



## 15 months of leadership

# SIC IS THE MOST WATCHED CHANNEL IN PORTUGAL AND KEEPS GROWING IN TERMS OF AUDIENCES

- SIC keeps being the most watched channel in the Portuguese television in April, with a share of 20,1% and a distance of 6,3 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 2,7%;
- SIC has been leading for the last 15 consecutive months and has been leading 2020 with a share of 20,2%;
- The 10 most watched show of the Portuguese television in April are all from SIC:

Top 10 - MELHORES PROGRAMAS - abril 2020 - Live + Vosdal

Data	Canal	Descrição	Descrição 2	rat%	shr%	rat#
1 26-04-2020	SIC	ISTO E GOZAR COM QUEM TRABALHA		19,8	30,6	1874,3
2 27-04-2020	SIC	JORNAL DA NOITE	SIC POLIGRAFO	18,2	29,2	1718,4
3 05-04-2020	SIC	JORNAL DA NOITE	OPINIAO DE LUIS MARQUES MENDES	18,0	28,3	1704,5
4 12-04-2020	SIC	JORNAL DA NOITE		17,7	28,0	1675,3
5 23-04-2020	SIC	NAZARE	ESPECIAL	17,7	28,9	1673,4
6 26-04-2020	SIC	QUEM QUER NAMORAR COM O AGRICULTOR? III		17,1	28,5	1620,3
7 26-04-2020	SIC	QUEM QUER NAMORAR COM O AGRICULTOR? - A DECISAO		16,3	32,7	1540,4
8 09-04-2020	SIC	JORNAL DA NOITE	ENTREVISTA A RUI RIO	16,1	26,2	1522,0
9 05-04-2020	SIC	PRIMEIRO JORNAL		15,9	29,0	1506,2
10 23-04-2020	SIC	TERRA BRAVA		15,1	29,1	1430,9

In April, SIC kept itself as the most watched channel in Portugal. IMPRESA's channel ended the month leading with a share of 20,1%, rising 0,4 p.p. in comparison to March, against TVI's share of 13,8% and RTP1's share of 11,5%.

SIC has been leading for the last 15 consecutive months and has been leading 2020 with a share of 20,2%, against TVI's share of 13,8% and RTP1's share of 12,4%.

The leadership keeps being extended to the commercial targets. In the A/B C D 15/54 target, SIC led, in April, in the generalist channels' universe, with a share of 18.5%, against TVI's 9,7% and RTP1's 6,1%. In the A/B C D 25/54 target, SIC led, in April, in the generalist channels' universe, with a share of 18,8%, against TVI's 9,2% and RTP1's 6,2%.

In April, Jornal da Noite has, once again, a vital importance for the Portuguese people and was, one more time, the most watched news channel, from Monday to Sunday, ending the month leading in the generalist channels' universe. To the extraordinary performance of Jornal da Noite have contributed, in a very positive way, the historical results of the existing items throughout the week, such as Polígrafo or Opinião de Luís Marques Mendes, as well as the daily monitoring of the



Covid-19 pandemic. Another highlight goes to Primeiro Jornal, which broke new records in April and ended the month leading, in the generalist channels' universe, from Monday to Sunday.

SIC reached, in April, the best results in prime time since the leadership was obtained, in the second semester of 2019, and ended the month leading with a share of 25,3% (+ 0.6 p.p. than in March), against TVI's share of 17,7% and RTP1's share of 12,4%. To SIC leadership regarding prime time has contributed the excellent performance of the various fiction products that SIC airs during the said schedule – Nazaré, Terra Brava and the most recent debut Amor de Mãe. The soap opera Nazaré, which, once more, has conquered historical results, ended the month leading, in absolute terms, with a share of 27,6% and 16,7% of average audience, which corresponds to 1 582 000 viewers. The soap opera Terra Brava ended the month leading, in the generalist channels' universe, with a share of 26,8% and 14,0% of average audience, which corresponds to 1 323 000 viewers.

The show Isto é Gozar Com Quem Trabalha, hosted by Ricardo Araújo Pereira, broke new records in April and ended the month leading, in absolute terms, with a share of 28,8% and 18,3% of average audience, which corresponds to 1 736 300 viewers.

The third season of the show 'Quem Quer Namorar com o Agricultor?' aired, on April 26th, leading and winning in comparison with the direct competition. In absolute terms, SIC's show had a share of 30,6% and 14,5% of average audience, which corresponds to 1 374 000 viewers.

The diary of the third season of the show Quem Quer Namorar com o Agricultor? gave back to SIC the leadership of the 7 p.m. schedule on business days. The show ended the month leading, in the generalist channels' universe, with a share of 22,8% and 11,4% of average audience, which corresponds to 1 074 600 viewers.

Finally, in April, SIC premiered the new prime time show on Saturdays – Estamos Aqui –, hosted by Alexandra Lencastre, which ended the month leading; the third season of A Árvore dos Desejos, hosted by João Manzarra, got to its ended leading as well.

In the daily schedule (between 8 a.m. and 2 p.m.), SIC keeps its leadership and ends the month with a share of 20,7%. The highlight goes to Cristina Ferreira's show, which 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 18,2%. The performance of Júlia Pinheiro's show should be highlighted, having kept its leadership during April.

To the good performance of SIC's afternoons in April have contributed as well, on business days, 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.

Abril was a month of records for some of SIC's shows:

The shows that broke records in April:

- **Primeiro Jornal** – April 5<sup>th</sup>, 2020, with a share of 29,0% and 15,9% of average audience, which corresponds to 1 506 200 viewers (the best results since the audiences started being measured in timeshift (2016));
- **Nazaré** – April 23<sup>rd</sup>, 2020, with a share of 28,9% and 17,7% of average audience, which corresponds to 1 673 400 viewers (the best results since the premiere);
- **Isto é Gozar Com Quem Trabalha** – April 26<sup>th</sup>, 2020, with a share of 30,6% and 19,8% of average audience, which corresponds to 1 874 300 viewers (the best results since the premiere)
- **Fama Show** – April 5<sup>th</sup>, 2020, with a share of 23,2% and 12,7% of average audience, which corresponds to 1 203 400 viewers (the best results since March 2012 (GfK panel)).

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

	April 2020		March 2020		Year of 2020	
	Universe	ABCD25-54	Universe	ABCD25-54	Universe	ABCD25-54
<b>RTP1</b>	11,5	6,2	12,1	6,9	12,4	6,9
<b>RTP Others*</b>	3,4	2,7	3,1	2,4	3,2	2,6
<b>SIC</b>	<b>20,1</b>	<b>18,8</b>	<b>19,7</b>	<b>18,6</b>	<b>20,2</b>	<b>18,9</b>
<b>TVI</b>	13,8	9,2	13,3	8,7	13,8	9,0
<b>TV Subscription</b>	37,1	43,6	38,5	45,5	37,5	44,6
<b>Others</b>	14,0	19,5	13,2	17,9	12,9	18,0

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

Source: GfK/CAEM data

SIC's group of channels ended the month leading with a share of 24,3%, against RTP's universe share of 16,4% and TVI's universe share of 16,1%.



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

In times of Covid-19 pandemic and the isolation of families at home, SIC Notícias keeps being the choice of the Portuguese people when it comes to watching quality and strict information. SIC Notícias ended the month with a share of 2.7% and an average of 76 400 viewers, numbers that are far above the channels' average.

SIC Mulher ended the month with a share of 0.7%, SIC K with a share of 0.3%, SIC Radical with a share of 0.2% and SIC Caras with a share of 0.2% de share.