



IMPRESA Press Release –SIC audiences year of 2018 (Live + Vosdal)

SIC ends 2018 leading the commercial targets in the daily total and prime time

SIC ends the year 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 16%, against TVI's 14.7% and RTP1's 8.2%. In the A/B C D 25/54 target, SIC led the generalist channels' universe with a share of 16.6%, against TVI's 14.3% and RTP1's 8.3%. In the daily total, in Live + Vosdal data, SIC ended the year of 2018 with a share of 16.5%.

Regarding prime time, SIC led it in 2018 as well, in the generalist channels' universe, in both commercial targets (A/B C D 15/54 and A/B C D 25/54). SIC led the A/B C D 15/54 target with a share of 19.4%, against TVI's 18.7% and RTP1's share of 9.6%. SIC also led the A/B C D 25/54 target with a share of 20.0%, against TVI's 18.2% and RTP1's 9.6%.

The good performance of SIC's national fiction – namely the soap operas “Espelho D'Água”, “Paixão”, “Vidas Opostas” and, recently, “Alma e Coração” – has contributed to this leadership.

November and December were marked by the return to the leadership in the afternoon schedule on working days. SIC had not led this schedule since January 2013. SIC's most recent bet for 7 p.m. on working days – “Casados à Primeira Vista” – which led, since its debut, in the universe and both commercial targets, was the main responsible for these results.

Sunday's television program “Casados à Primeira Vista” was equally a success and it led, in absolute terms, both the universe and the commercial targets.

SIC's news have contributed to the good results of 2018 as well, 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 19.4% and 20.2% respectively.



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

	December 2018		November 2018		Year of 2018	
	Universe	ABCD25-54	Universe	ABCD25-54	Universe	ABCD25-54
RTP1	13,1	8,8	12.6	8.1	12,2	8,3
RTP Others*	3,4	3,2	3.2	2.9	3,3	3,1
SIC	17,3	17,8	17.2	17.4	16,5	16,6
TVI	18,5	12,1	19.5	13.2	19,9	14,3
TV Subscription	36,2	43,3	36.5	43.7	36,9	43,2
Others	11,4	14,8	10.9	14.7	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 December 2018:

- In the morning schedule, SIC got a share of 15.5%.
- In the afternoon schedule, SIC got a share of 17.8%.
- In the “late-night” schedule, SIC got a share of 15.5%.

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

	December 2018		November 2018		Year of 2018	
	Universe	ABCD25-54	Universe	ABCD25-54	Universe	ABCD25-54
RTP1	13,3	10,7	12.8	10.1	11,6	9,0
RTP Others*	3,2	2,9	3.2	2.7	3,3	3,1
SIC	19,5	19	19.6	19.3	20,7	20,3
TVI	22,5	16,8	22.9	17.6	23,8	18,5
TV Subscription	31,7	37,4	32.4	37.7	31,5	36,7
Others	9,7	13,2	9.1	12.6	9,0	12,3

*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 2018, in Live + Vosdal data, a market share of 20.2% and led the A/B C D 15/54 and the A/B C D 25/54 commercial targets with a share of 20.5% and 21.4% respectively.

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

	December 2018		November 2018		Year of 2018	
	Universe	ABCD25-54	Universe	ABCD25-54	Universe	ABCD25-54
RTP Channels	17,5	12,9	17.0	11.9	16,5	12,4
SIC Channels	21	22,6	20.8	22.1	20,2	21,4
TVI Channels	21	14,3	22.1	15.7	22,9	17

Source: GfK/CAEM data

SIC Notícias is the favourite news channel of the Portuguese population

In the subscription channels' universe, SIC Notícias ended 2018 being the most watched news channel by the Portuguese population, having reached a share of 1.9%, in Live + Vosdal data.

In Live + Vosdal data, SIC Mulher ended the year with a share of 0.8%, SIC Radical with a share of 0.3%, SIC Caras with a share of 0.3% and SIC K with a share of 0.3%. The last two channels rose 0.1pp in comparison with last year.

José Freire
Diretor Investor Relations IMPRESA
jfreire@impresa.pt