



## Audiências

### **SIC ENTERS 2026 AS THE MOST-WATCHED CHANNEL FROM MONDAY TO FRIDAY**

- It was the FTA channel that rose the most compared to the previous month.
- SIC soap operas and news programs lead the ratings
- SIC is the most watched channel in the mornings, afternoons on weekdays, and during prime time.
- SIC Notícias is the fastest-growing news channel.
- Opto rises in 2026

SIC ended January with a 13.9% share, compared to TVI's 14.0% and RTP1's 10.5%, and was the only generalist channel to increase its share compared to the previous month (+0.2 percentage points). SIC starts 2026 as the most watched channel on weekdays, as well as being the generalist channel that rose the most compared to the previous month. In terms of time slots, SIC ends the first month of the year leading in the mornings, weekday afternoons, and prime time.

Vitória was the most watched soap opera in January and A Herança maintained its lead in the time slot. In January, SIC maintained its lead in total news coverage with Primeiro Jornal and Jornal da Noite leading from Monday to Sunday. The different programs throughout the month that contributed to the good performance of news were: A Leste do Paraíso, Admirável Mundo Novo, Cartaz, Casos de Polícia, Essencial, Guerra Fria, Internacional SIC, Jogos de Poder, Nos Confins do Mundo, Painel de Campanha, Reportagem Especial, SIC Verifica, and Unicórnios. SIC led the election night among generalist channels, with an average share of 14.8% and 679,100 viewers. SIC's broadcast reached more than 3.2 million people (3,228,800), and the two channels, SIC and SIC Notícias, together reached more than 3.8 million people (3,823,500 viewers). SIC was the most-watched generalist channel for the debate between André Ventura and António José Seguro (simultaneously broadcast on the 3 FTA channels and the news channels), with a 16.2% share and a 9.0% average audience, corresponding to 887,100 viewers.



Regarding TV programs, SIC also led with: *Êta Mundo Melhor!*, *Força de Mulher*, *Vitória*, *Alô Portugal*, *Nosso Mundo*, *Bone Appetit*, *Alta Definição*, *Tudo em Família*, *Vida Selvagem*, and *Fama Show*.

SIC reached 3.5 million viewers daily, and all SIC channels reached a total of 4.6 million viewers.

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 0.5 percentage points compared to both the previous month and the same month in 2025.

In the month it celebrated its 25th anniversary, SIC Notícias was the fastest growing news channel, both compared to the previous month and compared to the same month last year, and the only channel to grow consecutively over the last five months. It ended the month with a 2.7% share, representing growth of 0.5 percentage points compared to the previous month and 1.0 percentage points compared to January 2025. CNN Portugal ended the month with a 2.9% share, News Now with 1.8% and RTP Notícias with 1.0%.

SIC Notícias maintained its leadership in the ABC 25/64 target, with a 4.3% share, strengthening 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 (+0.9 percentage points) and compared to the same period last year (+1.8 percentage points). CNN Portugal ended the month with a 3.1% share, News Now with 2.1% and RTP Notícias with 1.6%.

SIC Notícias remained the Portuguese people's favorite news channel during one of the most important and highest-rated television slots—prime time on weekdays. In addition to this, it was also the leading news channel in late night, on Saturday afternoons, and on Sunday mornings and afternoons.



SIC Mulher ended the month with a 0.9% share, SIC Caras and SIC Novelas with a 0.3% share, and SIC Radical and SIC K with a 0.1% share. Opto began 2026 on the rise compared to the previous month, with the following content contributing most: A Herança, Vitória, Vingança, Dancin' Days, and Laços de Sangue.