**THIS HAD NOT HAPPENED FOR THE LAST 20 YEARS**

**SIC LED EVERY SINGLE DAY OF THE MONTH**

**- In February, SIC keeps being the most watched news channel by the Portuguese people, with a share of 20.6%, at a distance of 6.4 p.p. from TVI;**

**- The channel has conquered another mark: it was the leader every day of the month. It had not happened in almost 20 years, because the last time it did was on September 2000.**

**- SIC has been leading for the last 13 consecutive months and has conquered, in February, its best month;**

**- SIC keeps leading prime time with its various fiction products – “Nazaré”, “Terra Brava” and “A Dona do Pedaço” –;**

**- The weekends’ prime time show – “A Máscara” – got to its end and led with a share of 24.9%;**

**- The show “Amigos Improváveis”, which got to its end in February as well, ended with a share of 18.6% and leading, in the generalist channels’ universe, in both commercial targets (A/B C D 15/54 and A/B C D 25/54);**

**- “Primeiro Jornal” and “Jornal da Noite” led during the 7 days of the week with a share of 28.0% and 22.5% respectively;**

**- The Big Report “O Que é o Jantar Amanhã?” ended leading with a share of 24.1%;**

**- February was also marked by the presence of the Europa League on SIC;**

**- SIC keeps being invincible during daytime, with Cristina Ferreira leading the mornings, João Baião leading the mornings during the weekends and Júlia Pinheiro leading the afternoons;**

**- SIC Notícias keeps being the most watched news channel by the Portuguese people;**

In February, SIC kept being the most watched channel in Portugal. IMPRESA’s channel ended the month leading with a share of 20.6%, against TVI’s 14.2% and RTP1’s 13.1%.

SIC has been leading for the last 13 consecutive months and is leading the year of 2020 with a share of 20.5%, against TVI’s 14.0% and RTP1’s 13.3%.

The leadership keeps being extended to the commercial targets. In the A/B C D 15/54 target, SIC led, in February, in the generalist channels’ universe, with a share of 18.9%, against TVI’s 9.1% and RTP1’s 7.3%. In the A/B C D 25/54 target, SIC led, in February, in the generalist channels’ universe, with a share of 19.2%, against TVI’s 8.9% and RTP1’s 7.5%.

**“JORNAL DA NOITE” IS THE MOST WATCHED NEWS SHOW IN PORTUGAL**

In February, “Jornal da Noite” was, again, the most watched news show in Portugal, from Monday to Sunday, having ended the month leading, in the generalist channels’ universe, with a share of 22.5%. To the good performance of “Jornal da Noite” have contributed, in a very positive way, the several items that aired throughout the week. The Big Report “O Que é o Jantar Amanhã?” ended leading, in the generalist channels’ universe, with a share of 24.1%. The item “O Polígrafo” kept its leadership, in the generalist channels’ universe, with a share of 24.9%, and “Opinião de Luís Marques Mendes” ended the month leading as well, in the generalist channels’ universe, with a share of 25.3%.

The other highlight goes to “Primeiro Jornal”, which ended the month leading, in the generalist channels’ universe, from Monday to Sunday, with a share of 28.0%, at a distance of almost 12 p.p. from TVI.

SIC’s information (Primeiro Jornal + Jornal da Noite) keeps its leadership in February in both the universe and the commercial targets (A/B C D 15/54 and A/B C D 25/54).

**CRISTINA FERREIRA KEEPS LEADING THE MORNINGS**

In the morning schedule (between 8 a.m. and 2 p.m.), SIC keeps its leadership and ends February with a share of 22.8%. Once more, the highlight goes to “O Programa da Cristina”, which ended the month leading, in the generalist channels’ universe, with a share of 28.5% and 4.4% of average audience, which corresponds to 417 900 viewers.

In the mornings, during the weekends, “Olhó Baião!”, which celebrated its first year in February, ended the month leading the generalist channels’ universe, in both the universe and the commercial targets.

**“JÚLIA” KEEPS LEADING THE AFTERNOONS**

In the afternoon schedule (between 2 p.m. and 8 p.m.), SIC kept its leadership and ended February with a share of 17.8%. The performance of Júlia Pinheiro’s show should be highlighted, having ended the month leading, in the generalist channels’ universe, with a share of 17.5% and 3.6% of average audience, which corresponds to 337 200 viewers.

The show “Amigos Improváveis”, which aired at 7 p.m. on business days, ended February with a share of 18.6% and leading, in the generalist channels’ universe, in both commercial targets (A/B C D 15/54 and A/B C D 25/54) with a share of 19.7% and 19.8% respectively.

To the good performance of SIC’s afternoons in February have contributed too, 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.

During the weekends, the highlight goes to the magazines – “Alta Definição”, “E-Especial” and, “Fama Show”, that ended the month leading, in the generalist channels’ universe, in both the universe and the commercial targets. Also on the weekends, the afternoon movies, the series “Investigação Criminal Los Angeles” and the show “Não Há Crise!” ended the month leading, in the generalist channels’ universe, in both commercial targets.

