**SIC HAS BEEN LEADING FOR 17 MONTHS. SINCE 2008 THAT THE DIFFERENCE BETWEEN THE FIRST AND THE SECOND WAS NOT THIS LARGE**

**- In June, SIC keeps being the most watched channel of the Portuguese television, with a share of 20,5%, at a distance of 5,9 p.p. from TVI;**

**- SIC Notícias keeps being the most watched news channel by the Portuguese population and ends the month with a share of 1,8%;**

**- SIC has been leading for the last 17 consecutive months and has been leading 2020 with a share of 20,3%;**

**- On a six-month basis, this large difference between the first and second channels in the Portuguese television had not existed since the second semester of 2008, in which TVI was leading with more than 6 p.p. in comparison to the second channel.**

In June, SIC kept being the most watched channel in Portugal. IMPRESA’s station ended the month leading with a share of 20,5%, against TVI’s 14,6% and RTP1’s 11,2%.

SIC has been leading for the last 17 consecutive months and has been leading 2020 with a share of 20,3%, against TVI’s 14,0% and RTP1’s 12,0%.

This leadership keeps being extended to the commercial targets. In the A/B C D 15/54 target, SIC led, in June, in the generalist channels’ universe, with a share of 17,5%, against TVI’s 11,1% and RTP1’s 6,2%. In the A/B C D 25/54 target, SIC led, in June, in the generalist channels’ universe, with a share of 17,4%, against TVI’s 10,8% and RTP1’s 6,3%.

In June, Jornal da Noite was, once more, the most watched information show, from Monday to Sunday, having ended the month leading in the generalist channels’ universe. To the good performance of Jornal da Noite have contributed, in a very positive way, the good results of the items that aired throughout the week, such as Polígrafo, Opinião de Luís Marques Mendes or Investigações e Reportagens SIC, leaders in terms of schedule, in the generalist channels’ universe. Casos de Polícia, with the Valentina case, should be highlighted as well, having reached its best result ever since its premiere, on March 12th 2019, leading, in the generalist channels’ universe, with a share of 27,8% and 14,0% of average audience, which corresponds to 1 322 200 viewers. Another highlight goes to Primeiro Jornal, that ended June leading, in the generalist channels’ universe, from Monday to Sunday.

SIC kept, in June, its extraordinary performance during prime time and ended the month leading with a share of 24,6%, against TVI’s 17,2% and RTP1’s 12,0%.

To SIC’s leadership during prime time has contributed the excellent performance of the several fiction products that are aired in the said schedule – Nazaré, Terra Brava and Globo’s soap opera Amor de Mãe. The soap opera Nazaré, which was, in June, the most watched show on the Portuguese television, ended the month leading, in absolute terms, with a share of 28,4% and 15,6% of average audience, which corresponds to 1 476 300 viewers. The soap opera Terra Brava ended the month leading, in the generalist channels’ universe, with a share of 27,9% and 13,6% of average audience, which corresponds to 1 285 100 viewers.

Regarding Sunday’s prime time, SIC leads with a share of 24,3%, against TVI’s 21,5% and RTP1’s 12,3%, with Jornal da Noite, the show Isto é Gozar Com Quem Trabalha, hosted by Ricardo Araújo Pereira, which ended the month leading, in absolute terms, with a share of 27,2% and 15,0% of average audience – which corresponds to 1 424 000 viewers –, and with the third season of Quem Quer Namorar com o Agricultor?.

The diary of the third season of Quem Quer Namorar com o Agricultor?, which gave back to SIC the leadership on the 7 p.m. schedule on business days, ended the month leading, in the generalist channels’ universe, with a share of 21,6% and 9,0% of average audience, which corresponds to 852 700 viewers.

In the morning schedule (between 8 a.m. and 2 p.m.), SIC keeps the leadership and ends June with a share of 21,0%. The highlight goes to Cristina Ferreira’s show, on business days, and to Olho Baião!, on the weekends, that ended the month leading.

In the afternoon schedule (between 2 p.m. and 8 p.m.), SIC kept the leadership and ended the month with a share of 19,3%. The performance of Júlia Pinheiro’s show should be highlighted, having kept its leadership during June. To the good performance of SIC’s afternoons in June have contributed, as well, on business days, the show Linha Aberta and the soap operas Amor Maior and Amor à Vida, that ended the month leading, in the generalist channels’ universe, in both the universe and the commercial targets.

### Daily Audiences in Share% – June 2020 (Live+Vosdal)

|  |  |  |  |
| --- | --- | --- | --- |
|  | ***June 2020*** | ***May 2020*** | ***Year of 2020*** |
|  | Universe | ABCD25-54 | Universe | ABCD25-54 | Universe | ABCD25-54 |
| ***RTP1*** | 11,2 | 6,3 | 11,1 | 6,0 | 12,0 | 6,7 |
| ***RTP Others\**** | 2,6 | 2,1 | 2,9 | 2,3 | 3,0 | 2,4 |
| ***SIC*** | **20,5** | **17,4** | **20,7** | **18,9** | **20,3** | **18,7** |
| ***TVI*** | 14,6 | 10,8 | 14,5 | 10,2 | 14,0 | 9,5 |
| ***TV Subscription*** | 37,6 | 45,4 | 37,1 | 44,0 | 37,5 | 44,6 |
| ***Others*** | 13,6 | 18,0 | 13,7 | 18,6 | 13,2 | 18,1 |

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

Source: GfK/CAEM data

SIC’s group of channels ends June leading with a share of 23,7%, against TVI’s universe share of 18,5% and RTP’s universe of 14,9%.

**SIC NOTÍCIAS KEEPS BEING THE MOST WATCHED NEWS CHANNEL BY THE PORTUGUESE POPULATION**

In June, SIC Notícias keeps being the Portuguese population’s choice when it comes to looking for quality and accurate information. SIC Notícias ended the month with a share of 1.8%.

SIC Mulher ended the month with a share of 0.7%, SIC K with a share of 0.4%, rising 0.1pp in comparison to the previous month, SIC Radical with a share of 0.2% and SIC Caras with a share of 0.2% as well.