



40 months of leadership

SIC IS THE MOST WATCHED CHANNEL IN PORTUGAL

- SIC has been leader for 40 months and in the year-to-date 2022 leads with 17.6% share;
- SIC remains, in May, as the most watched channel on Portuguese television, with 17.1% share, against TVI's 16.5% and RTP1's 10.7%. SIC rises in comparison to April and increases the distance to TVI to 0.6 p.p.;
- SIC ends the month of May leading in every day of the week;
- SIC's leadership was transversal to practically the whole day, leading in May in the mornings, afternoons, and prime time;
- Isto é Gozar Com Quem Trabalha was the most watched entertainment program in May;
- Jornal da Noite was the most watched information program on Portuguese television in May;
- SIC's leadership in May extended once again to the commercial targets - A/B C D 15/54 and A/B C D 25/54;
- Isto é Gozar Com Quem Trabalha was the most watched entertainment program in May;
- Jornal da Noite was the most watched information program on Portuguese television in May;
- In May, SIC Notícias ended the month with a 2.3% share.

IMPRESA's station ended May leading with 17.1% share, against TVI's 16.5% share and RTP1's 10.7% share, increasing the distance to TVI to 0.6 p.p. SIC has led for 40 consecutive months and will lead in 2022 with 17.6% share against TVI's 16.8% share and RTP1's 10.7% share.

In May, Jornal da Noite was once again the most watched news program, rising in April and leading the generalist channels.

The good results of the existing rubrics throughout the week, such as Opinião de Luís Marques Mendes, Polígrafo SIC and Conceição Lino's rubric - Essencial - contributed very positively to the good performance of Jornal da Noite. Primeiro Jornal, once again, ended the month systematically leading from Monday to Sunday and also rising in relation to April.

In prime time (between 8 pm and midnight), SIC ended the month leading with 19.8% share and rising compared to April. Special highlight for Isto é Gozar Com Quem



Trabalha, which was the most watched entertainment program on Portuguese television.

SIC keeps leading the mornings and afternoons

In the morning slot (between 8 a.m. and 2 p.m.), SIC ended the month leading with a 17.8% share, up in comparison with April and the program Casa Feliz maintained its leadership in the weekday mornings. In the afternoon slot (between 2pm and 8pm), SIC also ended the month leading with a 16.0% share, up in comparison to April.

SIC Thematic channels

In May, SIC Notícias ended the month with 2.3% share.

SIC Mulher ended the month of May with 0.5% share, SIC Radical ended with 0.3% share, SIC Caras ended with 0.2% share and SIC K ended with 0.1% share.