



February audiences

SIC REGAINS GLOBAL AUDIENCE LEADERSHIP 12 AND A HALF YEARS LATER

- Historical change over in the audience leadership in Portugal
- SIC was the most watched channel in February
- The channel was unbeatable in “daytime”, with Cristina Ferreira leading the mornings, João Baião leading the mornings on the weekends, Júlia Pinheiro and “Linha Aberta” leading the afternoons
- SIC’s information continues in number one spot
- SIC Notícias continues to be the Portuguese most watched news channel

12 years and a half years later, SIC becomes the leader channel in Portugal, which had not happened since July 2006. In February, the channel kept its growing its audiences, trend which has been happening since the last quarter of 2018, when SIC started to lead in the weekdays afternoons, after the results of "Casados à Primeira Vista", "Júlia" and the soap opera "Gabriela". Since January, with the new programming grid, with new Cristina Ferreira morning show, the channel has extended its leadership to the mornings and it started winning on weekdays.

Two months into 2019, SIC is the only channel that is growing in comparison to the previous year, having gone from a total share of 16.5% to an average share of 18.6%. This year SIC is also reinforcing its leadership of several years in the commercial targets and in February the channel became the global leader in the audiences, showing that it is the favourite of the Portuguese population.

SIC has continued to lead 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 17.8%, against TVI’s 12.9% and RTP1’s 8.2%. In the A/B C D 25/54 target, SIC led the generalist channels’ universe with a share of 18.4%, against TVI’s 12.8% and RTP1’s 8.5%.

SIC’s great performance – in the morning and in the afternoon – has contributed to this leadership, having ended the month leading the 8 a.m. to 2 p.m. schedule with a share of 23.0% and the 2 p.m. to 8 p.m. schedule with a share of 17.5%.

“O Programa da Cristina” ended February leading in absolute terms with a share of 31.6% and 4.5% of average audience, which corresponds to 435,200 viewers.



Regarding the commercial targets – AB C D 15/54 and A/B C D 25/54 – the channel has also ended the month leading the generalist channels' universe with a share of 29.1% and 31.2% respectively.

SIC's most recent bet for the weekends' mornings – “Olhó Baião!” – has ended February leading the generalist channels' universe and both commercial targets, which pushed SIC into Saturday and Sunday mornings audience leadership.

In the afternoon schedule (between 2 p.m. and 8 p.m.), SIC cemented its late-2018 leadership, partially because of the show “Júlia”, which ended February leading the generalist channels' universe with a share of 17.5% and 3.1% of average audience, which corresponds to 304200 viewers. In the commercial targets – AB C D 15/54 and A/B C D 25/54 – the show also ended the month leading the generalist channels' universe with a share of 14.5% and 15.8% respectively.

Also to the good performance of the channel, on weekays, has contributed the show “Linha Aberta” and the soap opera “Mar Salgado”, which ended February leading the generalist channels' universe and both commercial targets, as well as the soap opera “Avenida Brasil” and the 7 p.m. entertainment show “O Carro do Amor”, which close February leading the generalist channels' universe, in both commercial targets.

SIC'S NEWS IS THE LEADER

SIC's news has equally contributed to the good performance of the channel, since the news total (Primeiro Jornal + Jornal da Noite) led with a share of 21.9%. “1º Jornal”, on weekdays, should be highlighted, having ended the month leading in absolute terms with a share of 29.8%, being separated from TVI by more than 10 p.p.. In the commercial targets (A/B C D 15/54 and A/B C D 25/54), SIC's news kept its leadership with a share of 21.5% and 22.2% respectively.

With regard to the prime time, SIC kept its leadership, 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 19.7%, against TVI's 17.4% and RTP1's 10.1%. In the A/B C D 25/54 target, SIC led with a share of 20.1%, against TVI's 17.1% and RTP1's 10.5%.

To this leadership has contributed the good performance of SIC's domestic fiction, with the soap operas “Alma e Coração” and “Vidas Opostas”, along with Globo's soap opera “Segundo Sol”, which ended the month leading the generalist channels' universe in both commercial targets (AB C D 15/54 and A/B C D 25/54).



On weekends, Sunday's prime time show – “Lip Sync Portugal” – ended February leading the generalist channels' universe in both commercial targets - AB C D 15/54 and A/B C D 25/54 – with a share of 19.6% and 20.1% respectively.

On weekends, the magazines and the movies also ended the month leading the generalist channels' universe in both commercial targets. “Alta Definição” should be highlighted, having ended the month leading the generalist channels' universe with a share of 27.4% and 8.0% of average audience, which corresponds to 778500 viewers. Also “O Programa da Cristina Especial” deserves a highlight as well, having close the month leading the generalist channels' universe and both commercial targets.

Daily audiences in share (%) – February 2019 (Live+Vosdal)

	February 2019		January 2019		Year of 2018	
	Universe	ABCD25-54	Universe	ABCD25-54	Universe	ABCD25-54
RTP1	12.1	8.5	12.1	8.4	12,2	8,3
RTP Others*	3.4	2.8	3.3	2.9	3,3	3,1
SIC	18.6	18.4	18.6	19.3	16,5	16,6
TVI	18.5	12.8	19.0	12.9	19,9	14,3
TV Subscription	36.6	42.7	36.6	42.8	36,9	43,2
Others	10.8	14.9	10.4	13.8	11,1	14,4

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

Source: GfK/CAEM data

SIC's channels keep leading

SIC's group of channels kept its leadership in February and ended the month with a share of 22.1%, against TVI's universe share of 21.0% and RTP's universe share of 16.3%. In the A/B C D 15/54 and A/B C D 25/54 commercial targets, SIC's group of channels has cemented its leadership and ended the month with a share of 21.9% and 22.8% respectively.

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

	February 2019		January 2019		Year of 2018	
	Universe	ABCD25-54	Universe	ABCD25-54	Universe	ABCD25-54
RTP Channels	16.3	12.0	16.2	12.0	16,5	12,4
SIC Channels	22.1	22.8	22.1	24.0	20,2	21,4
TVI Channels	21.0	14.9	21.4	15.0	22,9	17

Source: GfK/CAEM data



SIC Notícias continues to be Portuguese population favourite news channel

In the subscription channels' universe, SIC Notícias ended the month being the most watched news channel by the Portuguese population, having reached a share of 1.6%.

SIC Mulher ended the month with a share of 0.9%, SIC Radical with a share of 0.4%, SIC Caras with a share of 0.3% - rising 0.1 p.p. in comparison to the previous month – and SIC K with a share of 0.2%.