



IMPRESA Press Release – SIC Audiences October 2018 (Live + Vosdal)

SIC ends October 2018 leading commercial targets

SIC ended October 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 16.0%, against TVI's 14.2% and RTP1's 7.9%. In the A/B C D 25/54 target, SIC led the generalist channels' universe with a share of 16.6%, against TVI's 13.6% and RTP1's 8.1%. In the daily total, in Live + Vosdal data, SIC ended October with a share of 16.6%.

Regarding prime time, SIC ended October 2018 leading 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 ended the month with a share of 18.7%, against TVI's 18.5% and RTP1's share of 10.0%. In the A/B C D 25/54 target, SIC led the generalist channels' universe with a share of 19.1%, against TVI's 18.0% and RTP1's 10.1%.

The good performance of the national soap opera "Alma e Coração" – which ended October leading the commercial target A/B C D 25/54 in the generalist channels' universe – has contributed to these positive results, as well as "Vidas Opostas", which leads both commercial targets in the generalist channels' universe. Brazilian soap opera "Segundo Sol" ended October leading the universe and both commercial targets, in the generalist channels' universe.

October was marked by the premiere of various shows that air during the afternoon on business days. "Júlia" – which premiered on 8th October – leads both commercial targets in the generalist channels' universe. Finally, the most recent bet for Sunday's prime time and for 7 p.m. on business days – "Casados à Primeira Vista" – leads the universe and both commercial targets, in the generalist channels' universe, in the schedule that accesses "Jornal da Noite" on business days.

SIC's news have contributed to the good results of the channel in October 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 20.1% and 20.9% respectively.



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

	October 2018		September 2018		Year of 2018	
	Universe	ABCD25-54	Universe	ABCD25-54	Universe	ABCD25-54
RTP1	11.9	8.1	11.1	7.5	12.0	8.3
RTP Others*	3.3	3.0	3.3	3.2	3.3	3.2
SIC	16.6	16.6	15.8	15.3	16.3	16.4
TVI	19.8	13.6	19.4	13.7	20.2	14.7
TV Subscription	36.9	43.5	38.6	45.1	37.0	43.1
Others	11.5	15.2	11.7	15.2	11.1	14.3

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

Source: GfK/CAEM data

In Live + Vosdal data in October 2018:

- In the morning schedule, SIC got a share of 16.1%.
- In the afternoon schedule, SIC got a share of 15.6%.
- In the “late-night” schedule, SIC got a share of 14.4%.

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

	October 2018		September 2018		Year of 2018	
	Universe	ABCD25-54	Universe	ABCD25-54	Universe	ABCD25-54
RTP1	12.3	9.4	11.8	9.4	11.4	8.7
RTP Others*	3.2	2.9	3.2	3.5	3.3	3.2
SIC	19.5	19.0	20.4	19.0	21.0	20.6
TVI	23.3	18.1	23.9	18.4	24.0	18.8
TV Subscription	31.9	37.0	31.7	37.5	31.4	36.6
Others	9.8	13.5	8.9	12.2	9.0	12.1

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

Source: GfK/CAEM data

SIC channels lead commercial targets

In October, SIC’s group of channels reached, in Live + Vosdal data, a market share of 20.3% and led the A/B C D 15/54 and A/B C D 25/54 commercial targets with a share of 20.6% and 21.4% respectively.

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

	October 2018		September 2018		Year of 2018	
	Universe	ABCD25-54	Universe	ABCD25-54	Universe	ABCD25-54
RTP Channels	16.4	12.2	15.5	11.6	16.4	12.4
SIC Channels	20.3	21.4	19.8	20.8	20.0	21.1
TVI Channels	22.6	15.8	22.5	16.4	23.2	17.5

Source: GfK/CAEM data



SIC Notícias was the most watched news channel by the Portuguese population

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

SIC Mulher ended October 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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