



October

SIC HAS THE MOST WATCHED INFORMATION AND SOAP OPERAS

- **The station was the most viewed in total information**
- **Vitória and A Herança were the most watched soap operas in their schedules**
- **SIC Notícias continues to grow and is a leader in its commercial target market**

SIC registered, in October, a 13,8% share. Impresa's station had, last month, the most viewed news and soap operas in their time slot. The various segments throughout the month also contributed to the overall leadership in news: Brilhante, Contas Poupança, Faróis de Portugal, Futuro Hoje, Grande Reportagem, Guerra Fria, Investigação SIC, Mais Mundo and Cidades Esquecidas. The soap operas Vitória and A Herança were the most watched of the month in their schedules.

In terms of programs, SIC ended the month leading with Força de Mulher, Alô Portugal, Nosso Mundo and Alta Definição, Casa Feliz Compacto, Vida Selvagem, Primeiro Jornal on Saturdays and Sundays and Jornal da Noite on Sundays.

In October, SIC reached 3.5 million viewers daily. All SIC's channels combined reached 4.6 million viewers daily.

SIC NOTÍCIAS WAS THE ONLY INFORMATION CHANNEL TO GROW IN THE LAST TWO MONTHS

SIC Notícias was the only information channel to grow consecutively in the last two months, ending October with a 2.2% share, representing a growth of 4.8% compared to the previous month, 15.8% compared to the same month in 2024, and 29.4% compared to the beginning of 2025. In October, SIC Notícias was the leading channel in the ABC 25/64 target audience, with a 3.5% share.

SIC Notícias was the Portuguese people's favourite news channel during one of the most important and highest-rated television time slots, Monday through Sunday: prime time. In addition, it was also the leading news channel during late night and Sunday afternoons. The Portuguese elected SIC Notícias to follow all the results and comments from election night. SIC Notícias was the leader on Local Election Day 2025 with a 3.6% share.

SIC Mulher ended the month with a 1.1% share, SIC Caras with a 0.4% share, SIC Novelas with a 0.3% share, and SIC Radical and SIC K with a 0.2% share.



Also noteworthy is Opto, which achieved its third best month ever. The content that contributed most was: A Herança, Vitória, A Promessa, Lua Vermelha and Dancin' Days.

SIC'S WEBSITES AND PODCASTS CONTINUE TO GROW

The universe of SIC's websites totaled 23.4 million visits during the month of October (+10% compared to October 2024), resulting in 45.6 million page views (+8% compared to the same month last year). The universe of SIC's websites has been performing very well in 2025, with a monthly average number of visits that is 20% higher than in the previous year. The SIC Notícias website accumulated a total of 13.6 million visits in October, a result that is 23% higher than the same month last year. Pageviews exceeded 20.1 million in October, which is also up 23% on the same month last year. October 2025 was the seventh best month ever for the SIC Notícias website in terms of visits.

The Podcasts of SIC's universe also performed very well, with 3.6 million downloads throughout the month, a result that is 31% higher than the same period last year and 25% higher than the previous month. In Podcasts, the brand SIC Notícias has 2.5 million downloads, a figure that is 28% higher than the same period last year and 21% higher than the previous month. Contas-Poupança, Programa Cujo Nome Estamos Legalmente Impedidos de Dizer, Bom Partido, Geração 90 and Eixo do Mal featured in SIC Notícias' Top 5 Podcasts with the highest number of downloads in the month.