



Audiences

SIC CELEBRATES 30 OF LEADERSHIP

- SIC has been the most watched news channel by the Portuguese people for the last 30 months;
- IMPRESA's Group television keeps being, in July, the most watched channel, with a share of 19,1%;
- SIC leads prime time with *Jornal da Noite*, *Amor, Amor*, *A Serra* and *Tempo de Amar*;
- *Jornal da Noite* is the most watched news show in July and rises in comparison to June;
- *Amor, Amor* is the most watched soap opera of the Portuguese television in July;
- SIC leads Sundays prime time and the 7 p.m. schedule, on business days, with season 4 of the show *Quem Quer Namorar com o Agricultor?*
- *Casa Feliz* and *Júlia* keep the leadership in July;
- SIC Notícias keeps being the most watched news channel by the Portuguese people and ends the month with a share of 2,2%, rising in comparison to June;

IMPRESA's station ended the month leading with a share of 19,1%, against TVI's 16,2% and RTP1's 11,1%. This means 30 consecutive months leading.

In July, *Jornal da Noite* was, once more, the most watched news show, from Monday to Sunday, having ended leading, in the generalist channels' universe, and rising in comparison to June.

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* or *Reportagem Especial*, leaders in the schedule, in the generalist channels' universe. In July, SIC premiered new items, such as *Bilionários da Tecnologia*, *Primeiras-Damas* and *Desastres Naturais*, that ended the month leading in the generalist channels' universe. *Primeiro Jornal* that, once more in July, led in a systematic way from Monday to Sunday, ended the month at a distance of more than 9,0 p.p. from its main competitor.

In fiction, the soap operas *A Serra*, *Tempo de Amar*, *Viver a Vida* and *Orgulho & Paixão* ended the month leading and the soap opera *Amor, Amor* was the most watched fiction product of the Portuguese television.

The 4th season of the show *Quem Quer Namorar com o Agricultor?* was the audience's favorite too and ended the month of July leading, in the generalist



channels' universe, in both Sunday's prime time and the daily from Monday to Sunday at 7 p.m.

CASA FELIZ AND JÚLIA KEEP THE LEADERSHIP

In the morning schedule (between 8 a.m. and 2 p.m.), SIC, in July, ended leading with a share of 19,9%, and the show Casa Feliz keeps the leadership in the mornings on business days. In the afternoon schedule (between 2 p.m. and 8 p.m.), SIC led, in July, with a share of 18,4%, and Júlia Pinheiro's show keeps the leadership on business days' afternoons.

SIC NOTÍCIAS LEADS IN JULY

In July, SIC Notícias keeps being the Portuguese people's choice when it comes to looking for quality and accurate information. SIC Notícias ended the month with a share of 2.2%, rising 0.1 p.p. in comparison to the previous month, and has been leading for the last 34 consecutive months.

SIC Mulher ended the month with a share of 0.7%, rising 0.1 p.p. in comparison to the previous month, SIC K with 0,4%, rising 0.1 p.p. as well, SIC Radical with 0.3% and SIC Caras with 0.2%.