



Audiences

SIC LEADS IN JULY ACROSS ALL TIME SLOTS AND BREAKS A TWO-YEAR RECORD

- It has been more than two years since there was such a large gap between the most-watched channel and the second-most-watched one
- SIC remains the leader in total news coverage
- “Páginas da Vida” and “Vitória” are the most-watched soap operas
- SIC Notícias leads in morning, prime time and late night
- SIC's network of channels reinforce its leadership
- SIC Caras achieves the best result in its history

SIC once again won the live+vosdal ratings, this time in July with a 14.3% share, compared to TVI's 12.4% and RTP1's 11.7%, making it the only generalist channel to see an increase compared to the previous month. It has been more than two years, since May 2024, that there has been a month with such a wide gap between the most-watched channel and the second-place channel. With this result, the Impresa channel consolidates its position as the most-watched channel in 2026, with a 14.1% share, compared to 13.7% for TVI and 11.0% for RTP1. The SIC channel group maintained its lead in July with an 18.9% share, compared to 16.5% for the TVI channel group and 14.2% for the RTP channel group, rising compared to both the previous month and the same month last year.

SIC reached 3.6 million viewers daily, and the SIC network reached 4.7 million viewers.

In July, SIC led across all time slots throughout the day, including morning, afternoon, prime time, and late night. SIC remained the leader in the A/B/C/D 25–64 commercial target demographic with an 11.8% share. It was the most-watched channel on 21 days of the month.



“Vitória” and “Páginas da Vida” were the most-watched soap operas. SIC maintained its lead in total news programming, with “Jornal da Noite” being the most-watched news block and “Primeiro Jornal” leading from Monday through Sunday. Contributing to the strong performance of the news programming were the various segments aired throughout the month: Cartaz, Castelos de Portugal, Futuro Hoje, Reportagem Especial, Agentes Especiais, Cafés Históricos, and Jangadas de Pedra (the last three of which premiered in July). Also noteworthy is the program *Casados à Primeira Vista*, hosted by Diana Chaves; over the past four months, 6.8 million people tuned in to the show. Additionally, the return of the program “Terra Nossa”, hosted by César Mourão, ended the month in first place. In terms of programs, the leaders at the end of the month were: “Êta Mundo Melhor!”, “A Força do Querer”, “Força de Mulher”, “Nosso Mundo”, “Alta Definição”, “Vida Selvagem” and “Fama Show”.

SIC NOTÍCIAS WAS THE FASTEST-GROWING NEWS CHANNEL

SIC Notícias was the fastest-growing news channel, both compared to the previous month and compared to the same month last year. It ended the month with a 2.4% share, representing a 0.3 percentage point increase compared to both the previous month and July 2025 (14.3%). CNN Portugal ended the month with a 2.5% share, News Now with 1.9%, and RTP Notícias with 1.1%. In the first seven months of 2026, SIC Notícias achieved a 2.5% share, an increase of 0.4 percentage points (19%) compared to the same period last year. In July, nearly 2 million viewers tuned in to SIC Notícias daily. SIC Notícias maintained its leadership in the ABCD 25–64 commercial target demographic with a 3.3% share, and, within this same demographic, SIC Notícias was the news channel that grew the most, both compared to the previous month (+0.5 percentage points, 17.9%) and compared to the same period last year (+0.6 percentage points, 22.2%).

SIC Notícias stood out as the Portuguese public’s preferred news channel during one of television’s most-watched and important time slots - prime time. It was also the most-watched news channel during two of the most important time slots for a news channel - the beginning and end of the day (morning and late night). In addition to these, it was also the most-watched news channel on Sunday afternoons. SIC Notícias “Jornal do Dia”, featuring “Breaking News: Statements by Luís Neves” (on the 29th), was the most-watched program among news channels in July.



SIC Mulher ended the month with a 1.1% share, SIC Caras with 0.5%, SIC Novelas with 0.3%, and SIC Radical and SIC K with 0.2% each. In July, SIC Caras reached the best result in the channel's history. The SIC group of thematic channels (SIC Notícias, SIC Mulher, SIC Radical, SIC Caras, SIC K, and SIC Novelas) ended the month with a 4.7% share, rising compared to the previous month and the same month in 2025.