

Jan. 12, 2021

**\*\* Ratings Report for ABC News' "20/20"**

For Jan. 8, 2021

**'20/20' IS FRIDAY'S NO. 1 NEWSMAGAZINE IN ALL KEY DEMOS: TOTAL VIEWERS, ADULTS 18-49 AND ADULTS 25-54**

**Week to Week, '20/20' Grows Across the Board and Hits Season High in Total Viewers and Key Adult Demos**

**'20/20' Improves Year to Year in Total Viewers and Adults 25-54 by Double Digits**

**Season to Date, '20/20' Is Up in Total Viewers**



**"20/20" ranked as Friday's No. 1 newsmagazine, outperforming NBC's "Dateline" by double digits in all key target demos: Total Viewers (+42% - 3.7 million vs. 2.6 million), Adults 18-49 (+50% - 0.6/4 vs. 0.4/3) and Adults 25-54 (+67% - 1.0/5 vs. 0.6/3).**

**"20/20" posted increases on the previous week (vs. 1/1/21) in Total Viewers (+68% - 3.7 million vs. 2.2 million), Adults 18-49 (+50% - 0.6/4 vs. 0.4/2) and Adults 25-54 (+100% - 1.5/5 vs. 0.5/2), hitting season highs in overall viewers and key Adult demos. In fact, "20/20" delivered its best Adults 25-54 performance in 9 months – since 4/17/20.**

**"20/20" improved on its year-ago telecast (vs. 1/10/20) in Total Viewers (+16% - 3.7 million vs. 3.2 million) and Adults 25-54 (+11% - 1.0/5 vs. 0.9/4).**

**Season to date, "20/20" is up in Total Viewers (+3% - 3.1 million vs. 3.0 million) compared to same point last season.**

The two-hour "20/20" reported on a notorious serial killer who, in the midst of his killing spree, appeared on the popular 1970s TV game show "The Dating Game" and won.

ABC News' "20/20" is an award-winning primetime program anchored by David Muir and Amy Robach. A proven leader in the long-form newsmagazine for over 40 years, "20/20" features hard-

hitting investigative reports, in-depth coverage of high profile trials, unforgettable, character-driven stories and exclusive newsmaker interviews. In conjunction with ABC Audio, “20/20” produced top true crime podcasts “A Killing on the Cape” and “Cutthroat Inc.” “20/20” airs Fridays from 9:00-11:00 p.m. EST on ABC and is available to stream on ABC News digital platforms and Hulu. David Sloan is senior executive producer.

Source: The Nielsen Company, National Live + Same Day Ratings for 1/8/21, or as dated. “20/20” premiered on 10/16/20. 2020 -2021 Season (9/21/20 – 1/10/21) and 2019-2020 Season (9/23/19 – 1/12/20). Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Prior to 8/31/20, ratings do not include OOH viewing.

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