



IMPRESA – SIC audiences in November 2017

SIC Leads in the afternoons, in weekday's, the first since 2013

November 2018 was marked by an increase of the consumption of television time against November 2017, and SIC was one of the channels that have contributed to that.

SIC ends November 2018 leading the daily total, in the generalist channels' universe, 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 the generalist channels' universe with a share of 17.0%, against TVI's 13.2% and RTP1's 8.1%. In the A/B C D 25/54 target, SIC led the generalist channels' universe with a share of 17.4%, against TVI's 13.2% and RTP1's 8.1%. In the daily total, in Live + Vosdal data, SIC ended November with a share of 17.2%.

Regarding prime time, SIC ended November 2018 leading both commercial targets (A/B C D 15/54 and A/B C D 25/54) as well. In the A/B C D 15/54 target, SIC ended the month with a share of 19.7%, against TVI's share of 17.5% and RTP1's share of 10.5%. In the A/B C D 25/54 target, SIC led the generalist channels' universe with a share of 20.0%, against TVI's 17.4% and RTP1's 10.6%.

The good performance of SIC's national soap operas "Alma e Coração" and "Vidas Opostas" has contributed to this leadership, since they ended November leading both commercial targets (A/B C D 15/54 and A/B C D 25/54) in the generalist channels' universe. Brazilian soap opera "Segundo Sol" ended this month leading the universe and both commercial targets, in the generalist channels' universe.

November was also marked by the leadership regarding the afternoon schedule on weekdays; SIC had not led this schedule since January 2013. The most recent bet for 7 p.m. on working days – "Casados à Primeira Vista" –, which has been leading since its premiere in the universe and in both commercial targets, was the main responsible for SIC's results.

Sunday's television show "Casados à Primeira Vista" is equally a success and ended November leading, in absolute terms, the universe and both commercial targets.

SIC's news have contributed to the good results of the channel in November, leading the commercial targets (A/B C D 15/54 and A/B C D 25/54) in the news overall (Primeiro Jornal + Jornal da Noite) with a share of 20.6% and 21.1% respectively.



Daily Audiences in Share (%) – November 2018 (Live+Vosdal)

	November 2018		October 2018		Year of 2018	
	Universe	ABCD25-54	Universe	ABCD25-54	Universe	ABCD25-54
RTP1	12.6	8.1	11.9	8.1	12.1	8.3
RTP Others*	3.2	2.9	3.3	3.0	3.3	3.1
SIC	17.2	17.4	16.6	16.6	16.4	16.5
TVI	19.5	13.2	19.8	13.6	20.1	14.5
TV Subscription	36.5	43.7	36.9	43.5	37.0	43.2
Others	10.9	14.7	11.5	15.2	11.1	14.4

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

Source: GfK/CAEM data

In Live + Vosdal data in November 2018:

- In the morning schedule, SIC got a share of 15.7%.
- In the afternoon schedule, SIC got a share of 17.4%.
- In the “late-night” schedule, SIC got a share of 14.1%.

Prime time Audiences Working Days (%) – Nov 2018 (Live+Vosdal)

	November 2018		October 2018		Year of 2018	
	Universe	ABCD25-54	Universe	ABCD25-54	Universe	ABCD25-54
RTP1	12.8	10.1	12.3	9.4	11.5	8.9
RTP Others*	3.2	2.7	3.2	2.9	3.3	3.2
SIC	19.6	19.3	19.5	19.0	20.8	20.5
TVI	22.9	17.6	23.3	18.1	23.9	18.7
TV Subscription	32.4	37.7	31.9	37.0	31.5	36.7
Others	9.1	12.6	9.8	13.5	9.0	12.2

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

Source: GfK/CAEM data



SIC channels lead commercial targets

SIC's group of channels reached, in Live + Vosdal data, a market share of 20.8% and led the commercial targets A/B C D 15/54 and A/B C D 25/54 with a share of 21.4% and 22.1% respectively.

Audiences by group of channels (%) – Nov 2018 (Live + Vosdal)

	November 2018		October 2018		Year of 2018	
	Universe	ABCD25-54	Universe	ABCD25-54	Universe	ABCD25-54
RTP Channels	17.0	11.9	16.4	12.2	16.4	12.4
SIC Channels	20.8	22.1	20.3	21.4	20.1	21.2
TVI Channels	22.1	15.7	22.6	15.8	23.1	17.3

Source: GfK/CAEM data

SIC Notícias is the Portuguese population's favourite news channel

In the subscription channels' universe, SIC Notícias ended November being the most watched news channel by the Portuguese population, having reached a share of 1.8%, in Live + Vosdal data.

SIC Mulher ended November with a share of 1.0%, SIC Radical with a share of 0.3%, SIC Caras with a share of 0.3% and SIC K also with a share of 0.3%.

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