



Audiências

SIC LEADS LIVE + VOSDAL WITH THE MOST-WATCHED NEWS AND SOAP OPERAS

- “Jornal da Noite” and “Primeiro Jornal” lead the ratings every day of the week
- “Páginas da Vida” and “Vitória” are the most-watched soap operas
- SIC Notícias is the leader in an increasing number of time slots

SIC ended May leading the live+voldal ratings with a 14.0% share, compared to TVI's 13.6% share and RTP1's 11.0%. After being the most-watched channel in live+voldal in February and seeing its leadership confirmed by consolidated results in January, March, and April, SIC continues to lead in 2026, with an overall annual share of 14.1%. The SIC channel group closed May in the lead with an 18.2% share, compared to 18.0% for the TVI channel group and 13.4% for the RTP channel group.

In May, SIC performed strongly across prime time, morning, and afternoon slots. SIC leads the commercial target audience (A/B/C/D, ages 25–64) with some of its best results in the past year. It was the most-watched channel on 23 days of the month.

“Jornal da Noite” was the most-watched news program of the month, while ‘Vitória’ and “Páginas da Vida” were the most-watched soap operas. In addition to “Jornal da Noite,” “Primeiro Jornal” was also the most-watched program from Monday through Sunday. Special mention goes to the strong performance of “Isto é Gozar com quem Trabalha” and “Casados à Primeira Vista,” both on Sunday nights and during the week. Both entertainment programs saw growth compared to April and were leaders in the commercial target demographic.

In addition to those already mentioned, the soap operas “Êta Mundo Melhor!”, “A Força do Querer”, and “Força de Mulher” were unbeatable in their time slots, as were “Alô Portugal”, “Nosso Mundo”, “Alta Definição”, and *Tudo em Família* on Saturdays, and *Vida Selvagem* on Sundays.

SIC reached 3.4 million viewers daily, and the entire SIC network reached 4.4 million viewers.



SIC NOTÍCIAS IS THE LEADER IN AN INCREASING NUMBER OF TIME SLOTS

SIC Notícias ended the month with a 2.2% share. In the first five months of the year, SIC Notícias ended with a 2.6% share, a 24% increase compared to the same period last year. 1.7 million viewers tune in to the channel daily. SIC Notícias was the most-watched news channel on cable for 14 days of the month.

SIC Notícias maintained its lead in the 25–64 age group, with a 3.6% share. In May, SIC Notícias was the leader in late-night viewing. But beyond this time slot, it was also the Portuguese public's preferred news channel on Sunday afternoons.

SIC Mulher ended the month with a 1.1% share, SIC Caras and SIC Novelas with a 0.3% share, and SIC Radical and SIC K with a 0.1% share.