



Channel conquers leadership on prime time as well

SIC LEADS THE 1ST SEMESTER OF THE YEAR

- Historical change in the audiences' leadership got even stronger in June, with SIC being, again, the most watched channel, increasing its distance from TVI to 4.5 p.p.
- SIC leads the 1st semester of 2019 with a share of 19.0%
- In June, SIC conquers the leadership on prime time, with the series “Golpe de Sorte” being the most watched entertainment show of the Portuguese television, and with the leadership of the soap operas “Alma e Coração” and “A Dona do Pedaço”
- The third season of “E Se Fosse Consigo?”, presented by Conceição Lino, ends the month leading
- “Primeiro Jornal” and “Jornal da Noite” lead during the seven days of the week
- The second season of “Quem Quer Namorar com o Agricultor?” kept its leadership on Sunday nights and in the 7 p.m. schedule on business days
- In May, SIC keeps being invincible during 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 by the Portuguese population

SIC cemented, in June, its audiences' leadership and is the most watched channel in 2019. IMPRESA's channel ended June leading with a share of 19.4%, rising 0.2 p.p. comparing to May and increasing its distance from TVI from 2.8 p.p. to 4.5 p.p.. SIC leads the 1st semester of 2019 with a share of 19.0%, against TVI's share of 17.3%.

The leadership is extended to the commercial targets. In the A/B C D 15/54 target, SIC led, in June, in the generalist channels' universe, with a share of 18.0%, against TVI's share of 10.0% and RTP1's share of 8.7%. In the A/B C D 25/54 target, SIC led, in June, in the generalist channels' universe, with a share of 18.8% against TVI's share of 9.8% and RTP1's share of 9.0%.

SIC has conquered, in June, the leadership during prime time and ended the month with a share of 21.8%, against TVI's share of 18.3% and RTP1's share of 14.5%, and 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 20.3%, against TVI's share of 13.7% and RTP1's share of 11.4%. In the A/B C D 25/54 target, SIC led with a share of 21.1% against TVI's share of 13.3% and RTP1's share of 11.7%.



To this leadership has contributed the great performance of the three soap operas aired during prime time. The series “Golpe de Sorte”, SIC’s most recent bet on national fiction, ended the month leading, in the generalist channels’ universe, with a share of 24.8% and 11.3% of average audience, which corresponds to 1 098 400 viewers. The soap opera “Alma e Coração” ended the month leading, in the generalist channels’ universe, with a share of 22.7% and 8.5% of average audience, which corresponds to 818 600 viewers. Lastly, Globo’s new soap opera, “Dona do Pedaco”, ended June leading the generalist channels’ universe too, with a share of 21.1%.

The second season of “Quem Quer Namorar com o Agricultor?”, which premiered on June 9, ended the month leading, in the generalist channels’ universe, with a share of 26.9% and 11.2% of average audience, which corresponds to 1 087 400 viewers. The daily show of the second season of “Quem Quer Namorar com o Agricultor?” ended the month leading in the generalist channels’ universe as well, with a share of 24.9% and 8.3% of average audience, which corresponds to 804 800 viewers.

The third season of the item presented by Conceição Lino, “E Se Fosse Consigo?”, ended the month leading in the generalist channels’ universe with a share of 24.3% and 11.4% of average audience, which corresponds to 1 103 100 viewers.

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

In June, “Jornal da Noite” was, once again, the most watched news show in Portugal, from Monday to Sunday, having ended the month leading in the generalist channels’ universe with a share of 20.3%. The item “O Polígrafo” ended June leading as well, in the generalist channels’ universe, with a share of 22.1%.

The other highlight goes to “Primeiro Jornal”, which ended the month leading, from Monday to Sunday, in the generalist channels’ universe with a share of 26.1%, getting a distance of approximately 10 p.p. from TVI.

SIC’s information (Primeiro Jornal + Jornal da Noite) kept its leadership in June, 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 kept its leadership and ended June with a share of 21.0%. The performance of “O Programa da Cristina” should be highlighted again, having ended the month leading, in the generalist



channels' universe, with a share of 26.0% and 4.1% of average audience, which corresponds to 394 900 viewers.

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

“JÚLIA” LEADS THE AFTERNOONS

In the afternoon schedule (between 2 p.m. and 8 p.m.), SIC cemented the leadership that had already accomplished by the end of 2018 and ended the month with a share of 17.9%. The performance of Júlia Pinheiro's show should be highlighted, having ended the month leading, in the generalist channels' universe, with a share of 16.9% and 3.2% of average audience, which corresponds to 306 thousand 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 June leading, in the generalist channels' universe, both the universe and the commercial targets.

On the weekends, the magazines “Alta Definição” and E-Especial ended June leading, in the generalist channels' universe, both the universe and the commercial targets. “Fama Show” and the afternoon movies ended June leading, as well, in the generalist channels' universe in both commercial targets.

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

| | June 2019 | | May 2019 | | Year of 2019 | |
|------------------------|-------------|-------------|-------------|-------------|--------------|-------------|
| | Universe | ABCD25-54 | Universe | ABCD25-54 | Universe | ABCD25-54 |
| RTP1 | 13.2 | 9.0 | 12.7 | 8.6 | 12.3 | 8.3 |
| RTP Others* | 3.5 | 3.0 | 3.7 | 3.3 | 3.4 | 2.9 |
| SIC | 19.4 | 18.8 | 19.2 | 18.6 | 19.0 | 18.6 |
| TVI | 14.9 | 9.8 | 16.4 | 11.0 | 17.3 | 12.0 |
| TV Subscription | 36.7 | 43.2 | 36.9 | 43.2 | 36.6 | 42.8 |
| Others | 12.3 | 16.2 | 11.1 | 15.3 | 11.4 | 15.3 |

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

Source: GfK/CAEM data

SIC'S GROUP OF CHANNELS KEEPS ITS LEADERSHIP

SIC's group of channels kept its leadership in June, with a share of 22.8%, against RTP's universe share of 17.6% and TVI's universe share of 17.1%. 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 22.2% and 23.4% respectively.

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

| | June 2019 | | May 2019 | | Year of 2019 | |
|---------------------|-------------|-------------|-------------|-------------|--------------|-------------|
| | Universe | ABCD25-54 | Universe | ABCD25-54 | Universe | ABCD25-54 |
| RTP Channels | 17.6 | 12.8 | 17.4 | 12.7 | 16.6 | 11.9 |
| SIC Channels | 22.8 | 23.4 | 22.9 | 23.4 | 22.5 | 23.2 |
| TVI Channels | 17.1 | 11.9 | 18.7 | 13.1 | 19.6 | 14.1 |

Source: GfK/CAEM data

SIC NOTÍCIAS IS THE MOST WATCHED NEWS CHANNEL

In the subscription channels' universe, SIC Notícias keeps being the most watched news channel by the Portuguese population, having ended the month with a share of 1.8% and the first semester of the year with a share of 1.8% as well. SIC Notícias premiered, in June, a new show – Mercado Aberto -, dedicated to the transfer market of soccer, which has two daily editions: one at 5h30 p.m. and the other at 10h30 p.m..

SIC Mulher ended the month with a share of 0.7%, SIC Radical with a share of 0.3%, SIC K with a share of 0.3% and SIC Caras with a share of 0.2%.