



RELEASE AUDIENCES FEBRUARY

In February 2024, SIC rose compared to the previous month. Nevertheless, after 60 consecutive months in the first place, this month SIC did not reach the lead, and congratulates TVI for that. Competition is key for us to do more and do better.

To this result, highlight for the daily special editions of "Isto é Gozar Com Quem Trabalha", whose premiere is the most watched entertainment show of the month. Also noteworthy is the excellent performance of information, with Primeiro Jornal and the several items existing throughout the week on Jornal da Noite, such as A Opinião de Marques Mendes, Guerra Fria, Polígrafo SIC, Grande Reportagem, Reportagem Especial and the debates for the Legislative elections 2024.

Furthermore, A Máscara, Linha Aberta, Alô Marco Paulo, Nosso Mundo, Alta Definição, Vida Selvagem, Casa Feliz, Júlia, Senhora do Mar, Fama Show, Terra Nossa, Domingão and Flor Sem Tempo were the entertainment shows that contributed the most for SIC's good results in February.

Therefore, SIC thanks the 3.9 million viewers that watched SIC daily in February. Our professionals will continue working tirelessly to deserve this trust and are proud of the unique relationship that establish with the audience, and that will be strengthened during 2024.

Regarding the thematic channels, SIC Notícias ended the month with a 2.0% share, rising 0.1 p.p. in comparison to the previous month. SIC Notícias' distance from its main competitor, of only 0.1 p.p., is the shortest since January 2022 (before the war in Ukraine). SIC Notícias is the leading information channel in the target composed by the higher classes and most active audience (ABC 25/64); in February, it led with a 3.1% share.



SIC's thematic channels were, within the Portuguese channel groups, the most watched in February. Every day, more than 2.5 million viewers watched SIC Notícias, SIC Radical, SIC Mulher, SIC Caras and SIC K. SIC's set of thematic channels ended the month with a 3.6% share, rising 0.1 p.p. in comparison to the previous month.