



June 30, 2020

Ratings Report for ABC's "The View"
For Week of June 22 and 2nd Quarter 2020

Winner of the Daytime Emmy® for Outstanding Informative Talk Show, 'The View' Delivers Its Most-Watched Telecast in 5 Weeks on Wednesday With Former National Security Advisor John Bolton

Week to Week, 'The View' Posts Gains in All Key Target Demos Posting Its Best Women 25-54 Performance in 8 Weeks and Strongest Women 18-49 Number in 7 Weeks

Year to Year, 'The View' Increases in Total Viewers and Women 25-54

Season to Date, 'The View' Ranks Among the Top 3 of All Network and Syndicated Daytime Talk Shows and News Programs Leading 'Ellen' at This Point in the Season for the First Time in 8 Years

For the Week of June 15, 'The View' Ranks No. 1 in Households Among Daytime Network and Syndicated Talk Shows and News Programs

For the 2nd Quarter 2020, 'The View' Sees Its Best Total Viewer and Women 25-54 Numbers in 5 Quarters Building on the Year-Ago Quarter in Total Viewers and Women 25-54 Posting Its Most-Watched 2nd Quarter in 6 Years



More photos available at wdtvpres.com.

Week of June 22, 2020:

Winner of the Daytime Emmy® for Outstanding Informative Talk Show, ABC's "The View" averaged **2.850 million Total Viewers, 421,000 Women 25-54 and 273,000 Women 18-49**, during the week of June 22, 2020, based on Live + Same Day Data from Nielsen Media Research.

On Wednesday (6/24/20), with guest former National Security Advisor, John Bolton, "The View" delivered its **most-watched telecast (2.966 million) in 5 weeks** – since 5/19/20.

“The View” posted week-to-week gains in all key target demos: Total Viewers (+7% - 2.850 million vs. 2.671 million), Women 25-54 (+5% - 421,000 vs. 400,000) and Women 18-49 (+8% - 273,000 vs. 253,000), posting its best Women 25-54 performance in 8 weeks and strongest Women 18-49 number in 7 weeks – since weeks of 4/27/20 and 5/4/20, respectively.

“The View” turned in increases on the year-ago week in Total Viewers (+13% - 2.850 million vs. 2.520 million) and Women 25-54 (+13% - 421,000 vs. 374,000).

Season to date, amongst all network and syndicated daytime talk shows and news programs (20 total), **“The View” (2.751 million) ranks No. 3**, trailing only “Dr. Phil” (3.232 million) and “Live with Kelly and Ryan” (2.839 million), while leading “Ellen” (2.577 million), based on Most Current Data. In fact, **“The View” is leading “Ellen” at this point of the season for the first time in 8 years – since the 2011-2012 season.**

In addition, for **the week of June 15, 2020, the most recent week including syndication, “The View” ranked No. 1 in Households (2.0 rtg.) for the 2nd week in row**, leading “Dr. Phil” (1.9) and NBC’s “Today Third Hour” (1.7) among the daytime network and syndicated talk shows and news programs.

NOTE: Due to live ABC News Special Report – Coronavirus Task Force Press Conference coverage on Friday (6/26/20), “The View” was coded as a breakout and was retitled to “View.” The telecast is excluded from the weekly and season averages. ABC’s weekly averages are based on 4 days (Monday-Thursday).

2nd Quarter 2020:

ABC’s “The View” delivered 2.922 million Total Viewers, 424,000 Women 25-54 and 283,000 Women 18-49 during the 2nd Quarter 2020, based on Most Current Data from Nielsen Media Research.

“The View” improved on the previous quarter (1Q20) in Total Viewers (+6% - 2.922 million vs. 2.758 million), Women 25-54 (+9% - 424,000 vs. 388,000) and Women 18-49 (+4% - 283,000 vs. 272,000), delivering its best Total Viewer and Women 25-54 numbers in 5 quarters – since 1Q19.

“The View” built on the year-ago quarter (2Q19) in Total Viewers (+11% - 2.922 million vs. 2.622 million) and Women 25-54 (+4% - 424,000 vs. 408,000), seeing its most-watched 2nd quarter in 6 years – 2Q14.

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live + SD Current Week (w/o 6/22/20), Previous Week (w/o 6/15/20) and Year-Ago Week (w/o 6/24/19), or as dated. Season averages: Most Current: 2019-2020 Broadcast Networks (9/2/19-6/28/20) and Syndication Season (9/9/19-6/21/20). Live+7/Most Current - 2Q20: 3/30 – 6/28/20, - 2Q19: 4/1 – 6/30/19 and 1Q19: 12/30/19 – 3/29/20. Averages based on regular telecasts.

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