



Audiences

SIC INCREASES ITS LEADERSHIP IN APRIL

- Historical change in the audiences' leadership got stronger in April, with SIC being, one more time, the most watched channel, increasing its distance from TVI to 1.9 p.p.
- SIC leads 2019 with a share of 18.8%
- “Quem Quer Namorar com o Agricultor?” keeps its leadership on Sunday nights and on the 7 p.m. zone on business days
- “Jornal da Noite” remains as Portugal's most watched news show and SIC's information (Primeiro Jornal + Jornal da Noite) keeps its leadership in April
- The channel is invincible in “daytime”, with Cristina Ferreira leading the mornings, João Baião leading the mornings on weekends and Júlia Pinheiro leading the afternoons
- SIC Notícias is the most watched news channel by the Portuguese population and it has reached, in April, its best days of the year

SIC has cemented, in April, its leadership regarding the audiences and is the most watched channel of 2019. IMPRESA's channel ended April leading with a share of 18.9%, rising its distance from TVI from 1,1 p.p. to 1,9 p.p.. SIC leads 2019 with a share of 18.8%, against TVI's 18.1%.

The leadership is extended to the commercial targets. In the A/B C D 15/54 target, SIC led, in April, in the generalist channels' universe, with a share of 17.9%, against TVI's 12.1% and RTP1's 7.0%. In the A/B C D 25/54 target, SIC led, in April, in the generalist channels' universe, with a share of 18.4%, against TVI's 12.2% and RTP1's 7.3%.

“Quem Quer Namorar com o Agricultor?” kept its leadership, in the generalist channels' universe, on Sunday's prime time, and has reached, in April, a share of 25.4% and 11.4% of average audience, which corresponds to 1 103 500 viewers. The daily show “Quem Quer Namorar com o Agricultor?” kept its leadership in the generalist channels' universe as well, in the 7 p.m. schedule on business days, and ended April with a share of 24.4% and 9.1% of average audience, which corresponds to 883 900 viewers.

“JORNAL DA NOITE” OVERCOMES THE COMPETITION AGAIN

In April, “Jornal da Noite” overcame, again, TVI's “Jornal das 8” on business days and got a share of 19.9%.



The new item “O Polígrafo” ended the month leading, in the generalist channels’ universe, both commercial targets.

The performance of “Primeiro Jornal” on business days should be highlighted as well, because it ended the month leading in absolute terms with a share of 27.7%. SIC’s information (Primeiro Jornal + Jornal da Noite) kept its leadership in April in the universe and in both commercial targets (A/B C D 15/54 and A/B C D 25/54).

CRISTINA FERREIRA INVINCIBLE IN THE MORNINGS

In the daily schedule (between 8 a.m. and 2 p.m.), SIC cemented the leadership that had already accomplished in January 2019 and ended the month with a share of 21.5%. The performance of “Programa da Cristina” should be highlighted because it ended the month leading, in the generalist channels’ universe, with a share of 26.6% and 4.3% of average audience, which corresponds to 414 300 viewers.

The weekends’ mornings – with “Olhó Baião!” – should be highlighted as well because they ended the month 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 April with a share of 18.4%. The performance of Júlia Pinheiro’s show should be highlighted, since it ended the month leading the generalist channels’ universe with a share of 17.4% and 3.3% of average audience, which corresponds to 319 600 viewers.

To the good performance of SIC’s afternoons have contribute as well, on business days, the show “Linha Aberta” and the soap operas “Mar Salgado”, “Amor Maior” and “Avenida Brasil”, which ended the month leading, in the generalist channels’ universe, both the universe and the commercial targets.

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

SIC LEADS COMMERCIAL TARGETS ON PRIME TIME

Regarding the prime time, SIC kept its leadership in April, 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 16.8% and RTP1’s



9.1%. In the A/B C D 25/54 target, SIC led with a share of 19.9%, against TVI's 16.8% and RTP1's 9.5%.

To this leadership have contributed the good performance of the soap operas "Vidas Opostas" and, "Segundo Sol", which ended the month leading, in the generalist channels' universe, both commercial targets (AB C D 15/54 and A/B C D 25/54). Benfica matches on Liga Europa should be highlighted, having led in absolute terms in April and having been the most watched shows on Portuguese television, with more than 2 000 000 viewers.

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

	April 2019		March 2019		Year of 2019	
	Universe	ABCD25-54	Universe	ABCD25-54	Universe	ABCD25-54
RTP1	11.7	7.3	12.0	8.1	12.0	8.0
RTP Others*	3.3	2.7	3.4	2.9	3.3	2.8
SIC	18.9	18.4	19.1	18.4	18.8	18.6
TVI	17.0	12.2	18.0	13.2	18.1	12.8
TV Subscription	36.6	43.0	35.9	41.8	36.4	42.6
Others	12.4	16.4	11.6	15.5	11.3	15.1

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

Source: GfK/CAEM data

SIC's CHANNELS KEEP THEIR LEADERSHIP

SIC's group of channels kept its leadership in April with a share of 22.4%, against TVI's universe share of 19.1% and RTP's universe share of 15.9%. Regarding 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 22.1% and 22.8% respectively.

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

	April 2019		March 2019		Year of 2019	
	Universe	ABCD25-54	Universe	ABCD25-54	Universe	ABCD25-54
RTP Channels	15.9	10.7	16.2	11.7	16.2	11.6
SIC Channels	22.4	22.8	22.6	23.0	22.3	23.1
TVI Channels	19.1	14.2	20.2	15.4	20.4	14.9

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 population, having ended April with a share of 1.7%, rising 0,1p.p. in comparison to March and with better results than those of the competition every time there are important events or breaking news. This can be testified by the best three days of the month for the channel: the 15th, 16th and 17th April, that got a share of 2.5%, 2.7% and 2.8% respectively. These days correspond to the Notre Dame fire, to the fuels' crisis and to Madeira's bus accident.

SIC Mulher ended the month with a share of 0.9%, 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%.