



4 years of leadership

SIC BEGINS 2023 LEADING

- SIC completes four consecutive years of leadership;
- In January, SIC is the most watched channel on Portuguese television, with 16.4% share, against 14.9% of TVI and 11.6% of RTP1, and increases the distance to TVI to 1.5 p.p.;
- SIC's leadership was transversal to all hourly periods of the day, leading in January in the mornings, afternoons, prime time and late night, and every day of the week;
- The 4 most watched programs on Portuguese television in January were on SIC: the final of the League Cup between Sporting and Porto, Isto é Gozar Com Quem Trabalha, Vale Tudo and Jornal da Noite;
- Jornal da Noite and all its items, such as Polígrafo SIC, Guerra Fria, Opinião de Luís Marques Mendes, Essencial and Grande Reportagem ended the month leading, as did Primeiro Jornal;
- SIC's latest national fiction bet, Flor Sem Tempo, premiered in January leading and the soap operas Sangue Oculto and Por Ti were also leaders in January in the weekday prime time;
- SIC's leadership was, once again, extended to the commercial targets - A/B C D 15/54 and A/B C D 25/54;
- SIC's thematic channels (SIC Notícias, SIC Mulher, SIC Radical, SIC Caras and SIC K) ended the month of January with a 3.9% share, up 0.7 p.p. in relation to January 2022;
- SIC Notícias ended with a 2.2% share, up 0.2 p.p. in relation to the same month in 2022;
- SIC Mulher ended the month of January as the 9th most watched channel in the universe of subscription channels, with a 1.1% share, the best result ever in the GfK panel (since March 2012).

IMPRESA's station completes 4 consecutive years of leadership and enters 2023 leading with 16.4% share, against 14.9% share for TVI and 11.6% share for RTP1 and increases the distance to TVI to 1.5 p.p..

In January, Jornal da Noite was, once again, the most watched news programme on Portuguese television, ending up leading in the universe of generalist channels.

The good performance of the existing rubrics throughout the week, such as Polígrafo SIC, Guerra Fria, Opinião de Luís Marques Mendes, Essencial or Grande Reportagem contributed to this leadership.



Highlight also to Primeiro Jornal which, once again, ended the month systematically leading from Monday to Sunday.

In prime time (between 8 pm and midnight), SIC ended January leading with 19.3% share and was the only one of the 3 generalist channels to rise in relation to the previous month.

Isto é Gozar com Quem Trabalha and Vale Tudo were the most watched entertainment programmes on Portuguese television in January and ended the month leading. Flor Sem Tempo, SIC's most recent bet on national fiction, premiered in January leading, and Sangue Oculto and Por Ti also ended the month leading in the weekday prime time.

SIC leads in day time

In January, SIC remained unbeatable in day time. In the morning slot (between 8am and 2pm), SIC ended the month of January leading with a 17.0% share and up 0.3 p.p. in relation to the previous month. In the afternoon slot (between 2 pm and 8 pm), SIC also ended the month leading with a 15.4% share.

SIC Thematic Channels

The set of SIC thematic channels (SIC Notícias, SIC Mulher, SIC Radical, SIC Caras and SIC K) ended the month of January with a 3.9% share, up 0.7 p.p. in relation to January 2022.

SIC Notícias ended the month of January with a 2.2% share, up 0.2 p.p. in relation to the same month in 2022.

SIC Notícias is the leading information channel in the target composed of the highest classes and most active public (ABC 25/54); in January, it led with 3.9% share, up 0.2 p.p. in relation to the previous month and 0.8 p.p. in relation to the same month in the previous year.

SIC Mulher ended the month of January as the 9th most viewed channel in the universe of subscription channels, with a 1.1% share, the best result ever in the GfK panel (since March 2012).