



It grows in September and has been leading for 20 months **SIC IS THE MOST WATCHED CHANNEL IN PORTUGAL**

- In September, SIC keeps being the most watched channel of the Portuguese television, with a share of 19,8% and at a distance of 3,1 p.p. from TVI; it has grown in audiences in comparison to August and in comparison to September of the previous year
- SIC Notícias keeps being the most watched news channel by the Portuguese people and ends the month with a share of 1,8%;
- SIC has been leading for the last 20 consecutive months and is leading 2020 with a share of 20,2%;

In September, SIC kept being the most watched channel in Portugal. IMPRESA's network ended the month leading with a share of 19,8%, against TVI's 16,7% and RTP1's 11,6%, rising 0,3 p.p. in comparison to August and 0,7 p.p. in comparison to September 2019.

SIC has been leading for the last 20 consecutive months and is leading 2020 with a share of 20,2%, against TVI's 14,6% and RTP1's 11,8%.

This leadership keeps being extended to the commercial targets. In the A/B C D 15/54 target, SIC led, in September, in the generalist channels' universe, with a share of 17,0%, against TVI's 12,1% and RTP1's 6,1%. In the A/B C D 25/54 target, SIC led, in September, in the generalist channels' universe, with a share of 17,0%, against TVI's 12,2% and RTP1's 6,3%.

In September, Jornal da Noite was, once more, the most watched news show, from Monday to Sunday, ending the month leading in 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 or Reportagens SIC, leaders in the schedule. In the generalist channels' universe, the return of the item Polígrafo should be highlighted, along with the premiere of the item 15|25, that ended the month leading the generalist channels' universe. Another highlight goes to Primeiro Jornal, which ended the month leading, in the generalist channels' universe, from Monday to Sunday.

SIC kept, in September, its extraordinary performance during prime time and ended the month leading with a share of 24,5%, against TVI's 20,2% and RTP1's 12,4%. To SIC's leadership during prime time has contributed the excellent performance of the several fiction products that the channel airs during prime time – Nazaré, Terra



Brava, SIC's most recent debut *Golpe de Sorte IV*, and the soap opera *Globo Totalmente Demais*.

Season 2 of *Nazaré* ended the month leading, in the generalist channels' universe, with a share of 26,4% de share and 13,8% of average audience, which corresponds to 1 305 800 viewers. The soap opera *Terra Brava* ended the month leading, in the generalist channels' universe, with a share of 27,0% and 11,3% of average audience, which corresponds to 1 071 800 viewers. SIC's most recent fiction debut – *Golpe de Sorte IV* – ended the month leading, in the generalist channels' universe, with a share of 23,6%.

The return of the show *Isto é Gozar Com Quem Trabalha 2ª vaga*, hosted by Ricardo Araújo Pereira, on Sunday's prime time, ended the month leading, in the television total, with a share of 28,9% and 16,3% of average audience, which corresponds to 1 538 500 viewers, having been the most watched entertainment show of the Portuguese television in September.

Still on Sunday's prime time, the show *O Noivo é Que Sabe* ended the month leading, in the generalist channels' universe, with a share of 24,9% and 9,2% of average audience, which corresponds to 868 800 viewers.

The daily episodes of the show *O Noivo é Que Sabe*, which airs on business days at 7 p.m., ended the month with a share of 19,2% and 7,9% of average audience, which corresponds to 747 900 viewers, and leading, in the generalist channels' universe, in both the commercial targets – A/B C D 15/54 and A/B C D 25/54.

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 27.0% and 13,2% of average audience, which corresponds to 1 251 500 viewers.

On the morning schedule (between 8 a.m. and 2 p.m.), SIC keeps its leadership and ends the month with a share of 18,4%. The show *Casa Feliz* ended the month with a share of 18,3% and 3,6% of average audience, which corresponds to 341 200 viewers, and rising 0,9 p.p. in comparison to August.

On the afternoon schedule (between 2 p.m. and 8 p.m.), SIC kept its leadership and ended the month with a share of 18,3%. 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. To the good performance of SIC's afternoons in September have contributed as well, on business days, the show *Linha Aberta* and the soap operas *Rainha das Flores*, *Amor à Vida* and *Éta Mundo Bom!*, that ended the month leading, in the generalist channels' universe, in both the universe and the commercial targets.



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

	September 2020		August 2020		Year of 2020	
	Universe	ABCD25-54	Universe	ABCD25-54	Universe	ABCD25-54
RTP1	11,6	6,3	11,2	6,1	11,8	6,5
RTP Others*	2,7	2,3	2,7	2,2	2,9	2,4
SIC	19,8	17,0	19,5	16,2	20,2	18,0
TVI	16,7	12,2	15,6	11,4	14,6	10,2
TV Subscription	35,8	44,4	37,8	46,8	37,3	45,0
Others	13,3	17,8	13,2	17,3	13,2	17,9

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

Source: GfK/CAEM data

SIC's group of channel ends the month leading with a share of 23,3%, against 19,6% of TVI's universe and 15,1% of RTP's universe.

SIC NOTÍCIAS KEEPS BEING THE MOST WATCHED NEWS CHANNEL BY THE PORTUGUESE POPULATION

In September, SIC Notícias keeps being the Portuguese population's choice when it comes to searching for quality and rigorous information. SIC Notícias ended the month with a share of 1.8%.

SIC Mulher ended the month with a share of 0.7%, SIC K with a share of 0.5%, SIC Radical with a share of 0.3%, and SIC Caras ended September with a share of 0.2%.