



Audience

SIC IS THE MOST WATCHED CHANNEL AND SIC NOTÍCIAS HAS THE BEST FEBRUARY IN ITS HISTORY

- It is also the most watched channel in the year to date
- Páginas da Vida and Vitória are the most watched soap operas and A Herança maintains its lead in its time slot
- Jornal da Noite and Primeiro Jornal lead on every day of the week
- SIC is the most watched channel in the mornings, weekday afternoons, and prime time

SIC ended February as the audience leader, after already achieving the highest consolidated audience figures in January. SIC closed February in the lead with a 13.9% share, compared to 13.6% for TVI and 10.4% for RTP1. It is the only generalist channel to have increased its share compared to the same month in 2025 (+0.2 p.p.).

SIC is also leading in the annual average with a 13.9% share. SIC's leadership was consistent across practically all time slots of the day: mornings, weekday afternoons, and prime time.

Páginas da Vida and Vitória are the most watched soap operas, and A Herança maintains its lead in the time slot, with SIC's new soap opera also performing well on its premiere.

In February, SIC maintained its leadership in total news coverage, with Primeiro Jornal and Jornal da Noite leading from Monday to Sunday. The different programs throughout the month contributed to the good performance of news: Admirável Mundo Novo, Cartaz, Casos de Polícia, Contas Poupança, Essencial, Futuro Hoje, Grande Reportagem, Guerra Fria, Internacional SIC, Investigação SIC, Jogos de Poder, Reportagem Especial, SIC Verifica, and Sobre Rodas. SIC led the election night among generalist channels, with an average share of 12.8% and 620,200 viewers. SIC's broadcast reached more than 2.8 million people.



In addition to these programs, SIC ended up leading with: Amor Eterno, Êta Mundo Melhor! and A Dona do Pedaço, Monday through Friday; Alô Portugal, Nosso Mundo and Alta Definição on Saturdays; Vida Selvagem on Sundays.

SIC reached 3.4 million viewers daily and SIC channels as a whole reached 4.6 million viewers.

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The SIC thematic channel group (SIC Notícias, SIC Mulher, SIC Radical, SIC Caras, SIC K, and SIC Novelas) ended the month with a 4.6% share, up 0.1 p.p. compared to the same month in 2025.

SIC Notícias had the best February in its history and achieved its fourth-best result ever in 25 years, only behind March 2020, when the pandemic began, March 2022, when the war in Ukraine broke out, and March 2011.

SIC Notícias was the news channel that grew the most, both compared to the previous month and compared to the same period last year and the only channel to grow consecutively over the last six months. It ended the month with a 2.9% share, representing growth of 0.2 p.p. compared to the previous month and 1.0 p.p. compared to February 2025.

During the 28 days of February, SIC Notícias was the leading channel on 15 of them and CNN on 13. In February, 2.13 million viewers tuned in to SIC Notícias every day. SIC Notícias maintained its leadership in the ABC 25/64 target, with a 4.8% share, reinforcing its position among the higher classes and the most active audience. Also in this target, SIC Notícias was the news channel that grew the most this month, both compared to the previous month (+0.5 pp.) and compared to the same period last year (+2.1 p.p.). CNN Portugal ended the month with a 3.3% share, News Now with 2.1% and RTP Notícias with 2.0%. SIC Notícias stood out as the Portuguese people's favorite news channel during one of the most important and most-watched timeslots on television: prime time.



SIC Mulher ended the month with a 0.9% share, SIC Caras and SIC Novelas with a 0.3% share, SIC Radical with a 0.2% share, and SIC K with a 0.1% share.

Opto maintained its strong performance from the previous month in February, with the following content contributing most: A Herança, Vitória, Páginas da Vida, Aqui Não Há Quem Viva, and Vingança.