



## Viewership

# **SIC News Was the Most Watched in 2025 And *A Promessa* Was the Most Watched Soap Opera**

- 4.6 million people watched SIC channels daily in 2025
- *A Promessa*, *A Herança* and *Vitória* were the most watched soap operas in their time slots
- SIC's morning and prime time slots were the most watched in 2025-
- SIC Notícias is the leader in the commercial target audience
- Opto had its best year ever

In 2025, 4.6 million viewers tuned in to SIC channels every day. Every day, 3.5 million people watched SIC, and 2.6 million watched SIC Notícias, SIC Radical, SIC Mulher, SIC Caras, SIC K, and SIC Novelas. SIC ended the year with a 14.1% share.

In terms of time slots, SIC was the most watched channel in the mornings and in prime time.

SIC remained the most watched channel in terms of total information, with *Primeiro Jornal* and *Jornal da Noite* leading the way. The strong performance of *Jornal da Noite* was driven by the excellent results of its regular weekly segments, such as *Contas Poupança*, *Futuro Hoje*, *Essencial*, *Guerra Fria*, *Grande Reportagem*, *Jogos de Poder*, *Reportagem Especial*, *Investigação SIC* and *Polígrafo SIC*.

During weekday prime time, *A Promessa*, *A Herança*, and *Vitória* were the most watched soap operas in their time slots. During weekend prime time, the ninth season of *Terra Nossa* with César Mourão and *Isto é Gozar Com Quem Trabalha* with Ricardo Araújo Pereira, ended 2025 as audience leaders.

The SIC thematic channel group (SIC Notícias, SIC Mulher, SIC Radical, SIC Caras, SIC K, and SIC Novelas) ended the year with a 4.4% share, up compared to 2024. SIC Notícias closed the year with a 2.1% share, an increase year on year, and was the most watched news channel in late night. It remains the leading news channel among the target composed of higher socio-economic classes and a more active audience (ABC 25–64), also up compared to 2024.

SIC Mulher ended the year with a 1.2% share, SIC Novelas and SIC Caras with a 0.3% share, and SIC Radical and SIC K with a 0.2% share.



Opto achieved its best year ever in 2025. The content that contributed most were: A Herança, A Promessa, Vitória, Senhora do Mar e Casados à Primeira Vista.

In 2025, SIC also made a strategic move by introducing a new prime time advertising model, with short commercial breaks (up to 2 minutes) on “Jornal da Noite”, maximized to generate greater impact for advertisers' content by capturing moments of peak viewer attention. The short breaks regularly reached more than 1.2 million viewers, something that no other medium allows, combined with improved attention, as proven by Mediaprobe studies.