



IMPRESA Press Release – SIC audiences in January 2019 (Live + Vosdal)

SIC IS LEADING WEEKDAYS AGAIN, 14 YEARS LATER

Main facts in January 2019:

1. The channel wins mornings and afternoons schedule's, with Cristina Ferreira leading in the mornings and Júlia Pinheiro leading the in afternoons.
2. SIC is leading the audience universe, since January 7th, when the new programming grid's was released
3. SIC's information also leads the universe six years later, with "Primeiro Jornal" reinforcing the leadership.
4. "A Rede" was the most watched news content in January.
5. SIC Notícias maintains the leadership as the most watched information channel.

SIC won the leadership of weekdays in the first month of the year with a share of 19.2%, which had not happened since March 2005. Thus, 14 years later, SIC returns to the leadership on weekdays. To this performance, the turnaround in the morning and in the afternoon schedules was key, with SIC ending the month leading the 8 a.m. to 2 p.m. schedule (morning) with a share of 22.7%, and between 2 p.m. and 8 p.m. with a share of 18.0% (afternoon). SIC was also the leading channel in Portugal since the new grid has premiered, on January 7th of 2019, with a share of 18.9% until January 31st, in Live + Vosdal data.

Daily Audiences Weekdays Share (%)—jan 2019 (Live+Vosdal)

	<i>january 2019</i>		<i>december 2018</i>		<i>year 2018</i>	
	Universe	ABCD25-54	Universe	ABCD25-54	Universe	ABCD25-54
RTP1	12.8	9.0	13.7	9.3	12.3	8.3
RTP Others*	3.4	3.1	3.6	3.4	3.4	3.4
SIC	19.2	19.6	17.6	17.6	16.8	16.7
TVI	18.8	12.7	18.7	12.7	20.5	15.1
Subscription TV	36.0	42.6	35.2	42.3	36.1	42.5
Others	9.8	13.1	11.3	14.6	10.8	14.0

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

Source: Data GfK/CAEM

SIC had not led the mornings since February of 2008, and it was "Programa da Cristina" that returned the first place to the channel. "Programa da Cristina" ended January leading in absolute terms with a share of 33.8% and 5.0% of average



audience, which corresponds to 486 900 viewers. In the commercial targets – AB C D 15/54 and A/B C D 25/54 – SIC also ended the month leading in absolute terms with a share of 34.8% and 37.0% respectively. It must be highlighted the recent premiere of the wildlife series “Dinastias”, on Sunday mornings, which ended January leading, between the generalist channels, in both the universe and the commercial targets.

Daily Audiences Share (%) – january 2019 (Live+Vosdal)

	january 2019		december 2018		year 2018	
	Universo	ABCD25-54	Universo	ABCD25-54	Universo	ABCD25-54
RTP1	12.1	8.4	13,1	8,8	12,2	8,3
RTP Outros*	3.3	2.9	3,4	3,2	3,3	3,1
SIC	18.6	19.3	17,3	17,8	16,5	16,6
TVI	19.0	12.9	18,5	12,1	19,9	14,3
Subscription TV	36.6	42.8	36,2	43,3	36,9	43,2
Others	10.4	13.8	11,4	14,8	11,1	14,4

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

Source: Data GfK/CAEM

In the afternoon schedule (between 2 p.m. and 8 p.m.), SIC reinforced the leadership that had already achieved in the end of 2018, being of note the performance of the show Júlia, which ended January leading the generalist channels’ universe with a share of 17.5% and 3.5% of average audience, which corresponds to 336 900 viewers. In the commercial targets – AB C D 15/54 and A/B C D 25/54 – the show ended the month leading the generalist channels’ universe with a share of 15.0% and 16.7% respectively. The soap operas “Mar Salgado” and “Avenida Brasil” and the new show that airs at 7 p.m., “O Carro do Amor”, that ended January leading the generalist channels’ universe in both commercial targets, have contributed to the good performance of SIC’s afternoons.

Regarding the weekends, both magazines and movies ended the month leading the generalist channels’ universe in both commercial targets. “Alta Definição” has reached, in January, two of the best results ever because of the interviews to Cristina Ferreira and Maria Botelho Moniz and ended the month leading the generalist channels’ universe with a share of 28.7% and 9.3% of average audience, which corresponds to 898 400 viewers.

