



Audiences

SIC RISES COMPARED TO AUGUST AND HAS THE MOST VIEWED INFORMATION AND SOAP OPERAS

- The channel is the most viewed in 2025
- Jornal da Noite and Primeiro Jornal are the most viewed news segments in September
- Vitória, A Promessa and A Herança are the most watched soap operas
- SIC and SIC Notícias are leaders in the commercial target in 2025

The month being over, there is still no consolidated data, which will only be available in a week's time, but SIC records a 14.1% share in September. Year-to-date for 2025, SIC remains the most watched channel, with a 14.2% share.

In September, SIC up 0.7 p.p. compared to August, and is the only generalist channel to show an increase compared to the same month in 2024. Year-to-date, SIC leads in the mornings, weekday afternoons, and prime time. In terms of time periods, SIC, in September, was the leader in prime time and on weekday afternoons and was the channel that grew the most compared to the same month in 2024 during the afternoon and prime time hours.

In 2025, SIC leads in the commercial target – A/B C D 25/64 -, with an 11.5% share. In September, SIC rises 0.9 p.p. compared to August in the commercial target and is the only one of the three generalist channels to rise compared to the same month in 2024.

Jornal da Noite was the most viewed news segment of the month and A Promessa, Vitória and A Herança, were the most watched soap operas. September was marked by the return of another season of Isto é Gozar Com Quem Trabalha, by the premiere of the soap opera Vitória, and by the XXIX Gala dos Globos de Ouro. The XXIX Gala



dos Globos de Ouro finished in the lead with a 23.8% share and 9.6% average audience, corresponding to 941,700 viewers. Throughout the evening, more than 2.5 million people (2,528,500) contacted with the Gala.

SIC maintained its leadership in total information with Primeiro Jornal and Jornal da Noite leading. For the outstanding performance of Jornal da Noite contributed to the different items throughout the month: Ao Km, Fábrica de Crimes, Faróis de Portugal, Futuro Hoje, Guerra Fria, Ilhas do Mediterrâneo, Jogos de Poder, Reportagem Especial and Polígrafo SIC. This month, several interviews broadcast on Jornal da Noite also contributed to the result - to Carlos Moedas, Gouveia e Melo and Marques Mendes - and also the debates in Lisbon and Porto, for the local elections.

In terms of programs, the following also led: Mãe, Amor Eterno, Força de Mulher, A Dona do Pedaco, O Outro Lado do Paraíso, Alô Portugal, Nosso Mundo, Alta Definição and Terra Nossa, Casa Feliz Compacto, Vida Selvagem and Fama Show.

In June, SIC reached 3,538,000 viewers daily. All of SIC's channels combined reached 4.6 million viewers daily.

SIC NOTÍCIAS IS THE ONLY INFORMATION CHANNEL TO GROW COMPARED TO AUGUST

SIC's set of thematic channels (SIC Notícias, SIC Mulher, SIC Radical, SIC Caras, SIC K and SIC Novelas) ended the month with a 4.3% share, up 0.2 p.p. compared to both the previous month and the same month in 2024.

SIC Notícias was the only news channel to grow compared to the previous month, ending September with a 2.1% share, representing a 5% increase compared to the previous month, 10.5% compared to the same period last year, and 23.5% compared to the beginning of 2025, with a total coverage of 6,627,900 people.

In September, SIC Notícias was the leading channel in the ABC 25/64 target, with a 3.4% share, reinforcing its position among the upper classes and the most active



audience, recording increases of 17.2% compared to the previous month, 9.7% compared to the same month last year, and 36% compared to the result recorded at the beginning of this year. Year-to-date, SIC Notícias is the leader in the ABC 25/64 target, with a 3.2% share, up 3.2% compared to 2024.

The lead of SIC's programmes should be highlighted: Notícias Manhã, Programa Cujo Nome Estamos Legalmente Impedidos de Dizer, Jornal da Meia Noite: 2ª Hora and Primeira Página, on business days; Jornal de Sábado, Casos de Polícia, Investigação SIC, Jornal da Meia Noite: 2ª Hora and 60 Minutos, on Saturdays; and Jornal da Noite and Jornal de Domingo, on Sundays. Also noteworthy is the leadership of the items Leste/ Oeste, Guerra Fria and Torto e Direito.

SIC Mulher ended the month with a 1.1% share, up 0.1 p.p. compared to the previous month, SIC Caras with a 0.4% share, also up 0.1 p.p. compared to August, SIC Novelas with a 0.3% share, and SIC Radical and SIC K with a 0.2% share.

Opto should be highlighted, having set a new record and achieved its best month ever. The content that contributed most was: A Herança, A Promessa, Vitória, Casados à Primeira Vista: Segundas Núpcias, Dancin' Days and Lua Vermelha.