

IMPRESA Press Release – SIC Audiences November 2015

SIC leads in weekday prime time in November

In November SIC led in the main television timeslot in the two main commercial targets. In weekday prime time, the slot that attracts the most advertising revenue, SIC led amongst generalist channels in the commercial targets (A/B C D 15/54 and A/B C D 25/54) with a 22.8% share and 23.6% share, respectively.

These results were driven by the good performance of news programme “Jornal da Noite,” SIC’s latest soap opera offering, “Coração D’Ouro,” which is already a favourite with viewers and soap opera “Poderosas” (21.2% share). “Coração D’Ouro” has already attracted an audience of over 1.3 million viewers reaching an average share in November of 28.8%.

From January to November 2015, throughout the day, SIC ended the period with an overall share of 18.8% and leading, amongst generalist channels, in the A/B C D 25/54 commercial target with a 19.2% share. Throughout the day, SIC ended November with a share of 17.6%.

Daily Ratings by Share (%) – November 2015

	November 15		October 2015		Total for 2015	
	Reach	ABCD15-54	Reach	ABCD15-54	Reach	ABCD15-54
<i>RTP1</i>	15.3	10.2	14.7	9.7	14.8	9.7
<i>RTP2</i>	1.8	1.7	1.9	1.6	2.0	1.8
SIC	17.6	17.1	18.0	17.8	18.8	19.2
<i>TVI</i>	21.8	18.0	22.4	18.8	22.5	18.9
<i>Subscriber TV</i>	32.2	37.7	31.6	36.6	31.0	36.0
<i>Other</i>	11.3	15.3	11.5	15.6	10.8	14.5

Source: GfK/CAEM figures

- In November, in the morning slot, SIC ended with a 17.5% share.
- In the afternoon slot SIC ended the month with a 14.4% share.
- In the late-night slot SIC ended November with a 13.0% share

Ratings Weekday Prime Time (%) – November 2015

	November 15		October 2015		Total for 2015	
	Reach	ABCD15-54	Reach	ABCD15-54	Reach	ABCD15-54
<i>RTP1</i>	13.4	9.7	13.3	9.5	13.6	9.2
<i>RTP2</i>	1.2	1.2	1.4	1.1	1.6	1.4
SIC	23.9	23.6	22.9	23.0	24.9	25.7
<i>TVI</i>	25.5	21.6	26.7	23.0	26.4	23.2
<i>Subscriber TV</i>	25.8	29.4	25.3	28.7	24.0	27.2
<i>Other</i>	10.2	14.5	10.4	14.7	9.6	13.3

Source: GfK/CAEM figures



SIC's news programming contributed to the station's good results and is the stand out leader in 2015 in the commercial targets (A/B C D 15/54 and A/B C D 25/54) for news programmes as a whole (Primeiro Jornal + Jornal da Noite) with shares of 23.7% and 25.2%, respectively.

SIC channels lead in the commercial targets

The group of SIC channels ended November with a market share of 21.5% and leading in the A/B C D 25/54 commercial target with a 21.4% share.

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

	November 15		October 2015		Total for 2015	
	Reach	ABCD15-54	Reach	ABCD15-54	Reach	ABCD15-54
RTP Channels	18.5	13.2	17.9	12.5	18.1	12.6
SIC Channels	21.5	21.4	21.6	21.7	22.2	23.0
TVI Channels	25.2	20.7	25.7	21.6	25.4	21.6

Source: GfK/CAEM figures

SIC Notícias breaks another audience record

Amongst subscription channels, in a month of political changes and the terror attacks on Paris, SIC Notícias achieved a new record audience share of 2.5%. SIC Notícias rose 0.2 p.p. against the previous month achieving its best month ever (since the panel change in March 2012) and consolidated its stand out leadership amongst subscriber channels. This month's events put 9th and 10th November (fall of the government – 3.7% and 4.4% share, respectively) and 13th and 14th November (terror attacks on Paris – 3.6% and 4.2%, respectively) directly in the ranking of SIC Notícias' highest ever share days.

SIC Radical ended November with a share of 0.5%, SIC Mulher with a 0.6% share, SIC K with a share of 0.2% and SIC Caras ended the month with an average share of 0.1%.

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