SIC still led the daily total in January, 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 18.6%, against TVI’s 12.9% and RTP1’s 7.9%. In the A/B C D 25/54 target, SIC led the generalist channels’



universe with a share of 19.3%, against TVI's 12.9% and RTP1's 8.4%. In the daily set, in Live + Vosdal data, SIC led more than 50% of the days, having been the only generalist channel growing comparing to January of 2018, having registered superior rise regarding the subscription channels' universe and the item "others".

SIC'S NEWS LEADS THE UNIVERSE SIX YEARS LATER

SIC's information has contributed in the same way to the monthly results. In the month in which took place the opening of the new studios, the information total (Primeiro Jornal + Jornal da Noite) led with a share of 22.3%, which had not happened since January of 2013. "Primeiro Jornal", on weekdays, should be highlighted, having ended the month leading in absolute terms with a share of 28.4% (rising 5.7. p.p. in comparison to December of 2018) and more than 7.5 p.p. of distance from TVI. In the commercial targets (A/B C D 15/54 and A/B C D 25/54) SIC's information has kept the leadership with a share of 22.4% and 23.2% respectively. The information keeps being innovated and premiering new shows, such as "@ Rede", which was transmitted in three episodes, inside Jornal da Noite, reaching an average of more than 1 500 000 viewers, leading, with a share of 29.5%, the generalist channels' universe. In the commercial targets – AB C D 15/54 and A/B C D 25/54 – the show led the generalist channels' universe with a share of 32.5% and 33.7% respectively, being the preference of almost all available audience.

Prime-Time Audiences WeekDays (%) – jan 2019 (Live+Vosdal)

	january 2019		december 2018		year 2018	
	Universo	ABCD25-54	Universo	ABCD25-54	Universo	ABCD25-54
RTP1	12.9	10.5	13,3	10,7	11,6	9,0
RTP Others*	3.3	3.0	3,2	2,9	3,3	3,1
SIC	19.1	19.5	19,5	19	20,7	20,3
TVI	22.4	16.2	22,5	16,8	23,8	18,5
Subscription TV	33.8	39.4	31,7	37,4	31,5	36,7
Others	8.4	11.5	9,7	13,2	9,0	12,3

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

Source: Data GfK/CAEM

Regarding prime time, SIC kept the leadership in January, 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 19.5%, against TVI's 17.0% and RTP1's 9.6%. In the A/B C D 25/54 target, SIC led with a share of 19.9%, against TVI's 17.0% and RTP1's 9.9%. The great performance of SIC's bet on national fiction, with the soap operas "Alma e Coração" and "Vidas Opostas", that ended January leading the generalist channels' universe in both commercial targets (AB C D 15/54 and A/B



C D 25/54), has contributed to this leadership. The soap opera “Segundo Sol” has contributed to SIC’s great performance as well and ended the month leading the generalist channels’ universe, both the universe and the commercial targets. On weekends, SIC’s most recent bet for Sunday’s prime time – “Lip Sync Portugal” – ended January 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 27.0% and 27.3% respectively.

SIC CHANNELS’ FAMILY IS LEADING AS WELL

SIC’s group of channels has returned to the leadership in January and ended the month with a share of 22.1%, against TVI’s universe, which got a share of 21.4%, and RTP’s universe, which got a share of 16.2%. SIC channels’ universe had not led, in Live + Vosdal data, since July of 2012. In the A/B C D 15/54 and A/B C D 25/54 commercial targets, SIC’s group of channels reinforced its leadership and got a share of 23.0% and 24.0% respectively.

Audiences Channel Families (%) – jan 2019 (Live + Vosdal)

	january 2019		december 2018		year 2018	
	Universo	ABCD25-54	Universo	ABCD25-54	Universo	ABCD25-54
Channels RTP	16.2	12.0	17,5	12,9	16,5	12,4
Channels SIC	22.1	24.0	21	22,6	20,2	21,4
Channels TVI	21.4	15.0	21	14,3	22,9	17

Source: Data GfK/CAEM

SIC NOTÍCIAS IS THE MOST WATCHED NEWS CHANNEL

In the subscription channels’ universe, SIC Notícias ended January as the most watched news channel by the Portuguese population, having reached a share of 1.8%, in Live + Vosdal data.

In Live + Vosdal data, SIC Mulher ended the month with a share of 1.0%, SIC Radical with a share of 0.4% - both rising 0.1pp in comparison with December –, SIC Caras with a share of 0.2% and SIC K with a share of 0.2%.

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