



“Golpe de Sorte” is the most watched show on prime time **SIC INCREASES LEADERSHIP IN MAY**

- Historical change in the audiences' leadership got stronger in May with SIC being, one more time, the most watched channel, increasing its distance from TVI to 2.8 p.p.
- SIC leads 2019 with a share of 18.9%
- “Golpe de Sorte”, SIC's most recent bet on national fiction, debuts leading with historical numbers and gives SIC the leadership on prime time
- The return of the item presented by Conceição Lino Conceição Lino – “E Se Fosse Consigo?” – debuts leading
- “Primeiro Jornal” and “Jornal da Noite” lead during the whole week
- “Quem Quer Namorar com o Agricultor?” kept its leadership on Sunday nights and on the 7 p.m. zone on business days
- In May, SIC was still invincible in “daytime”, with Cristina Ferreira leading the mornings, João Baião leading the mornings on weekends and Júlia Pinheiro leading the afternoons
- SIC Notícias keeps being the most watched news channel watched by the Portuguese people and reaches, in May, the best results of the year so far

SIC has cemented, in May, its audiences' leadership and is the most watched channel in 2019. IMPRESA's channel ended May leading with a share of 19.2%, rising 0.3 p.p. comparing to April and rising its distance from TVI from 1,9 p.p. to 2.8 p.p. SIC leads the year 2019 with a share of 18.9% against TVI's share of 17.8%.

The leadership is extended to the commercial targets. In the A/B C D 15/54 target, SIC led, in May, the generalist channels' universe with a share of 17.9%, against TVI's 11.1% and RTP1's 8.3%. In the A/B C D 25/54 target, SIC led, in April, the generalist channels' universe, with a share of 18.6%, against TVI's 11.0% and RTP1's 8.6%.

The series “Golpe de Sorte”, SIC's most recent bet on national fiction, debuted on May 27, on prime time, and led in absolute terms with a share of 29.5% and 14.0% of average audience, which corresponds to 1 354 400 viewers which followed the soap opera from the first to the last minute of it. Because of this, the soap opera has been fixed 10 share points above the results of the main competitor product. Since the debut of the series “Golpe de Sorte”, SIC has been leading everyday during the prime time.



The return of the item presented by Conceição Lino, “E Se Fosse Consigo?”, debuts leading and ends the month with a share of 24.1% and 11.1% of average audience, which corresponds to 1 78 400 telespectadores.

“JORNAL DA NOITE” IS THE MOST WATCHED NEWS SHOW IN PORTUGAL

In May, “Jornal da Noite” was the most watched news show in Portugal, from Monday to Sunday, having ended the month leading with a share of 20.2%. The item “O Polígrafo” has ended the month leading as well, in the generalist channels’ universe, with a share of 23.5%.

“Primeiro Jornal” should be highlighted as well, having ended the month leading, from Monday to Sunday, in absolute terms, with a share of 27.1%.

SIC’s information (Primeiro Jornal + Jornal da Noite) kept the leadership in May in both the universe and the commercial targets (A/B C D 15/54 and A/B C D 25/54).

CRISTINA FERREIRA INVINCIBLE IN THE MORNINGS AGAIN

On the morning schedule (between 8 a.m. and 2 p.m.), SIC cemented its leadership and rose 1.7 p.p. comparing to April, having ended May with a share of 23.2%. The performance of “Programa da Cristina” should be highlighted again, having ended May leading in absolute terms with a share of 29.9% and 4.3% of average audience, which corresponds to 412 000 viewers.

The weekends’ mornings should be highlighted as well because of the show “Olhó Baião!”, which ended the month leading, in the generalist channels’ universe, both the universe and the commercial targets.

