



Aug. 31, 2021

**\*\* Ratings Report for ABC News' "World News Tonight with David Muir"**

*For the week of Aug. 23, 2021*

**'WORLD NEWS TONIGHT WITH DAVID MUIR' IS #1 PROGRAM ON ALL OF BROADCAST AND CABLE TV**

**'World News Tonight' Is the #1 Newscast Across All of Broadcast and Cable in All Key Demos – Total Viewers, Adults 25-54 and Adults 18-49**

**'World News Tonight' Leads NBC by 1.2 Million and CBS by 3.4 Million Total Viewers**

**'World News Tonight' Is Winning in Total Viewers for the 5<sup>th</sup> Consecutive Season and Across the Board – Total Viewers, Adults 25-54 and Adults 18-49 – for the 2<sup>nd</sup> Season in a Row**



ABC News\*

**ABC News' "World News Tonight with David Muir" stood as the No. 1 program on all broadcast and cable television in the U.S. in Total Viewers (8.087 million) during the week of Aug. 23, 2021, based on Live + Same Day Data from Nielsen Media Research.**

**"World News Tonight" ranked as the evening's No. 1 newscast across all of broadcast and cable in Total Viewers (8.087 million), Adults 25-54 (1.564 million) and Adults 18-49 (1.053 million). "World News Tonight" beat "NBC Nightly News" (6.891 million, 1.247 million and 857,000, respectively) by 1.196 million Total Viewers, by 317,000 Adults 25-54 and by 196,000 Adults 18-49. "World News Tonight" has won the last 144 weeks in Total Viewers.**

**On Monday (8/23/21), "World News Tonight" scored its top telecast in 5 months in Total Viewers (9.221 million), Adults 25-54 (1.806 million) and Adults 18-49 (1.265 million) – since 3/8/21, 3/15/21 and 3/17/21, respectively.**

**"World News Tonight" increased its lead over NBC year to year in Adults 25-54 (+50% - 317,000 vs. 211,000) and Adults 18-49 (+42% - 196,000 vs. 138,000).**

For the 3<sup>rd</sup> consecutive week, “World News Tonight” **grew from the previous week in all key target demos, Total Viewers** (+1%/+70,000 - 8.087 million vs. 8.017 million), **Adults 25-54** (+4%/+54,000 - 1.564 million vs. 1.510 million) **and Adults 18-49** (+1%/+11,000 - 1.053 million vs. 1.042 million), **hitting 7-week highs** – since w/o 7/5/21.

Season to date, “World News Tonight” (8.780 million) **is ranking No. 1 in Total Viewers for the 5<sup>th</sup> consecutive season**, based on Most Current Data. In fact, the ABC evening newscast **is increasing its lead over “NBC Nightly News”** (7.351 million) **from the same point last season** (+29% - 1.429 million vs. 1.109 million) **to its largest season lead in 26 years** — since the 1994-1995 season. “World News Tonight” **is beating “CBS Evening News”** (5.429 million) **by 3.351 million.**

“World News Tonight” **is ranking No. 1 in Adults 25-54 and Adults 18-49 for the 2<sup>nd</sup> season in a row.** “World News Tonight” **is leading NBC by its largest margin in Adults 25-54** (+274,000 - 1.695 million vs. 1.421 million) **in 25 years and in Adults 18-49** (+194,000 - 1.181 million vs. 987,000) **in 26 years** — since the 1995-1996 and the 1994-1995 seasons, respectively.

For the week, “World News Tonight” (8.087 million, 1.564 million and 1.053 million, respectively) **defeated “CBS Evening News”** (4.703 million, 915,000 and 605,000, respectively) **by 3.384 million Total Viewers, by 649,000 Adults 25-54 and by 448,000 Adults 18-49.**

NOTE: On Monday (8/23/21), “CBS Evening News” was coded as a breakout due to coverage of the PGA Northern Trust tournament. On Friday (8/27/21), “CBS Evening News” was retitled to “CBS Evening Nws.” The breakout and retitled telecasts are excluded from the weekly and season averages. CBS’ averages are based on three days (Tuesday-Thursday).

ABC’s “World News Tonight with David Muir” airs 6:30-7:00 p.m. EDT on ABC. Almin Karamehmedovic is the executive producer of the broadcast.

#### **EVENING NEWS (Week of Aug. 23, 2021):**

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
ABC WORLD NEWS TONIGHT	8,087,000	1.3/10; 1,564,000	0.8/8; 1,053,000	5.1/14
NBC NIGHTLY NEWS	6,894,000	1.0/ 8; 1,247,000	0.7/7; 857,000	4.3/12
CBS EVENING NEWS	4,703,000	0.8/ 6; 915,000	0.5/5; 605,000	3.0/ 8

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live + SD Current Week (w/o 8/23/21), Previous Week (w/o 8/16/21) and Year-Ago Week (w/o 8/17/20). Most Current: 2020 -2021 Season (9/21/20-8/16/21) and 2019-2020 Season (9/23/13-8/15/20). Nielsen ratings for ABC, NBC and CBS include additional airings in select markets. Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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