



Audiences

SIC INCREASES ITS LEADERSHIP IN MARCH AND IS THE MOST WATCHED CHANNEL IN 2019 ALREADY

- Historical change in the audiences' leadership got stronger in March, with SIC being the most watched channel again, rising the share to 19.1%
- “Quem Quer Namorar com o Agricultor?” has given the leadership to SIC on Sunday nights and on 7 p.m. on business days
- “Jornal da Noite” got more audience than before and is the most watched news show in Portugal. “Primeiro Jornal” got a share of 30.0%, more 10 p.p. than TVI
- The channel is invincible in “daytime”, with Cristina Ferreira leading the mornings, João Baião leading the mornings on weekends and Júlia Pinheiro and “Linha Aberta” leading the afternoons
- SIC Notícias is the most watched news channel

SIC cemented, in March, its leadership regarding the audiences and was the most watched TV channel during the first trimester of 2019. IMPRESA's channel ended March leading with a share of 19.1%, having been the only channel rising in comparison with February (+0.5 p.p.) and with March 2018 (+1.8 p.p.). SIC is leading 2019 already with a share of 18.8%.

The leadership is extended to the commercial targets. In the A/B C D 15/54 target, SIC led the generalist channels' universe with a share of 18.0%, against TVI's 13.3% and RTP1's 7.8%. In the A/B C D 25/54 target, led the generalist channels' universe with a share of 18.4%, against TVI's 13.2% and RTP1's 8.1%.

The growth of SIC in March has happened because of its most recent bet for the 7 p.m. schedule on business days and on Sunday's prime time – “Quem Quer Namorar com o Agricultor?” – and because of its excellent performance regarding the news, with “Jornal da Noite”, on business days.

“Quem Quer Namorar com o Agricultor?” gave the leadership back to SIC on Sunday's prime time and reached, in March, a share of 28.5% and 13.0% of average audience, which corresponds to 1 259 100 viewers. The daily show “Quem Quer Namorar com o Agricultor?” gave SIC the leadership in the generalist channel's universe, in the 7 p.m. schedule on business days, having ended the month with a share of 23.8% and 9.3% of average audience, which corresponds to 896 000 viewers.



“JORNAL DA NOITE” OVERTAKES THE COMPETITORS

In March, “Jornal da Noite” overtook “Jornal das 8”, from TVI, on business days, and got a share of 19.8%, something that had not happened since November 2016. The new items “Vamos a Jogo” and “Casos de Polícia” led the generalist channels’ universe in both commercial targets.

The other spotlight goes to the growth of “Primeiro Jornal” on business days, which ended the month leading in absolute terms with a share of 30.0%, being separated from TVI by 10 p.p.

SIC’s news (Primeiro Jornal + Jornal da Noite) kept their leadership in March 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

In the morning schedule (between 8 a.m. and 2 p.m.), SIC cemented the leadership that had reached in January 2019 and ended the month with a share of 23.1%. The performance of “Programa da Cristina” should be highlighted, having ended March leading in absolute terms with a share of 31.4% and 4.6% of average audience, which corresponds to 443 800 viewers. In the commercial targets – AB C D 15/54 and A/B C D 25/54 – SIC also ended the month leading the generalist channels’ universe with a share of 29.2% and 31.0% respectively.

The weekend mornings should be highlighted as well because of “Olhó Baião!”, which ended the month leading the generalist channels’ universe.

“JÚLIA” AND “LINHA ABERTA” GIVE THE AFTERNOONS’ LEADERSHIP TO SIC

In the afternoon schedule (between 2 p.m. and 8 p.m.), SIC cemented the leadership that had conquered by the end of 2018 and ended the month with a share of 18.1%. The performance of Júlia Pinheiro’s show should be highlighted, having ended the month leading the generalist channels’ universe with a share of 17.2% and 3.1% of average audience, which corresponds to 298 500 viewers.

To the good performance of SIC’s afternoons have contributed, on business days, the show “Linha Aberta” and the soap opera “Mar Salgado”, which ended March leading the generalist channels’ universe in both the universe and the commercial targets, and the soap opera “Avenida Brasil”.

On weekends, the magazines – Alta Definição e E-Especial – ended the month leading the generalist channels’ universe in both the universe and the commercial



targets. Fama Show and the afternoon movies ended the month leading the generalist channels' universe and both commercial targets as well.

SIC LEADS COMMERCIAL TARGETS ON PRIME TIME

Regarding 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 19.3%, against TVI's 17.3% and RTP1's 10.2. In the A/B C D 25/54 target, SIC led with a share of 19.8%, against TVI's 17.3% and RTP1's 10.7%.

Benfica games for Liga Europa should be highlighted, having led in absolut terms in March and having been the most watched shows in SIC during the month as well.

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

	March 2019		February 2019		Year of 2019	
	Universe	ABCD25-54	Universe	ABCD25-54	Universe	ABCD25-54
RTP1	12.0	8.1	12.1	8.5	12.1	8.3
RTP Others*	3.4	2.9	3.4	2.8	3.3	2.9
SIC	19.1	18.4	18.6	18.4	18.8	18.7
TVI	18.0	13.2	18.5	12.8	18.5	13.0
TV Subscription	35.9	41.8	36.6	42.7	36.4	42.4
Others	11.6	15.5	10.8	14.9	10.9	14.7

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

Source: GfK/CAEM data

SIC'S CHANNELS MAINTAINS ITS LEADERSHIP

SIC kept its leadership in March with a share of 22.6% against TVI's universe of 20.2% and RTP's universe of 16.2%. In the A/B C D 15/54 and A/B C D 25/54 commercial targets, SIC's group of channels cemented its leadership and ended the month with a share of 22.3% and 23.0% respectively.

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

	March 2019		February 2019		Year of 2019	
	Universe	ABCD25-54	Universe	ABCD25-54	Universe	ABCD25-54
RTP Channels	16.2	11.7	16.3	12.0	16.3	11.9
SIC Channels	22.6	23.0	22.1	22.8	22.3	23.3
TVI Channels	20.2	15.4	21.0	14.9	20.9	15.1

Source: GfK/CAEM data



SIC NOTÍCIAS IS THE MOST WATCHED NEWS CHANNEL

In the subscription channels' universe, SIC Notícias ended the month as 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 K with a share of 0.3%, rising 0.1 p.p. in comparison with last month, and SIC Caras with a share of 0.3%.