



Audiences

SIC RETURNS TO BEING THE MOST WATCHED CHANNEL AND REMAINS IN THE LEAD FOR THE FIFTH CONSECUTIVE MONTH

- Leadership was consistent across mornings, afternoons, and prime time
- SIC has the most viewed information and soap operas
- SIC Notícias continues to grow and has more and more leading programs
- SIC and SIC Notícias are leaders in the commercial target market
- Opto with the best month ever

SIC enters the second half of the year in the lead, securing the preference of Portuguese viewers once again in July. After being the most watched channel in March, according to consolidated data, and in April, May, and June, SIC maintains its position as the most watched channel for the fifth consecutive month. IMPRESA's station registered a 14.4% share, compared to 13.5% for TVI and 9.8% for RTP1. SIC's leadership was consistent across mornings, afternoons, and prime time. It was the only one of the three generalist channels to increase its audience share compared to the same month in 2024, in the afternoon and prime time slots. It should also be noted that SIC is the audience leader for the year to date, according to audience figures to date.

In July, SIC maintained its leadership in the commercial target audience (A/B C D 25/64) with an 11.6% share, being the only channel to increase its share compared to the previous month.

IMPRESA's station continues to have the most watched programs in different genres: news block, with Jornal da Noite; the most watched soap opera, A Promessa. A Herança, also from SIC, it is the second most watched soap opera.

SIC maintained its leadership in total information with Primeiro Jornal and Jornal da Noite leading. For the excellent performance of Jornal da Noite contributed to the existing items throughout the week, with leadership of



Cartaz, Casos de Polícia, Contas Poupança, Grande Reportagem, Guerra Fria, Jogos de Poder, Mais Mundo, Reportagem Especial, Polígrafo SIC, and also the new sections that debuted this month on Jornal da Noite: Água Doce, Cafés Históricos and Ilhas do Mediterrâneo.

In addition to the formats already mentioned, other programs were the most watched in their time slots: Mãe, Amor Eterno, O Outro Lado do Paraíso, A Dona do Pedaço, Terra e Paixão, A Herança, Alô Portugal, Nosso Mundo, Alta Definição, Terra Nossa; Casa Feliz Compacto, Vida Selvagem and Fama Show.

In July, SIC reached 3.5 million viewers daily. All SIC channels combined reached 4.6 million viewers daily.

SIC NOTÍCIAS CONTINUES TO GROW IN COMPARISON TO 2024

SIC's set of channels (SIC, SIC Notícias, SIC Mulher, SIC Radical, SIC Caras, SIC K and SIC Novelas) maintained its leadership, ending the month with an 18.8% share, up 0.5 p.p. compared to the same period in 2024. The set of SIC's thematic channels (SIC Notícias, SIC Mulher, SIC Radical, SIC Caras, SIC K and SIC Novelas) ended the month with a 4.3% share, up 0.5 p.p. compared to the same month in 2024.

SIC Notícias ended July with a 2.1% share, representing a growth of 31.3% compared to the same period last year and 23.5% compared to the beginning of 2025, with a total coverage of 6,822,500 viewers. The channel maintained its leadership in the ABC 25/64 target audience, with a 3.1% share, reinforcing its position among the upper classes and the most active audience, recording increases both compared to the same month last year (+19%) and compared to the result recorded at the beginning of this year (+24%). SIC Notícias is the leader in Saturday prime time and Sunday late night, being the preferred news channel of the Portuguese during these times.



On weekdays, the highlight is the leadership in the programs: SIC Notícias Manhã 11:00, SIC Notícias Manhã 12:00, O Eixo do Mal, Programa Cujo Nome Estamos Legalmente Impedidos de Dizer, Jornal da Meia Noite: 2ª Hora, Primeira Página. On weekends, the highlight is the leadership in programs: Jornal de Sábado, Casos de Polícia, Investigação SIC and 60 Minutos, on Saturdays, and Primeiro Jornal and Toda a Verdade, on Sundays. Also noteworthy is the leadership of the section Leste/ Oeste.

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.

Once again, the highlight is Opto, which had its best month ever. The contents that contributed most were: A Herança, A Promessa, Casados à Primeira Vista: Segundas Núpcias, Nazaré and Floribella.