



27 months of leadership

SIC IS THE MOST WATCHED CHANNEL AND THE ONLY ONE GROWING IN APRIL

- In April, SIC keeps being the most watched channel, with a share of 20,2%, rising 0,7 p.p. in comparison to March. It is the only generalist channel growing in April
- In comparison to March, SIC is the only generalist channel that grows in both the daily total and the prime time. In the daily total, SIC rises 0,7 p.p., TVI falls 0,3 p.p. and RTP1 falls 0,6 p.p.; regarding the prime time, SIC rises 0,2 p.p., TVI falls 0,2 p.p. and RTP1 falls 1,6 p.p.
- SIC increases its distance from TVI from 1,7 p.p., in March, to 2,7 p.p. in April
- Isto é Gozar Com Quem Trabalha and Hell's Kitchen were the most watched shows of the Portuguese television in April
- SIC leads the prime time with Jornal da Noite, Amor, Amor, A Serra and Tempo de Amar
- Jornal da Noite is the most watched news show in April, rising in comparison to March
- Casa Feliz keeps the leadership in April, rising in comparison to March, and SIC is the channel that grows the most in the mornings
- Júlia retakes the lead and SIC is the channel that grows the most in the afternoons
- SIC leads in April once more in the programme that gives access to the prime time, with the soap opera Éta Mundo Bom!
- SIC Notícias keeps being the most watched news channel by the Portuguese people and ends the month with a share of 2,0%, growing in comparison to March

IMPRESA's station ended April leading with a share of 20,2%, against TVI's 17,5% and RTP1's 11,1% and is the only generalist channel that grows in comparison to March (0,7 p.p. more). SIC increases the distance from TVI from 1,7 p.p., in March, to 2,7 p.p. in April.

In April, Jornal da Noite was, once more, the most watched news channel, 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 several items that aired throughout the week, such as Opinião de Luís Marques Mendes, Grande Reportagem or Polígrafo SIC, leaders in the schedule, in the generalist channels' universe. The premiere of Conceição Lino's new item – Essencial – should be highlighted as well, having ended the month leading in the generalist channels' universe. Primeiro Jornal, that, once more, led, in



April, consistently from Monday to Sunday, ended the month leading in the television total at a distance of 9.4 p.p. from TVI.

In fiction, the soap operas Amor Amor, A Serra, Tempo de Amar, Viver a Vida and Etã Mundo Bom! ended the month leading as well.

Regarding Sunday's prime time, in April, the shows Isto é Gozar Com Quem Trabalha 3ª dose and Hell's Kitchen were the most watched entertainment shows of the month. Chef Ljubomir Stanisic's show – Hell's Kitchen – ended the month leading in the television total with a share of 26,3%. The show hosted by Ricardo Araújo Pereira – Isto é Gozar Com Quem Trabalha 3ª dose – ended the month leading in the generalist channels' universe.

SIC IS THE CHANNEL THAT GROWS THE MOST IN THE MORNINGS AND AFTERNOONS

In the morning schedule (between 8 a.m. and 2 p.m.), SIC keeps the leadership in April, with a share of 20,9%. It is the channel that grows the most in comparison to March and the show Casa Feliz keeps the leadership in the mornings on business days. In the afternoon schedule (between 2 p.m. and 8 p.m.), SIC keeps the leadership with a share of 19,7% and is the channel that grows the most in comparison to March. The performance of Júlia Pinheiro's show should be highlighted, having recovered the leadership on business days.

SIC NOTÍCIAS LEADS IN APRIL

In April, SIC Notícias keeps being the Portuguese people's choice when it comes to looking for accurate and quality information. SIC Notícias ended the month with a share of 2.0%, rising 0,2 p.p. in comparison to March. The channel has been leading for the last 31 consecutive months.

SIC Mulher ended the month with a share of 0,7%, SIC Radical with a share of 0,3%, increasing 0,1 p.p. in comparison to March, SIC K ended with a share of 0,2% and SIC Caras with a share of 0,2% as well.