



Leader since 2019

SIC CELEBRATES 5 CONSECUTIVE YEARS OF LEADERSHIP

- SIC led the audiences in 2023, with a 14.9% share;
- In 2023, had daily contact with SIC more than 3 million 800 thousand viewers;
- SIC led in every month of 2023;
- In 2023, SIC's lead extended once again to commercial targets – A/B C D 15/54, A/B C D 25/54 and A/B C D 25/64;
- SIC's lead was transversal to all time periods of the day, leading in 2023 in mornings, afternoons, prime time, and late night;
- Isto é Gozar com Quem Trabalha was the most watched entertainment show of the Portuguese television in 2023;
- Jornal da Noite was the most watched prime time news block in 2023. It led, as did all of its items: Polígrafo, Guerra Fria, Opinião de Marques Mendes, Essencial, Grande Reportagem or Reportagem Especial;
- Primeiro Jornal is the lunchtime news program most watched by the Portuguese;
- SIC's thematic channels were, within the Portuguese channel groups, the most watched in 2023. Every day, have watched SIC Notícias, SIC Radical, SIC Mulher, SIC Caras and SIC K more than 2 million 500 thousand viewers;
- SIC's set of thematic channels (SIC Notícias, SIC Mulher, SIC Radical, SIC Caras and SIC K) ended 2023 with a 3.8% share, rising 0.2 p.p. in comparison to 2022;
- SIC Notícias ended the year with a 2.1% share, having risen by 4.8% after its reformulation on October 9;
- Also noteworthy are SIC Mulher and SIC Caras, that ended the year with the best result ever. SIC Mulher ended with a 1.0% share and SIC Caras with a 0.3% share.

SIC remained the most watched station in Portugal for the fifth consecutive year. IMPRESA's station ended the year leading with a 14.9% share, against TVI's 14.4% and RTP1's 11.1%.

The lead continues to extend to commercial targets - A/B C D 15/54, A/B C D 25/54 and A/B C D 25/64.

SIC ended 2023 leading in all months of the year and at all times of the day, thus demonstrating the consistency of the leadership.

In the morning (between 8 a.m. and 2 p.m.), SIC ended the year leading with a 15.9% share, and in the afternoon (between 2 p.m. and 8 p.m.), SIC ended the year leading with a 13.9% share.



SIC ended the year leading with a 17.2% share in prime time. Special emphasis on Isto é Gozar com Quem Trabalha, which was the most watched entertainment program on Portuguese television in 2023. The national fiction products broadcast during this time slot as well as the entertainment formats broadcast at the weekend contributed to this lead.

SIC's news leads again in 2023. Jornal da Noite once again ended the year in the lead. Contributing to its leadership was the good performance of the existing items throughout the week, such as Polígrafo SIC, Guerra Fria, Opinião de Luís Marques Mendes, Essencial, Grande Reportagem or Reportagem Especial. Also noteworthy is Primeiro Jornal, which ended 2023 systematically leading from Monday to Sunday.

In December, SIC ended the month leading with a 14.3% share, against TVI's 13.9% and RTP1's 11.3%. In the last month of the year, SIC completes 59 months of consecutive leadership.

SIC was once again the channel most watched by Portuguese families this Christmas. This is the 18th consecutive year that IMPRESA's station gets to be voted the favorite company for Christmas Eve and Christmas Day.

SIC's thematic channels

SIC's set of thematic channels (SIC Notícias, SIC Mulher, SIC Radical, SIC Caras and SIC K) ended 2023 with a 3.8% share, rising 0.2 p.p. in comparison to 2022. SIC Notícias ended the year with a 2.1% share, having risen 4.8% after its reformulation on October 9.

SIC Notícias remains the leading information channel in the target group made up of the upper classes and the most active public (A/BC 25/64) and ended 2023 leading with a 3.5% share.

Also noteworthy are SIC Mulher and SIC Caras, that ended the year with the best result ever. SIC Mulher ended with a 1.0% share and SIC Caras with a 0.3% share.