



5 years of leadership

SIC ENTERS 2024 LEADING

- SIC completes 60 consecutive months of leadership;
- In January, SIC is the most watched channel of the Portuguese television, with a 15.0% share, against TVI's 14.7% and RTP1's 11.5%, and rises compared to December;
- In January, have had daily contact with SIC around 3.8 million viewers;
- SIC's leadership was transversal to practically all the time periods of the day, leading in January in the mornings, afternoons, and prime time;
- Benfica and Sporting matches broadcast in SIC for Taça da Liga were the most watched programs on Portuguese television in January;
- Isto é Gozar Com Quem Trabalha and A Máscara were the most watched entertainment programs of the month and Jornal da Noite was the most watched news program;
- Jornal da Noite and its items, such as Opinião de Marques Mendes, Guerra Fria, Grande Reportagem and Reportagem Especial ended the month in the lead, as did Primeiro Jornal;
- SIC's leadership once again extended to commercial targets - A/B C D 15/54 and A/B C D 25/64 - and was the channel that rose the most compared to December;
- SIC's set of thematic channels (SIC Notícias, SIC Mulher, SIC Radical, SIC Caras and SIC K) ended the month with a 3.5% share, and SIC Notícias ended with a 1.9% share.

IMPRESA's station completes 60 consecutive months of leadership and ends January leading with a 15.0% share, against TVI's 14.7% and RTP's 11.5%, and rises compared to December.

In January, Jornal da Noite was once again the Portuguese television's most-watched news program, ending up leading the generalist channel universe.

To the leadership has contributed, once again, the good performance of existing items throughout the week, such as Opinião de Marques Mendes, Guerra Fria, Grande Reportagem and Reportagem Especial. Also noteworthy are the items Admirável Mundo Novo and Essencial, that have returned to Jornal da Noite in January, and ended up leading the universe of 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 January leading with a 16.8% share and was the channel that rose the most compared to the previous month. Highlight for Isto é Gozar com Quem and A Máscara, which were the most watched entertainment programs on Portuguese television.

In January, SIC led again in daytime. In the morning (between 8 a.m. and 2 p.m.), SIC ended the month leading with a 16.7% share, and up on December. In the afternoon (between 2 p.m. and 8 p.m.), SIC also ended the month leading with a 14.5% share, up on the previous month.

SIC's thematic channels

SIC's set of thematic channels (SIC Notícias, SIC Mulher, SIC Radical, SIC Caras and SIC K) ended January with a 3.5% share.

SIC Notícias ended the month with a 1.9% share and remains the leading information channel in the target group made up of the upper classes and more active audiences (ABC 25/64); in January it led with a 3.1% share, up 0.1 p.p. compared to December.

Also noteworthy is SIC Mulher, that ended the month with a 1.0% share, up 0.2 p.p. on the previous month.