



Jan. 13, 2021

**\*\* Ratings Report for ABC News' "World News Tonight with David Muir"**  
For the Week of Jan. 4, 2021

**AMID UNFOLDING CRISIS IN CAPITOL, MORE THAN 10 MILLION VIEWERS TURN TO  
'WORLD NEWS TONIGHT WITH DAVID MUIR' - LEADING ACROSS THE BOARD IN  
TOTAL VIEWERS, ADULTS 25-54 AND ADULTS 18-49 FOR THE WEEK**

**'World News Tonight' Grows in Total Viewers, Adults 25-54 and Adults 18-49 Week to Week and  
Year to Year**



**ABC News' "World News Tonight with David Muir" ranked as the evening's No. 1 newscast in Total Viewers (10.127 million), Adults 25-54 (2.116 million) and Adults 18-49 (1.584 million) for the week of Jan. 4, 2021, based on Live + Same Day Data from Nielsen Media Research. "World News Tonight" led "NBC Nightly News" (8.566 million, 1.766 million and 1.239 million, respectively) by 1.561 million Total Viewers, 350,000 Adults 25-54 and 345,000 Adults 18-49. "World News Tonight" posted its most-watched week in 8 months and best Adults 18-49 in nearly 9 months – since weeks of 5/4/20 and 4/13/20, respectively.**

**"World News Tonight" ranked as the evening's No. 1 newscast for the last 41 weeks in Total Viewers, Adults 25-54 and Adults 18-49. In addition, "World News Tonight" has won the last 111 weeks overall in Total Viewers.**

**"World News Tonight" grew across the board week to week and year to year. "World News Tonight" saw week to week increases in Total Viewers (+381,000/+4% - 10.127 million vs. 9.746**

million), **Adults 25-54** (+188,000/+10% - 2.116 million vs. 1.928 million) and **Adults 18-49** (+184,000/+13% - 1.584 million vs. 1.400 million). **“World News Tonight” turned in gains on the same week last year in all key target demos: Total Viewers** (+418,000/+4% - 10.127 million vs. 9.709 million), **Adults 25-54** (+77,000/+4% - 2.116 million vs. 2.039 million) and **Adults 18-49** (+182,000/+13% - 1.584 million vs. 1.402 million).

**“World News Tonight” increased its lead over NBC week to week in Total Viewers** (+44% - 1.561 million vs. 1.081 million), **Adults 25-54** (+138% - 350,000 vs. 147,000) and **Adults 18-49** (+163% - 345,000 vs. 131,000), **posting its largest advantages in both key adult demos in 8 months** – since weeks of 4/13/20 and 3/30/20, respectively.

**“World News Tonight” widened its margins with NBC on the same week last year in Total Viewers** (+34% - 1.561 million vs. 1.169 million), **Adults 25-54** (+65% - 350,000 vs. 212,000) and **Adults 18-49** (+235% - 345,000 vs. 103,000).

On Wednesday (1/6/21), **“World News Tonight” delivered its strongest single telecast numbers in Adults 25-54** (2.534 million) and **Adults 18-49** (2.039 million) **in 9 months** – since 4/16/20 and 4/3/20, respectively.

Season to date, **“World News Tonight” (9.493 million) ranks No. 1 in Total Viewers at this point of the season for the 5<sup>th</sup> consecutive year**, based on Most Current Data. In fact, **“World News Tonight” is nearly doubling its lead over “NBC Nightly News”** (8.018 million) **from the same point last season** (+97% - 1.475 million vs. 748,000) **to its largest season lead in 26 years**—since the 1994-1995 season. **“World News Tonight” is beating “CBS Evening News”** (5.878 million) **by 3.615 million, posting its biggest Total Viewer season advantage in at least 29 years** (since at least the start of Nielsen electronic database in the 1991-1992 season).

After winning the 2019-2020 season, **“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 news demo margin** (+239,000 - 1.861 million vs. 1.622 million) **in 25 years**—since the 1995-1996 season. **“World News Tonight” is beating NBC in Adults 18-49** (+186,000 - 1.322 million vs. 1.136 million) **for the first time at this point of a season in 24 years with its largest lead in 26 years**—since the 1996-1997 and the 1994-1995 seasons, respectively.

**“World News Tonight” also leads “CBS Evening News” by its biggest advantage in 16 years in Adults 25-54** (+753,000 - 1.861 million vs. 1.108 million) and **in Adults 18-49** (+513,000 - 1.322 million vs. 809,000) – since the 2004-2005 season.

In addition, **“World News Tonight” is improving in Total Viewers** (+793,000/+9% - 9.493 million vs. 8.700 million), **Adults 25-54** (+164,000/+10% - 1.861 million vs. 1.697 million) and **Adults 18-49** (+162,000/+14% - 1.322 million vs. 1.160 million), **compared to the same point last season**. In fact, **“World News Tonight” is seeing its most-watched season in 17 years and strongest Adults 25-54 performance in 3 years**—since the 2003-2004 and the 2017-2018 seasons, respectively.

For the week, **“World News Tonight”** (10.127 million, 2.116 million and 1.584 million, respectively) **outpaced “CBS Evening News”** (7.512 million, 1.640 million and 1.249 million, respectively) **by 2.615 million Total Viewers, 476,000 Adults 25-54 and 335,000 Adults 18-49**.

NOTE: On Wednesday (1/6/21), "NBC Nightly News" was preempted for an NBC special report. NBC's weekly averages are based on four days (Monday-Tuesday and Thursday-Friday).

ABC's "World News Tonight with David Muir" airs 6:30-7:00 p.m. EST on ABC. Almin Karamehmedovic is the executive producer of the broadcast.

**EVENING NEWS (Week of Jan. 4, 2021):**

	<u>TOTAL</u> <u>VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
ABC WORLD NEWS TONIGHT	10,127,000	1.8/ 9; 2,116,000	1.2/9; 1,584,000	6.3/14
NBC NIGHTLY NEWS	8,566,000	1.5/ 8; 1,766,000	1.0/7; 1,239,000	5.3/12
CBS EVENING NEWS	7,512,000	1.4/ 7; 1,640,000	1.0/7; 1,249,000	4.7/10

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live + SD Current Week (w/o 1/4/21), Previous Week (w/o 12/28/20) and Year-Ago Week (w/o 1/6/20). Most Current: 2020 -2021 Season (9/21/20-1/10/21) and 2019-2020 Season (9/23/13-1/12/20). 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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