



Audiences

SIC CELEBRATES 31 MONTHS OF LEADERSHIP

- SIC keeps being, in August, the most watched channel, with a share of 19,0%;
- SIC leads prime time with *Jornal da Noite*, *Amor, Amor, A Serra* and *Tempo de Amar* and is the generalist channel that grows the most in comparison to July;
- *Jornal da Noite* is the most watched news show in August and rises in comparison to July;
- SIC leads Sunday's prime time and the 7 p.m. schedule on business days, with season 4 of *Quem Quer Namorar com o Agricultor?*, which was the most watched entertainment show of the Portuguese television in August;
- *Casa Feliz* and *Júlia* keep their leadership in August;
- SIC Notícias keeps being the most watched news channel by the Portuguese people and ends the month with a share of 2,1%;

IMPRESA's station ended the month leading with a share of 19,0%, against TVI's 16,4% and RTP1's 9,9%. It is a leadership of 31 consecutive months.

In August, *Jornal da Noite* was, once more, the most watched news show, from Monday to Sunday, leading the generalist channels' universe and rising in comparison to July.

To the good performance of *Jornal da Noite* have contributed, in a very positive way, the good results of the existing items throughout the week, such as *Opinião de Luís Marques Mendes* or *Reportagem Especial*, leaders in the schedule, in the generalist channels' universe. The return of the item *Olhá Festa*, that toured the country during the month of August, should be highlighted as well, having ended the month leading the generalist channels' universe. *Primeiro Jornal* ended the month leading in a systematic way from Monday to Sunday once again.

Regarding fiction, the soap operas *Amor, Amor, A Serra*, *Tempo de Amar*, *Viver a Vida* and *Orgulho & Paixão*, ended the month leading the generalist channels' universe.

The 4th season of *Quem Quer Namorar com o Agricultor?* was the most watched entertainment show of the Portuguese television in August and ended the month leading the generalist channels' universe in both Sunday's prime time show and the daily show, from Monday to Friday at 7 p.m.



CASA FELIZ AND JÚLIA KEEP THEIR LEADERSHIP

In the morning schedule (between 8 a.m. and 2 p.m.), SIC, ended August leading with a share of 19,1%, and the show Casa Feliz kept the leadership in the mornings on business days. In the afternoon schedule (between 2 p.m. and 8 p.m.), SIC led with a share of 17,9% and Júlia Pinheiro's show kept the leadership in the afternoons on business days.

SIC NOTÍCIAS LEADS IN AUGUST

In August, SIC Notícias keeps being the Portuguese people choice when it comes to selecting accurate and quality information. SIC Notícias ended the month with a share of 2.1% and has been leading for the last 35 consecutive months.

SIC Mulher ended the month with a share of 0.8%, rising 0.1 p.p. in comparison to July, SIC K with a share of 0,5%, rising 0.1 p.p. in comparison to July as well, SIC Radical with a share of 0.3% and SIC Caras with a share of 0.2%.