2
Subscriber TV	37.2	43.1	36.9	42.5	36.3	41.9
Others	9.0	12.1	9.2	12.0	8.7	11.0

Source: GfK/CAEM Figures

For Live + Vosdal figures:

- In October, in the morning slot, SIC ended the month with a share of 17.0%.
- In the afternoon SIC ended with a 15.5% share.
- In the late-night slot SIC ended with a 14.5% share.

WeekDay Prime Time Ratings (%) - October 2016 (Live + Vosdal)

	October 2016		September 2016		Total for 2016	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
RTP1	13.4	10.4	12.3	9.8	13.3	10.6
RTP2	2.0	2.0	2.4	2.6	1.8	1.9
SIC	22.7	21.7	23.3	23.0	23.2	23.1
TVI	24.2	18.7	26.5	21.0	25.9	21.3
Subscriber TV	31.0	37.5	28.7	33.6	29.4	34.1
Others	6.7	9.7	6.8	10.0	6.4	9.0

Source: GfK/CAEM Figures



SIC channels lead in the commercial targets

In October for Live + Vosdal figures the group of SIC channels achieved a market share of 21.4% and led in the A/B CD 15/54 and A/B C D 25/54 commercial targets with a share of 21.7% and 22.3%, respectively.

Ratings by group of channels (%) - October 2016 (Live + Vosdal)

	October 2016		September 2016		Total for 2016	
	Reach	ABCD25-54	Reach	ABCD25-54	Reach	ABCD25-54
RTP Channels	16.4	12.3	15.6	12.1	17.0	13.3
SIC Channels	21.4	22.3	21.4	22.2	21.3	22.1
TVI Channels	24.4	18.8	24.7	19.1	25.2	20.3

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 in October 2016, with a rise of 0.4 pp against the previous month, reaching a share of 2.3%, in Live + Vosdal figures.

In Live + Vosdal figures SIC Mulher ended October with a 0.7% share, an increase of 0.1 pp against the previous month, SIC Radical with a 0.5% share, SIC K with a 0.1% share and SIC Caras with a share of 0.2%.

José Freire
Director Investor Relations
jfreire@impresa.pt