

Audiences

SIC IS THE MOST WATCHED CHANNEL IN AUGUST AND COMPLETES SIX CONSECUTIVE MONTHS OF LEADERSHIP

- Leadership was consistent across mornings, afternoons, and prime time
- SIC has the most viewed information and soap operas
- Primeiro Jornal and Jornal da Noite lead from Monday to Sunday
- SIC Notícias continues to grow in 2025
- SIC and SIC Notícias are leaders in the commercial target in 2025

SIC won over viewers once again in August, completing six consecutive months of leadership. IMPRESA's station ended August with a 13.4% share, with 304,200 television viewers, a higher number than the competition. In the accumulated total for 2025, SIC is also the audience leader with a 14.3% share, against TVI's 14.2% and RTP1's 10.7%.

In terms of time periods, SIC, in August, maintained its leadership in the mornings (between 8:00 a.m. and 2:00 p.m.), in the afternoons (between 2:00 p.m. and 8:00 p.m.), and in prime time (between 8:00 p.m. and midnight), and was the only one of the three generalist channels to increase its share compared to the same month in 2024 during the afternoon time slot.

SIC maintained its leadership in the commercial target audience in 2025 - A/B C D 25/64 -, with an 11.5% share.

IMPRESA's station continues to have the most watched programs in different genres: news, with Jornal da Noite; the most watched soap operas, A Promessa and A Herança.

SIC maintained its leadership in total information, with Primeiro Jornal and Jornal da Noite leading from Monday to Sunday. For the excellent performance of Jornal da Noite contributed to the different items throughout the month: A Minha Rua, Água Doce, Aqui

Há Historia, Cafés Históricos, Cartaz, Casos de Polícia, É Verão, Fábrica de Crimes, Faróis de Portugal, Guerra Fria, Ilhas do Mediterrâneo, Internacional SIC, Mais Mundo, Pé na Areia and Reportagem Especial.

In addition to the formats already mentioned, other programs were the most watched in their time slots: Mãe, Amor Eterno, O Outro Lado do Paraíso, A Dona do Pedaço, Alô Portugal, Nosso Mundo, Alta Definição, Terra Nossa, Vida Selvagem and Fama Show.

In June, SIC reached 3,436,000 viewers daily. All of SIC's channels combined reached 4.5 million viewers daily.

SIC NOTÍCIAS GROWS MORE THAN 11% IN AUGUST

SIC's set of thematic channels (SIC Notícias, SIC Mulher, SIC Radical, SIC Caras, SIC K and SIC Novelas) ended the month with a 4.1% share.

SIC Notícias ended August with a 2.0% share, representing growth of 11.1% compared to the same period last year and 17.6% compared to the beginning of 2025, with a total coverage of 6,730,700 people. Year-to-date, SIC Notícias has a 2.1% share, compared to CNN's 2.6%, News Now's 1.5% and RTP3's 0.8%, and rising 5% compared to 2024. In 2025, SIC Notícias is the leader in the ABC 25/64 target audience, with a 3.2% share (against CNN's 2.9%, News Now's 1.6% and RTP3's 1.3%), strengthening its position among the upper classes and the most active audience, recording an increase compared to 2024 (+3.2%).

SIC Mulher ended the month with a 1.0% share, SIC Caras and SIC Novelas with 0.3%, and SIC Radical and SIC K with 0.2%.

Once again, the highlight is Opto, that achieved its third-best month ever. The content that contributed most was: A Herança, A Promessa, Casados à Primeira Vista: Segundas Núpcias, Lua Vermelha and Nazaré.

