



Leader for 33 months

SIC IS THE MOST WATCHED CHANNEL AND STRENGTHENS THE LEADERSHIP

- SIC has strengthened, in October, the audiences' leadership, being the most watched channel, with a share of 19.1%, and the generalist channel that rises the most in comparison with the homologous period (+0.4 p.p.), rising the distance from TVI to 2.4 p.p.;
- SIC ends the month leading and rising in comparison with September in both main commercial targets – ABCD 15/54 e ABCD 25/54;
- SIC leads the prime time with Jornal da Noite, Amor, Amor and A Serra;
- Amor, Amor is the most watched soap opera of the Portuguese television;
- Jornal da Noite is the most watched news show in October;
- SIC leads Sunday's prime time with Jornal da Noite, Isto é Gozar com Quem Trabalha – 4ª Variante, which was the most watched entertainment show of the Portuguese television, and with the show Quem Quer Namorar com o Agricultor? Tudo Por Tudo;
- Casa Feliz keeps the leadership in October and SIC is the generalist channel that rises the most in the mornings;
- Júlia keeps the leadership in October and rises in comparison with September;
- SIC Notícias keeps being the most watched news channel by the Portuguese people and ends October with a share of 1.9%;
- In the state budget vote's day, SIC Notícias reached the second-best result of the year.

IMPRESA's station ended the month leading with a share of 19.1%, against TVI's 16.7% and RTP1's 11.0%. SIC rises 0.4 p.p. in comparison with September, rising its distance from TVI to 2.4 p.p. and is the generalist channel that rises the most in comparison with the homologous period in 2020: more 0.4 p.p.. This means 33 consecutive months leading.

In October, Jornal da Noite was, once more, the most watched news show, from Monday to Sunday, ending 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, Polígrafo SIC, or Reportagem Especial, leaders in the schedule in the generalist channels' universe. The Essencial item should be highlighted too, having returned in October, leading the generalist channels' universe. Primeiro Jornal ended, once more, leading in a systematic way from Monday to Sunday and rising in comparison with September.



In fiction, the soap operas Amor, Amor, A Serra, Orgulho & Paixão, Fina Estampa, Bom Sucesso and Tempo de Amar ended the month leading the generalist channels' universe and the soap opera Amor Amor is the most watched fiction product of the Portuguese television.

SIC ended the month leading Sunday's prime time with Jornal da Noite and the shows Isto é Gozar com Quem Trabalha – 4ª Variante, which was the most watched entertainment show of the Portuguese television, and Quem Quer Namorar com o Agricultor? Tudo Por Tudo.

Also on Sunday's prime time, the 25th Gala of Globos de Ouro ended leading the generalist channels' universe with a share of 29.4% and 11.7% of average audience, which corresponds to 1 111 000 viewers.

CASA FELIZ AND JÚLIA KEEP THE LEADERSHIP, SIC RISES IN THE MORNINGS AND AFTERNOONS

In the morning schedule (between 8 a.m. and 2 p.m.), SIC was, in October, the generalist channel that has risen the most in comparison with September, having ended the month with a share of 19.8%, 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 has risen in comparison with September as well and has led with a share of 17.6% and Júlia Pinheiro's show has kept the leadership in the afternoons on business days.

SIC NOTÍCIAS LEADS IN OCTOBER

In October, SIC Notícias keeps being the Portuguese people's choice when it comes to selecting accurate and quality information. SIC Notícias ended the month with a share of 1,9% and has been leading for the last 37 consecutive months. In one of the country's most important days – the vote on the state budget –, SIC Notícias has led and had a record result – the second best of the year in terms of share – and Edição da Tarde and Jornal das 7 on the same day were the most watched shows of the month, from the three information channels. The show “O Eixo do Mal” from the 28th of October (the day after the failing of the state budget) completed the Top 3 of the most watched shows in the three information channels in October, this being a record result of the program itself, that did not had such high values of share since January 2018. The show “Programa Cujo Nome Estamos Legalmente Impedidos de



Dizer” should be highlighted as well for reaching results above the channel’s average, having contributed for the good performance of SIC Notícias in October as well.

SIC Mulher ended the month with a share of 0,5%, SIC Caras with a share of 0,3%, rising 0,1 p.p. in comparison with the previous month, SIC Radical with a share of 0,2% and SIC K with a share of 0,2% as well.