



23 consecutive months of leadership

SIC LEADS 2020 AUDIENCES

- SIC has led the audiences on 2020, with a share of 19,8% against TVI's 15,2% and RTP1's 11,9%.
- This is SIC's best yearly result since 2013.
- 11 years have passed – since 2009 –, since the difference between the first and the second channels was this big.
- In comparison to 2019, SIC is the only channel that rises, in both the daily total and the prime time. In the daily total, SIC rises 0,6 p.p. and on prime time rises 2,4 p.p.. TVI came down 0,4 p.p. in comparison to 2019 and RTP1 0,6 p.p..
- SIC Notícias keeps being the most watched news channel by the Portuguese people in 2020, with a share of 2,2%, and conquers its best result ever in share since the implementation of the GfK panel (March 2012).

SIC kept being the most watched station in Portugal in every month of 2020. IMPRESA's station ended the year leading with a share of 19,8%, against TVI's 15,2% and RTP1's 11,9%. This is the best yearly result for SIC since 2013, when it had a share of 21,1%. The difference between the first and the second channel has not been this big since 2009.

The leadership keeps being extended to the commercial targets – A/B C D 15/54 and A/B C D 25/54 – and SIC ended the year with a share of 17,5% in both targets.

The consistency of SIC's leadership is seen through the number of days won on 2020 as well: in 366 days, SIC has won in 343, which corresponds to 94% of the year, essentially on the days in which RTP1 and TVI had soccer transmissions.

SIC was the only channel to place entertainment, information and fiction shows on the Top 20 of the most watched shows in 2020, table, once again, marked by soccer. Isto é Gozar Com Quem Trabalha, Jornal da Noite, Nazaré and Quem Quer Namorar Com o Agricultor were the only shows that made it.



Top 20 - MELHORES PROGRAMAS - Ano 2020 (até dia 30 dezembro) - Live + Vosdal

	Data	Canal	Descrição	Descrição 2	rat%	shr%	rat#
1	14-11-2020	RTP1	FUTEBOL - LIGA DAS NAÇÕES	PORTUGAL X FRANÇA	26,7	42,8	2.530,1
2	11-10-2020	RTP1	FUTEBOL - LIGA DAS NAÇÕES	FRANÇA X PORTUGAL	23,8	42,8	2.250,4
3	14-10-2020	RTP1	FUTEBOL - LIGA DAS NAÇÕES	PORTUGAL X SUECIA	22,9	40,5	2.163,9
4	23-12-2020	RTP1	FUTEBOL - SUPERTAÇA CANDIDO DE OLIVEIRA	FC PORTO X BENFICA	22,0	39,2	2.086,3
5	01-08-2020	RTP1	FUTEBOL - TAÇA DE PORTUGAL PLACARD: FINAL	BENFICA X FC PORTO	20,3	42,4	1.926,4
6	01-12-2020	TVI	LIGA DOS CAMPEOES	FC PORTO X MANCHESTER CITY	20,2	33,1	1.913,1
7	07-10-2020	RTP1	FUTEBOL - JOGO PARTICULAR SELEÇÃO NACIONAL	PORTUGAL X ESPANHA	19,9	38,3	1.886,0
8	26-04-2020	SIC	ISTO E GOZAR COM QUEM TRABALHA		19,8	30,6	1.874,3
9	26-11-2020	SIC	FUTEBOL - LIGA EUROPA	RANGERS X BENFICA	19,7	34,1	1.860,3
10	27-02-2020	SIC	FUTEBOL - LIGA EUROPA	BENFICA X SHAKHTAR DONETSK	19,6	36,6	1.854,2
11	08-09-2020	RTP1	FUTEBOL - LIGA DAS NAÇÕES	SUECIA X PORTUGAL	19,4	38,8	1.840,5
12	23-08-2020	TVI	LIGA DOS CAMPEOES: FINAL	PARIS SG X BAYERN MUNIQUE	19,2	39,1	1.815,1
13	22-03-2020	SIC	JORNAL DA NOITE		18,5	29,3	1.752,9
14	21-10-2020	TVI	LIGA DOS CAMPEOES	MANCHESTER CITY X FC PORTO	18,4	33,8	1.744,1
15	29-10-2020	SIC	FUTEBOL - LIGA EUROPA	BENFICA X STANDARD LIEGE	18,3	32,9	1.733,5
16	03-12-2020	SIC	FUTEBOL - LIGA EUROPA	BENFICA X LECH POZNAN	18,2	32,6	1.725,7
17	11-11-2020	RTP1	FUTEBOL - JOGO PARTICULAR	PORTUGAL X ANDORRA	18,2	33,0	1.719,3
18	23-04-2020	SIC	NAZARE	ESPECIAL	17,7	28,9	1.673,4
19	26-04-2020	SIC	QUEM QUER NAMORAR COM O AGRICULTOR? III		17,1	28,5	1.620,3
20	25-11-2020	TVI	LIGA DOS CAMPEOES	MARSELHA X FC PORTO	17,0	29,5	1.606,8

In December, Jornal da Noite was, once again, the most watched news show, from Monday to Sunday, ending up leading in the generalist channels' universe. Another highlight goes to Primeiro Jornal, which ended the month leading, in the generalist channels' universe, from Monday to Sunday.

Regarding fiction, "Nazaré" should be highlighted, being the most watched soap opera in Portugal in 2020 and having, in December, an average audience of 1 260 600 viewers. The soap operas Terra Brava, Golpe de Sorte, Totalmente Demais and Viver a Vida have lead as well.

The show Isto é Gozar Com Quem Trabalha 2ª vaga, hosted by Ricardo Araújo Pereira, ended the month leading, just like Terra Nossa, hosted by César Mourão.

In the morning schedule (between 8 a.m. and 2 p.m.), SIC kept its leadership, in December, with the shows Casa Feliz, Olhó Baião! and Domingão.

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



SIC NOTÍCIAS LEADS 2020 AND BREAKS AN 8-YEAR RECORD

In 2020, SIC Notícias kept being the Portuguese people's choice when it comes to searching for quality and accurate information, and ended the year with a share of 2,2%, rising 0,4 p.p. in comparison to 2019, and conquering its best result ever in share since there is a GfK panel (March 2012).

SIC Mulher ended 2020 with a share of 0,7%, SIC K with 0,4% and rose 0,1 p.p. in comparison to 2019, SIC Radical ended with a share of 0,2% and SIC Caras with 0,2% as well.