**22 months of leadership**

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

**- SIC keeps being, in November, the most watched channel of the Portuguese television, with a share of 18,4%, at a distance of 1,8 p.p. from TVI;**

**- SIC Notícias keeps being the most watched news channel by the Portuguese people and ends the month with a share of 2,4%;**

In November, SIC kept being the most watched channel in Portugal. IMPRESA’s station ended the month leading with a share of 18,4%, against TVI’s 16,6% and RTP1’s 12,4%.

This leadership keeps being extended to the commercial targets. In the A/B C D 15/54 target, SIC led, in November, in the generalist channels’ universe, with a share of 15,8%, against TVI’s 12,3% and RTP1’s 6,7%. In the A/B C D 25/54 target, SIC led, in November, in the generalist channels’ universe, with a share of 15,6%, against TVI’s 12,4% and RTP1’s 6,7%.

In November, Jornal da Noite was, once more, the most watched news show, from Monday to Sunday, ending the month leading the generalist channels’ universe. To the good performance of Jornal da Noite have contributed, in a very positive way, the good results of the items aired throughout the week, such as Opinião de Luís Marques Mendes or Grande Reportagem – Pandemia, leaders in the schedule, in the generalist channels’ universe. Polígrafo SIC should be highlighted as well, having ended the month leading, in the generalist channels’ universe, with a share of 23,7% and 13,2% of average audience, which corresponds to 1 252 700 fidelized viewers. Another highlight goes to Primeiro Jornal, which ended the month leading, in the generalist channels’ universe, from Monday to Sunday.

SIC kept, in November, its extraordinary performance during prime time and ended the month leading with a share of 22,4%, against TVI’s 19,5% and RTP1’s 13,1%, having been the channel that has risen the most in comparison to October (more 0,3 p.p.).

To SIC’s leadership during prime time has contributed the excellent performance of the several fiction products that air on the said schedule – Nazaré, Terra Brava, Golpe de Sorte and Globo’s soap opera Totalmente Demais.

The season 2 of the soap opera Nazaré ended the month leading, in the generalist channels’ universe, with a share of 24,1% and 12,8% of average audience, which corresponds to 1 208 300 viewers, having been the most watched fiction show of the Portuguese television in November. The soap opera Terra Brava ended the month leading, in the generalist channels’ universe, with a share of 25,1% and 11,2% of average audience, which corresponds to 1 057 100 viewers. The series Golpe de Sorte ended the month leading, in the generalist channels’ universe, with a share of 19,7%, and Globo’s soap opera Totalmente Demais ended the month leading as well, in the generalist channels’ universe, with a share of 18,4%.

On Sunday’s prime time, SIC led with a share of 21,0%, against TVI’s 20,0% and RTP1’s 14,8%, with Jornal da Noite, the show Isto é Gozar Com Quem Trabalha 2ª vaga and O Noivo é que Sabe.

The show Isto é Gozar Com Quem Trabalha 2ª vaga, hosted by Ricardo Araújo Pereira, ended the month leading, in the generalist channels’ universe, with a share of 22,9% and 13,0% of average audience, which corresponds to 1 232 900 viewers, having been the most watched entertainment show of the Portuguese television in November.

On Saturday’s prime time, the show Terra Nossa, hosted by César Mourão, ended the month leading, in the generalist channels’ universe, with a share of 23,4% and 13,0% of average audience, which corresponds to 1 232 200 viewers.

In the morning schedule (between 8 a.m. and 2 p.m.), SIC keeps the leadership and ends the month with a share of 18,3%, with the shows Casa Feliz, Olhó Baião! and Domingão.

In the afternoon schedule (between 2 p.m. and 8 p.m.), SIC kept the leadership and ended the month with a share of 17,0%. The performance of Júlia Pinheiro’s show should be highlighted, having kept its leadership on business days, and the performance of the show Domingão, on Sundays, should be highlighted as well, having ended the month leading too.

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

|  |  |  |  |
| --- | --- | --- | --- |
|  | ***November 2020*** | ***October 2020*** | ***Year of 2020*** |
|  | Universe | ABCD25-54 | Universe | ABCD25-54 | Universe | ABCD25-54 |
| ***RTP1*** | 12,4 | 6,7 | 12,5 | 6,8 | 11,9 | 6,5 |
| ***RTP Others\**** | 2,1 | 1,7 | 2,0 | 1,8 | 2,8 | 2,3 |
| ***SIC*** | **18,4** | **15,6** | **18,7** | **16,4** | **19,9** | **17,7** |
| ***TVI*** | 16,6 | 12,4 | 16,5 | 11.9 | 15,0 | 10,5 |
| ***TV Subscription*** | 37,3 | 44,2 | 37,1 | 44,5 | 37,3 | 44,9 |
| ***Outros*** | 13,1 | 19,4 | 13,1 | 18,6 | 13,2 | 18,1 |

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

Source: GfK/CAEM data

SIC’s group of channels ends the month leading with a share of 22,3%, against TVI’s universe share of 20,4% and RTP’s universe share of 15,4%.

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

In November, SIC Notícias keeps being the choice of the Portuguese population when it comes to searching for quality and accurate information. SIC Notícias ended the month with a share of 2,4%, rising 0,4 p.p. in comparison to October.

SIC Mulher ended the month with a share of 0,8%, more 0,1 p.p. than in the month before, SIC K ended the month with a share of 0,3%, SIC Radical with a share of 0,2% and SIC Caras with a share of 0,2% as well.