**SIC LEADS PRIME TIME**

SIC kept the prime time leadership in February, something that had conquered on the second semester of 2019, with a share of 24.4% (+ 0.8 p.p. than in January, being the only channel rising in comparison with the previous month), against TVI’s 15.9% and RTP1’s 14.1%, and kept its leadership, in the generalist channels’ universe, in both commercial targets (A/B C D 15/54 and A/B C D 25/54). In the A/B C D 15/54 target, SIC led with a share of 23.2%, against TVI’s 11.6% and RTP1’s 9.1%. In the A/B C D 25/54 target, SIC led with a share of 23.4%, against TVI’s 11.3% and RTP1’s 9.3%.

To SIC’s leadership regarding prime time has contributed the excellent performance of the three fiction products that the channel airs during prime time. The soap opera “Nazaré” ended the month leading, in the generalist channels’ universe, with a share of 28.3% and 14.2% of average audience, which corresponds to 1 347 600 viewers. The soap opera “Terra Brava” ended the month leading, in the generalist channels’ universe, with a share of 27.4% and 11.6% of average audience, which corresponds to 1 100 500 viewers. Finally, Globo’s soap opera “Dona do Pedaço” ended the month leading as well, in the generalist channels’ universe, with a share of 22.1%.

The show “A Máscara” got to its end on the 23rd of February, leading in absolute terms, with a share of 30.6% and 15.0% of average audience, which corresponds to 1 421 100 viewers that accompanied the reveal of the last 3 competitors – Pavão, Astronauta e Corvo.

The show that aired on prime time during the weekends – “A Máscara” - premiered on the 1st January 2020 and ended, in average terms, leading the generalist channels’ universe, with a share of 24.9% and 12.5% of average audience, which corresponds to 1 181 800 viewers that accompanied the 8 weeks of the show.

The show “Governo Sombra” ended the month leading, in the generalist channels’ universe, in both the universe and the commercial targets.

February was also marked by the presence of the Europa League on SIC, with the match between Benfica and Shakhtar Donetsk being the most watched show on the Portuguese television, counting with more than 1 850 000 viewers.

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

|  |  |  |  |
| --- | --- | --- | --- |
|  | ***February 2020*** | ***January 2020*** | ***Year of 2020*** |
|  | Universe | ABCD25-54 | Universe | ABCD25-54 | Universe | ABCD25-54 |
| ***RTP1*** | 13.1 | 7.5 | 13.4 | 7.6 | 13.3 | 7.6 |
| ***RTP Others\**** | 2.9 | 2.6 | 3.1 | 2.6 | 3.0 | 2.6 |
| ***SIC*** | **20.6** | **19.2** | **20.4** | **19.2** | **20.5** | **19.2** |
| ***TVI*** | 14.2 | 8.9 | 13.9 | 9.1 | 14.0 | 9.0 |
| ***TV Subscription*** | 37.3 | 44.9 | 37.1 | 44.4 | 37.2 | 44.6 |
| ***Others*** | 11.9 | 17.0 | 12.0 | 17.1 | 12.0 | 17.0 |

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

Source: GfK/CAEM data

**SIC CHANNELS’ KEEP THEIR LEADERSHIP**

SIC’s group of channels ended the month leading with a share of 24.0%, against RTP’s universe share of 16.9% and TVI’s universe share of 16.0%. In the commercial targets A/B C D 15/54 and A/B C D 25/54, SIC’s group of channels has cemented its leadership and ended the month with a share of 23.0% and 23.4% respectively.

### Audiences by group of channels (share%) – Feb 2020 (Live + Vosdal)

|  |  |  |  |
| --- | --- | --- | --- |
|  | ***February 2020*** | ***January 2020*** | ***Year of 2020*** |
|  | Universe | ABCD25-54 | Universe | ABCD25-54 | Universe | ABCD25-54 |
| ***RTP Channels*** | 16.9 | 10.8 | 17.5 | 11.3 | 17.2 | 11.0 |
| ***SIC Channels*** | **24.0** | **23.4** | **23.9** | **23.4** | **23.9** | **23.4** |
| ***TVI Channels*** | 16.0 | 10.6 | 16.0 | 11.1 | 16.0 | 10.9 |

Source: GfK/CAEM data

**SIC NOTÍCIAS IS THE MOST WATCHED NEWS CHANNEL**

In the subscription channels’ universe, SIC Notícias keeps being the most watched news channel by the Portuguese people and ended the month with a share of 1.8%.

SIC Mulher ended the month with a share of 0.8%, rising 0.1 p.p. in comparison to January, SIC K ended the month with a share of 0.3%, SIC Radical ended the month with a share of 0.2% and SIC Caras ended the month with a share of 0.2% too.