



Jan. 26, 2021

**** Ratings Report for ABC News' "World News Tonight with David Muir"**
For the Week of Jan. 18, 2021

ON INAUGURATION DAY, WITH 10.1 MILLION VIEWERS, 'WORLD NEWS TONIGHT WITH DAVID MUIR' IS MOST-WATCHED PROGRAM ACROSS ALL BROADCAST AND CABLE – FIRST TIME IN 24 YEARS WINNING INAUGURATION IN ALL KEY DEMOS

'WORLD NEWS TONIGHT' WINS THE WEEK IN TOTAL VIEWERS, ADULTS 25-54 AND ADULTS 18-49

'World News Tonight' Is the Only Evening Newscast to Grow in All Key Demos From Inauguration Day Four Years Ago

'World News Tonight' Leads NBC by 1.9 Million Viewers and CBS by 4 Million Viewers During Inauguration Week



ABC News*

ABC News' "World News Tonight with David Muir" ranked as the evening's No. 1 newscast in Total Viewers (10.144 million), Adults 25-54 (2.057 million) and Adults 18-49 (1.468 million) for the week of Jan. 18, 2021, based on Live + Same Day Data from Nielsen Media Research. "World News Tonight" led "NBC Nightly News" (8.278 million, 1.706 million and 1.214 million, respectively) by 1.866 million Total Viewers, by 351,000 Adults 25-54 and by 254,000 Adults 18-49.

"World News Tonight with David Muir" ranked as the No. 1 program of the week in Total Viewers (10.144 million) in all of television (excluding sports and syndication).

On the day of the presidential inauguration on 1/20/21, “World News Tonight” aired the No. 1 telecast on Wednesday in all of broadcast and cable in Total Viewers (10.123 million). For the first time in 24 years, ‘World News Tonight’ won Inauguration Day in all key demos. In addition, “World News Tonight” stood as the only evening broadcast to post increases compared to its Inauguration Day airing four years ago (1/20/17) in all key target demos: Total Viewers (+1.645 million/+19% - 10.123 million vs. 8.478 million), Adults 25-54 (+156,000/+8% - 2.200 million vs. 2.044 million) and Adults 18-49 (+95,000/+7% - 1.536 million vs. 1.441 million). For the first time in 12 years, “World News Tonight” delivered largest viewership across the board – Total Viewers, Adults 25-54 and Adults 18-49 – on Inauguration Day (since 1/20/09).

Further, for the week, “World News Tonight” was the **only evening newscast to grow its Total Viewers audience versus the presidential inauguration week four years ago** (1.005 million /+11% - 10.144 million vs. 9.139 million on w/o 1/16/17), **scoring biggest overall viewership for an inauguration week in 16 years** (since w/o 1/17/05).

“World News Tonight” **increased its lead over NBC from the previous week in Adults 25-54** (+8% - 351,000 vs. 325,000) **and Adults 18-49** (+15% - 254,000 vs. 220,000), **delivering its largest news demo lead in 9 months** – since w/o 4/13/20.

“World News Tonight” **widened its advantages with NBC on the year-ago week in Total Viewers** (+56% – 1.866 million vs. 1.194 million), **Adults 25-54** (+286% - 351,000 vs. 91,000) **and Adults 18-49** (+916% - 254,000 vs. 25,000).

“World News Tonight” **ranked as the evening’s No. 1 newscast for the last 43 weeks in Total Viewers, Adults 25-54 and Adults 18-49.** In addition, “World News Tonight” **has won the last 113 weeks overall in Total Viewers.**

“World News Tonight” **was the only evening newscast up week to week in Adults 25-54** (+13,000/+1% - 2.057 million vs. 2.044 million).

“World News Tonight” **posted gains year to year in all key target demos: Total Viewers** (+1.043 million/+11% - 10.144 million vs. 9.101 million), **Adults 25-54** (+312,000/+18% - 2.057 million vs. 1.745 million) **and Adults 18-49** (+281,000/+24% - 1.468 million vs. 1.187 million).

Season to date, “World News Tonight” (9.609 million) **is ranking No. 1 in Total Viewers for the 5th consecutive season**, based on Most Current Data. In fact, “World News Tonight” **is nearly doubling its lead over “NBC Nightly News”** (8.076 million) **from the same point last season** (+91% - 1.533 million vs. 802,000) **to its largest season lead in 26 years**—since the 1994-1995 season. “World News Tonight” **is beating “CBS Evening News”** (5.881 million) **by 3.728 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 2nd season in a row.** “World News Tonight” **is leading NBC by its largest news demo margin** (+253,000 - 1.891 million vs. 1.638 million) **in 25 years**—since the 1995-1996 season. “World News Tonight” **is beating NBC in Adults 18-49** (+194,000 - 1.345 million vs. 1.151 million) **for**

the first time at this point of a season in 25 years with its largest lead in 26 years—since the 1995-1996 and the 1994-1995 seasons, respectively.

“World News Tonight” also leads “CBS Evening News” by its biggest advantage in 18 years in **Adults 25-54** (+784,000 – 1.891 million vs. 1.107 million) and in **Adults 18-49** (+543,000 – 1.345 million vs. 802,000) – since the 2002-2003 season.

In addition, “World News Tonight” is **improving in Total Viewers** (+843,000/+10% - 9.609 million vs. 8.766 million), **Adults 25-54** (+180,000/+11% - 1.891 million vs. 1.711 million) and **Adults 18-49** (+177,000/+15% - 1.345 million vs. 1.168 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” (10.144 million, 2.057 million and 1.468 million, respectively) **beat “CBS Evening News”** (6.166 million, 1.146 million and 792,000, respectively) **by 3.978 million Total Viewers, by 911,000 Adults 25-54 and by 676,000 Adults 18-49**.

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. 18, 2021):

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
ABC WORLD NEWS TONIGHT	10,144,000	1.7/ 9; 2,057,000	1.1/8; 1,468,000	6.4/15
NBC NIGHTLY NEWS	8,278,000	1.4/ 8; 1,706,000	0.9/7; 1,214,000	5.2/12
CBS EVENING NEWS	6,166,000	0.9/ 5; 1,146,000	0.6/5; 792,000	3.9/ 9

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live + SD Current Week (w/o 1/18/21), Previous Week (w/o 1/11/20) and Year-Ago Week (w/o 1/20/20). Most Current: 2020 -2021 Season (9/21/20-1/24/21) and 2019-2020 Season (9/23/13-1/26/20). 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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