“JÚLIA” LEADS THE AFTERNOONS

On the afternoon schedule (between 2 p.m. and 8 p.m.), SIC cemented the leadership that has already reached by the end of 2018 and ended May with a share of 17.8%. The performance of Júlia Pinheiro’s show should be highlighted, having ended the month leading the generalist channels’ universe with a share of 17.8% and 3.1% of average audience, which corresponds to 300 300 viewers. The daily show of “Quem Quer Namorar com o Agricultor?” kept the leadership on the generalist channels’ universe as well, in the 7 p.m. schedule on business days, and



ended the month with a share of 25.2% and 8.5% of average audience, which corresponds to 824 900 viewers.

To the good performance of SIC's afternoons have contributed as well, on business days, the show "Linha Aberta" and the soap operas "Amor Maior" and "Avenida Brasil", which ended May leading, in the generalist channels' universe, in both the universe and the commercial targets.

On weekends, the magazine "Alta Definição", ended the month leading, in the generalist channels' universe, in both the universe and the commercial targets. E-Especial, Fama Show and the afternoon movies ended May leading as well, in the generalist channels' universe, in both commercial targets.

SIC LEADS COMMERCIAL TARGETS ON PRIME TIME

Regarding prime time, SIC kept its leadership in May, 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 with a share of 19.0%, against TVI's 15.2% and RTP1's share of 10.0%. In the A/B C D 25/54 target, SIC led with a share of 19.7%, against TVI's 14.8% and RTP1's 10.4%.

In addition to the leadership of the series "Golpe de Sorte", the soap operas "Alma e Coração", "Vidas Opostas" – which ended in May – and "Segundo Sol" contributed to SIC's good performance regarding prime time as well and ended the month leading, in the generalist channels' universe, in both commercial targets (A/B C D 15/54 and A/B C D 25/54).

Regarding Sunday's prime time, "Quem Quer Namorar com o Agricultor?" kept its leadership in May, in the generalist channels' universe, with a share of 23.7% and 10.8% of average audience, which corresponds to 1 45 700 viewers.



Daily Audiences in Share% – May 2019 (Live+Vosdal)

	May 2019		April 2019		Year of 2019	
	Universe	ABCD25-54	Universe	ABCD25-54	Universe	ABCD25-54
RTP1	12.7	8.6	11.7	7.3	12.1	8.1
RTP Others*	3.7	3.3	3.3	2.7	3.4	2.9
SIC	19.2	18.6	18.9	18.4	18.9	18.6
TVI	16.4	11.0	17.0	12.2	17.8	12.4
TV Subscription	36.9	43.2	36.6	43.0	36.5	42.7
Others	11.1	15.3	12.4	16.4	11.3	15.2

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

Source: GfK/CAEM data

SIC'S CHANNELS MAINTAIN THEIR LEADERSHIP

SIC's group of channels kept its leadership in May with a share of 22.9%, against TVI's universe of 18.7% and RTP's universe of 17.4%. In the commercial targets A/B C D 15/54 and A/B C D 25/54, SIC's group of channels cemented its leadership and ended the month with a share of 22.4% and 23.4% respectively.

Audiences by group of channels (share%) – May 2019 (Live + Vosdal)

	May 2019		April 2019		Year of 2019	
	Universe	ABCD25-54	Universe	ABCD25-54	Universe	ABCD25-54
RTP Channels	17.4	12.7	15.9	10.7	16.4	11.8
SIC Channels	22.9	23.4	22.4	22.8	22.4	23.2
TVI Channels	18.7	13.1	19.1	14.2	20.1	14.5

Source: GfK/CAEM data

SIC NOTÍCIAS IS THE MOST WATCHED NEWS CHANNEL

In the subscription channels' universe, SIC Notícias still is the most watched news channel by the Portuguese people, having ended May with a share of 2.0%, rising 0,3 p.p. comparing to April and reaching the best results of the year. The coverage of the European elections, on May 26, led during the whole night, maintaining a great distance from the competition.

SIC Mulher ended the month with a share of 0.9%, SIC Radical with a share of 0.4%, rising 0,1 p.p. comparing to April, SIC K with a share of 0.3% and SIC Caras with a share of 0.2%.