

Nov. 23, 2021

Quick Take for Sunday, Nov. 21, 2021

National Live + Same Day Program Ratings

**With 46.5 Million Interactions, ‘2021 American Music Awards’
Stands As Most Social Telecast of 2021**

**‘American Music Awards’ Drives ABC To Rank
As Sunday’s No. 1 Entertainment Network in Adults 18-49**



ABC*

Series photos are available [here](#).

The “2021 American Music Awards” (8:00-11:00 p.m. – 4.0 million and 1.0/7 in AD18-49):

The “2021 American Music Awards” amassed 46.5 million total interactions across Twitter, Instagram, Facebook and YouTube, marking an increase of 39% year over year. The AMAs also generated 24 million video views, soaring 68% over the prior year.

With 46.5 million interactions, ABC’s “American Music Awards” ranked as the No. 1 most social telecast of 2021, outperforming the Super Bowl in February. In addition, excluding Presidential debates, the AMAs stood as the No. 1 most social TV program of the last 3 years and the No. 1 most social awards show since tracking began in 2017.

Driven by its 3-hour broadcast of the “2021 American Music Awards,” ABC ranked as Sunday’s No. 1 entertainment network among Adults 18-49 (0.9/6), leading Fox by 13% (0.8/5) and CBS by 80%

(0.5/3). **ABC delivered its strongest performance on the night this season** in Total Viewers (4.1 million) and Adults 18-49 (0.9/6).

The AMAs held even with its year-ago broadcast in both Total Viewers (4.0 million) and Adults 18-49 (1.0/7).

Earlier this month, ABC's 3-hour presentation of "The 55th Annual CMA Awards" (on 11/10/21) ranked as the night's No. 1 program in Total Viewers (6.8 million) and Adults 18-49 (1.1/8) and drove ABC to win the night in both Nielsen measures. After seven days of viewing across all linear and digital platforms, "The CMA Awards" grew to a 1.5 rating among Adults 18-49 and improved over its year-ago broadcast by 7% (vs. 1.4 rating).

Source: The Nielsen Company, National Live+Same Day Program Ratings, 11/21/21. Talkwalker Social Content Ratings (formerly Nielsen Social) for 11/21/21 and YTD=1/1-11/21/21, linear episode-level interactions for primetime programs, U.S.-based activity, English language only, excludes sports.

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