



## **SIC LEADS IN NEWS AND MOST-WATCHED SOAP OPERAS IN APRIL**

- SIC has the most-watched morning, afternoon, and prime-time slots
- *Jornal da Noite* and *Primeiro Jornal* lead every day of the week
- *Vitória* and *Páginas da Vida* are the most-watched soap operas, and *A Herança* maintains its lead in its time slot during its final month on air
- SIC Notícias grows 35% in the first four months of the year and becomes the morning leader
- SIC reached 3.4 million viewers daily, while SIC Channels reached 4.5 million viewers

SIC ended April with a 14.2% share, maintaining its lead in the year-to-date average. SIC is the Portuguese people's favorite channel in 2026, with a 14.1% share.

In April, SIC's excellent performance spanned pretty much every time slot of the day. *Jornal da Noite* and *Primeiro Jornal* continue to lead the ratings from Monday to Sunday. Programs such as *SIC Verifica*, *Guerra Fria*, *Grande Reportagem*, *Essencial*, and *Investigação SIC* remain the most watched by the Portuguese.

*Páginas da Vida* and *Vitória* were the most-watched soap operas; *A Herança* came to an end in April, remaining the Portuguese viewers' favorite soap opera in its time slot. SIC continued to be the channel for great family moments, leading the ratings during the three days of Easter celebrations. The other major highlight of April was the return of *Casados à Primeira Vista*. *Isto é Gozar com Quem Trabalha* reached more than 1.1 million viewers every Sunday.

In addition to those already mentioned, the soap operas *Amor Eterno*, *Éta Mundo Melhor!*, *A Dona do Pedaço*, *A Força do Querer*, and *Força de Mulher* confirmed SIC's undisputed strength in drama.

*Alta Definição* and *Tudo em Família* were the top-rated shows on Saturdays, as were *Vida Selvagem* and *Fama Show* on Sundays.

SIC reached 3.4 million viewers daily, and the entire SIC network reached 4.5 million viewers. The SIC network ended the day with an 18.7% share.

**SIC NEWS GROWS 35% IN THE FIRST FOUR MONTHS OF THE YEAR AND BECOMES THE MORNING LEADER**

SIC Notícias ended the month with a 2.5% share, confirming a 35% growth trend over the first four months of the year, reaching 1.8 million viewers daily.

SIC Notícias maintained its leadership in the ABC 25–64, with a 4.1% share, strengthening its position among the upper classes and the most active audience, closing the four-month period with 46.7% growth in this segment. In April, SIC Notícias extended its leadership to the morning hours, one of the most strategic and relevant time slots for a news channel.

SIC Mulher ended the month with a 1.0% 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.

In April, Opto continued the strong performance it had shown in the first three months of the year, with the following programs contributing the most: *A Herança*, *Páginas da Vida*, *Vitória*, *Casados à Primeira Vista* and *Vingança*.