



## **46 months of leadership**

### **SIC IS THE MOST WATCHED CHANNEL IN PORTUGAL**

- SIC is leader for 46 months and in the accumulated year 2022 leads with 16.7% share;
- In November, SIC is the most watched channel on Portuguese television with 16.2% share, and rising compared to October;
- Isto é Gozar com Quem Trabalha was the most watched entertainment programme on Portuguese television in November;
- Jornal da Noite and all Jornal da Noite items such as Polígrafo, Guerra Fria or Opinião de Luís Marques Mendes ended the month leading, as did Primeiro Jornal;
- The soap operas Sangue Oculto, Por ti and Lua de Mel were leaders in November in the weekday's prime time;
- Terra Nossa, with César Mourão, was November's leader in Saturday's prime time;
- Casa Feliz and Júlia ended the year leading and rising in October;
- SIC's leadership extended to the commercial target - A/B C D 15/54;
- SIC's thematic channels (SIC Notícias, SIC Mulher, SIC Radical, SIC Caras and SIC K) ended the month of November with a 3.3% share, up 0.1 p.p. in relation to November 2021, and SIC Notícias ended with a 2.0% share.

IMPRESA's station ended November leading with a 16.2% share, rising in October, against TVI's 15.8% share and RTP1's 12.1% share.

SIC has led for 46 consecutive months and will lead in 2022 with 16.7% share, against TVI's 15.7% share and RTP1's 10.7% share.

In November, Jornal da Noite ended up leading in the generalist channels universe, and the good performance of the existing rubrics throughout the week, such as Polígrafo SIC, Guerra Fria, Opinião de Luís Marques Mendes, or Grande Reportagem, contributed to this leadership. Highlight also goes to the item dedicated to the World Cup in Qatar - Mundial das Arábias - which premiered on SIC in November and led.

Primeiro Jornal, once again, ended the month systematically leading from Monday to Sunday.

In prime time (between 8pm and midnight), SIC ended November leading with 18.7% share and rising compared to October.

Isto é Gozar com Quem Trabalha was the most watched entertainment programme on Portuguese television in November and ended the month leading. Also in prime time, the leadership of Terra Nossa in the Saturday prime time is highlighted, as well



as of the soap operas Sangue Oculto, Por Ti and Lua de Mel in the weekday prime time.

### **Casa Feliz and Júlia lead and rise compared to October**

In the morning slot (between 8am and 2pm), SIC ended the month of November leading with a 17.1% share, up 0.1 p.p. in relation to October, and the programme Casa Feliz was the leader in the weekday mornings. In the afternoons, the Júlia programme ended up leading and rising compared to October.

### **Thematic Channels SIC**

SIC's thematic channels (SIC Notícias, SIC Mulher, SIC Radical, SIC Caras and SIC K) ended the month of November with a 3.3% share, up 0.1 p.p. in relation to November 2021 and SIC Notícias ended with a 2.0% share.