



Audiences

SIC LEADS FOR 43 MONTHS

- SIC has been leader for 43 months, and in the accumulated year 2022 leads with 16.9% share;
- SIC remains, in August, as the most watched channel on Portuguese television, with 15.1% share, against 13.8% for TVI and 10.3% for RTP1;
- SIC ends August leading on every day of the week;
- SIC's leadership was transversal to all hourly periods of the day, leading in August in the mornings, afternoons, prime time, and late night;
- SIC's leadership was, once again, extended to the commercial targets - A/B C D 15/54 and A/B C D 25/54;
- Jornal da Noite was the most watched news program on Portuguese television in August;
- Cantor ou Impostor was the most watched entertainment program in August;
- A Generala, an OPTO/SIC original, was the Portuguese series with the best market share in August;
- SIC Notícias ended August with a 2.2% share.

IMPRESA's station ended August leading with 15.1% share against TVI's 13.8% share and RTP1's 10.3% share.

SIC has led for 43 consecutive months and will lead in 2022 with 16.9% share against TVI's 15.9% share and RTP1's 10.7% share.

In August, Jornal da Noite was the most watched news program on Portuguese television and finished leading in the universe of generalist channels.

The good results of the existing rubrics throughout the week, such as Opinião de Luís Marques Mendes, Reportagem Especial and Investigação SIC, leaders in the generalist channels universe, contributed in a very positive way to the good performance of Jornal da Noite. Highlight also goes to the return of the item Olhá Festa, which travelled the country during August, and ended up leading in the universe of the generalist channels. Primeiro Jornal, once again, ended the month systematically leading from Monday to Sunday.

In prime time (between 8 p.m. and midnight), SIC ended August leading with 17.7% share. Special highlight for Cantor ou Impostor that ended up leading and was the most watched entertainment program of the month.



SIC leads in the morning and afternoon

In the morning slot (between 8 a.m. and 2 p.m.), SIC ended the month leading with 16.4% share, and in the afternoon slot (between 2 p.m. and 8 p.m.), SIC also ended the month leading with 14.6% share.

SIC Theme Channels

In August, SIC Notícias ended the month with 2.2% share.

SIC Mulher ended the month with 0.7% share, SIC Radical ended with 0.4%, SIC Caras ended with 0.3% and SIC K ended with 0.2% share.