



Audiences

SIC CELEBRATES 32 MONTHS OF LEADERSHIP

- SIC keeps being, in September, the most watched channel, with a share of 18.7%;
- SIC leads the prime time with *Jornal da Noite*, *Amor, Amor* and *A Serra*;
- *Jornal da Noite* is the most watched news show in September;
- SIC leads the autarchic elections of 2021;
- SIC leads Sunday's prime time with the return of *Isto é Gozar com Quem Trabalha – 4ª variante*, which was the most watched entertainment show of the Portuguese television, and with the final episodes of season 4 of *Quem Quer Namorar com o Agricultor?*;
- SIC leads the 7 p.m. schedule, on business days, with the daily episodes of the show *Quem Quer Namorar com o Agricultor?* And with the premiere of the soap opera *Fina Estampa*;
- *Casa Feliz* and *Júlia* keep their leadership in September;
- SIC Notícias keeps being the most watched news channel by the Portuguese people and ends September with a share of 2,0%;

IMPRESA's station ended September leading with a share of 18,7%, against TVI's 17,4% and RTP1's 10,4%. This means that SIC has been leading for the last 32 consecutive months.

In September, *Jornal da Noite* was, once more, the most watched information show, from Monday to Sunday, having ended the month leading the generalist channels' universe.

To the good performance of *Jornal da Noite* have contributed, in a very positive way, the good results of the existing items throughout the week, such as *Opinião de Luís Marques Mendes* or *Polígrafo SIC*, leaders in the schedule, in the generalist channels' universe. *Primeiro Jornal* ended the month leading in a consecutive way from Monday to Sunday once again.

SIC led the autarchic election night 2021, in the generalist channels' universe, with a share of 20.3%.

In fiction, the soap operas *Amor, Amor*, *A Serra*, *Viver a Vida*, *Orgulho & Paixão* and SIC's most recent premiere, *Fina Estampa*, ended the month leading the generalist channels' universe.



In Sunday's prime time, in September, the show Isto é Gozar Com Quem Trabalha - 4ª variante was the most watched entertainment show of the month and ended September leading. The fourth season of the show Quem Quer Namorar com o Agricultor? ended the month leading as well, in the generalist channels' universe, in both Sunday's prime time show and the daily episodes from Monday to Sunday at 7 p.m.

CASA FELIZ AND JÚLIA KEEP THEIR LEADERSHIP

In the morning schedule (between 8 a.m. and 2 p.m.), SIC ended September leading with a share of 19,6%, and the show Casa Feliz kept the leadership in the mornings on business days. In the afternoon schedule (between 2 p.m. and 8 p.m.), SIC led, in September, with a share of 18,0%, and Júlia Pinheiro's show kept the leadership in the afternoons on business days.

SIC NOTÍCIAS LEADS IN SEPTEMBER

In September, SIC Notícias keeps being the Portuguese people's choice when looking for accurate and quality information. SIC Notícias ended the month with a share of 2,0% and has been leading for the last 36 consecutive months.

SIC Mulher ended the month with a share of 0,7%, SIC K with 0,3%, SIC Radical with 0,2% and SIC Caras with 0,2%.