



November

SIC LEADS PRIME TIME FROM MONDAY TO FRIDAY

- **Station was the most watched overall in information**
- **“Vitória” was the most watched soap opera and “A Herança” maintained its lead in its time slot**
- **SIC Notícias continues to grow for the third consecutive month and is the leader in the commercial target audience.**

SIC recorded a 13.5% share in November. Last month, SIC was the leader in prime time from Monday to Friday and was the channel that saw the biggest increase compared to October.

Last month, Impresa's station had the most viewed news and soap opera. “Vitória” was the most viewed soap opera in November, and the soap opera “A Herança” maintained the lead in its time slot.

In November, SIC maintained its leadership in total information with Primeiro Jornal and Jornal da Noite in the lead. The different programs throughout the month contributed to the good performance of news were: Boa Cama Boa Mesa, Cartaz, Castelos de Portugal, Cidades Esquecidas, Contas Poupança, Essencial, Guerra Fria, Investigação SIC, Jogos de Poder, Mais Mundo, Reportagem Especial, and Polígrafo SIC. The debate between André Ventura and Luís Marques Mendes, broadcast on SIC and SIC Notícias, was the most watched debate to date, with an average of 1,275,000 viewers across both channels.

In terms of programs, SIC also ended the month in the lead with Força de Mulher, Nosso Mundo, Alta Definição, and Vida Selvagem.

In October, SIC reached 3.4 million viewers daily. All SIC channels combined reached 4.4 million viewers daily.



SIC NOTÍCIAS WAS THE ONLY NEWS CHANNEL TO GROW IN THE LAST THREE MONTHS

The SIC thematic channel group (SIC Notícias, SIC Mulher, SIC Radical, SIC Caras, SIC K, and SIC Novelas) ended the month with a 4.2% share.

SIC Notícias was the only news channel to grow this month and the only channel to grow consecutively over the last three months. It ended the month with a 2.2% share and an average of 50,700 viewers, representing growth of 6.5% compared to the previous month, 24.3% compared to the same month in 2024, and 26.8% compared to the beginning of 2025.

SIC Notícias maintained its leadership in the ABC 25/64 target audience, with a 3.4% share, reinforcing its position among the upper classes and the most active viewers. SIC Notícias remained the Portuguese people's favorite news channel during one of the most important and most watched television slots, from Monday to Sunday – prime time. In addition to this, it was also the leading news channel in late night, on Sundays, and on Saturday mornings.

SIC Mulher ended the month with a 1.0% share, SIC Caras and SIC Novelas with a 0.3% share, and SIC Radical and SIC K with a 0.2% share.