



2 years of leadership

SIC LEADS 2021 AND IS THE CHANNEL THAT GROWS THE MOST IN JANUARY

- SIC completes two consecutive years of leadership;
- The station led the audiences in January, with a share of 19,0%, against TVI's 16,8% and RTP1's 11,4%;
- Compared to December 2020, SIC is the channel the grows the most in the daily total and the only one that rises in prime time. In the daily total, SIC rises 0,7 p.p., TVI gets down 0,1 p.p. and RTP1 gets down 1,1 p.p.. Regarding prime time, SIC rises 2,0 p.p., TVI gets down 0,3 p.p. and RTP1 gets down 1,1 p.p.;
- SIC was able to increase the leadership against TVI from 1,4 p.p. to 2,2 p.p.;
- Amor, Amor is the most watched soap opera;
- Primeiro Jornal and Jornal da Noite increase the leadership;
- In the month that marked its 20 years of existence and leadership, SIC Notícias kept being the choice of the Portuguese people.

IMPRESA's station ended January leading with a share of 19,0%, against TVI's 16,8% and RTP1's 11,4%. It was the only one of these 3 channels to have grown in the audiences in January, besides having increased its distance against the second place to 2,2 p.p.. With this result, SIC sums 24 consecutive months of leadership.

Furthermore, SIC ruled all the shows in the list of the 10 most watched shows in January. Taça da Liga, Debates das Presidenciais 2021, A Máscara, Isto é Gozar Com Quem Trabalha 3ª Dose, Amor, Amor and Jornal da Noite are highlighted.

Top 10 - MELHORES PROGRAMAS - janeiro 2021 - Live + Vosdal

	Data	Canal	Descrição	Descrição 2	rat%	shr%	rat#
1	20-01-2021	SIC	FUTEBOL - ALLIANZ CUP: FINAL FOUR	SP. BRAGA X BENFICA	22,5	36,7	2132,0
2	23-01-2021	SIC	FUTEBOL - ALLIANZ CUP: FINAL FOUR (FINAL)	SPORTING X SP. BRAGA	21,6	33,6	2040,2
3	19-01-2021	SIC	FUTEBOL - ALLIANZ CUP: FINAL FOUR	SPORTING X FC PORTO	20,8	34,5	1968,6
4	06-01-2021	SIC	PRESIDENCIAIS 2021: DEBATES	ANDRE VENTURA/MARCELO REBELO DE SOUSA	19,4	32,1	1834,0
5	02-01-2021	SIC	A MASCARA	ESPECIAL	17,2	29,3	1632,4
6	07-01-2021	SIC	PRESIDENCIAIS 2021: DEBATES	ANDRE VENTURA/MARISA MATIAS	16,6	28,2	1568,1
7	31-01-2021	SIC	ISTO E GOZAR COM QUEM TRABALHA - 3ª DOSE:	ESPECIAL MARCELO REBELO DE SOUSA	16,1	27,0	1525,7
8	04-01-2021	SIC	AMOR, AMOR		15,4	27,5	1457,5
9	10-01-2021	SIC	JORNAL DA NOITE		15,2	24,3	1436,8
10	08-01-2021	SIC	NAZARE	2ª TEMPORADA	15,2	28,9	1435,5



In January, Jornal da Noite was, once more, the most watched information show, from Monday to Sunday, having ended 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 existing items throughout the week, such as Opinião de Luís Marques Mendes, Grande Reportagem or Polígrafo SIC, leaders on schedule in the generalist channels' universe.

In the Presidential debates, the preference was for SIC. The Portuguese people also chose SIC's information to know the results of the Presidential elections.

Primeiro Jornal, besides ending the month leading the generalist channels' universe from Monday to Sunday, got to rise the audiences to a share of 25,7%.

Regarding fiction, Amor, Amor should be highlighted, being the most watched soap opera in Portugal in 2021 and substituting, successfully, Nazaré. The soap operas Terra Brava, Golpe de Sorte, Totalmente Demais and Viver a Vida lead as well and Eta Mundo Bom has been conquering audiences in January.

In the first day of the year, SIC premiered its new prime time show, airing on Saturdays and Sundays – A Máscara –, that ended the month leading the generalist channels' universe.

On Saturday's prime time, the show Patrões Fora ended the month leading, as well, the generalist channels' universe. On Sunday's prime time, the show hosted by Ricardo Araújo Pereira – Isto é Gozar Com Quem Trabalha 3ª dose – was the preference of the Portuguese population.

Júlia invencible

Regarding the morning schedule (between 8 a.m. and 2 p.m.), SIC keeps the leadership in January. In the afternoon schedule (between 2 p.m. and 8 p.m.), SIC keeps the leadership as well. The performance of Júlia Pinheiro's show should be highlighted, having kept the leadership on business days.



SIC NOTÍCIAS LEADS IN JANUARY

In January, date that marks its 20th anniversary, SIC Notícias kept being the Portuguese people's choice when it comes to looking for modern and independent information, having ended the month with a share of 2,5%, rising 0,4 p.p. against December and having been the channel from the subscription channels' universe that has grown the most from one month to the other.

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%.