



Jan. 12, 2021

**Ratings Report for ABC's "The View"
For 4th Quarter 2020 and Week of Jan. 4, 2021**

During the 4th Quarter 2020, 'The View' Ranks No. 1 in Households and Total Viewers Among the Daytime Network and Syndicated Talk Shows and News Programs, Seeing Its Most-Watched 4th Quarter in 8 Years

On Thursday, 'The View' Delivers Its Most-Watched Telecast in Over 4 Years Posting Its Strongest Women 25-54 and Women 18-49 Numbers in 9 Months

Delivering Its Most-Watched Week in 9 Months, 'The View' on Monday With the Return of Co-Host Meghan McCain, Sees Its 3rd-Strongest Numbers in Total Viewers and Women 18-49, and 2nd-Best in Women 25-54 Since November

'The View' Surges by Double Digits Across the Board Over Its Most-Recent Week of Original Telecasts and Year to Year

Season to Date, 'The View' Is Up in Total Viewers and Women 25-54, Delivering Its Most-Watched Season in 6 Years



4th Quarter 2020

During the 4th quarter 2020, ABC's "The View" ranked No. 1 in Households and Total Viewers (2.2 rtg and 2.976 million, respectively) among the daytime network and syndicated talk shows and news programs, leading "Live with Kelly and Ryan" (1.9 rtg and 2.657 million, respectively), "Dr. Phil" (2.0 rtg and 2.735 million, respectively) and NBC's "Today Third Hour" (1.7 rtg and 2.354 million, respectively).

ABC's "The View" delivered 2.976 million Total Viewers, 394,000 Women 25-54 and 263,000 Women 18-49 during the 4th quarter 2020, based on Most Current Data from Nielsen Media Research.

"The View" improved on the previous quarter (3Q20) in Total Viewers (+43% - 2.976 million vs. 2.078 million), Women 25-54 (+31% - 394,000 vs. 301,000) and Women 18-49 (+31% - 263,000 vs. 201,000), delivering its best Total Viewer performance in 7 quarters – since 1Q19.

"The View" increased on the year-ago quarter (4Q19) in Total Viewers by 14% (2.976 million vs. 2.615 million) seeing its most-watched 4th quarter in 8 years – 4Q12.

Week of Jan. 4, 2021

"The View" averaged 3.315 million Total Viewers, 454,000 Women 25-54 and 320,000 Women 18-49 during the week of Jan 4, 2021, based on Live + Same Day Data from Nielsen Media Research.

"The View" improved by double digits from its most-recent week of original telecasts (w/o 12/14/20) in Total Viewers (+17% - 3.315 million vs. 2.843 million), Women 25-54 (+26% - 454,000 vs. 359,000) and Women 18-49 (+28% - 320,000 vs. 250,000), posting its best numbers in Total Viewers and Women 18-49 in 9 months – since w/o 4/6/20.

"The View" surged year to year in Total Viewers (+26% - 3.315 million vs. 2.627 million), Women 25-54 (+21% - 454,000 vs. 375,000) and Women 18-49 (+21% - 320,000 vs. 265,000).

On Thursday (1/7/21), "The View" delivered its most-watched telecast (3.707 million) in over 4 years – since 11/9/16. In addition, the Thursday telecast posted the programs strongest Women 25-54 (524,000) and Women 18-49 (403,000) numbers in 9 months – since 4/16/20 and 3/31/20, respectively.

In addition, on Monday (1/4/21), with the return of Meghan McCain, "The View" delivered its 3rd-strongest numbers in Total Viewers (3.100 million) and Women 18-49 (313,000), and 2nd-best in Women 25-54 (467,000) since November - since 11/9/20, 11/3/20 and 11/3/20, respectively.

Season to date, "The View" is up compared to the same point last season in Total Viewers (+15% - 2.981 million vs. 2.595 million) and Women 25-54 (+1% - 399,000 vs. 397,000), delivering its most-watched season in 6 years – since the 2014-2015 season.

NOTE: On Wednesday (1/6/21), due to live ABC News coverage of the joint session of Congress, "The View" was coded as a breakout. The telecast is excluded from the weekly and season averages. "The View"'s weekly averages are based on four days (Monday-Tuesday and Thursday-Friday).

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 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), or as dated. Most Current: Season 2020-2021 (9/7/20 – 1/10/21) and Season 2019-2020 (9/2/19 – 1/12/20). Syndication Season (9/14/19 - 12/3/21). Most Current - 4Q20 (9/21 –

12/27/20), 4Q19 (9/23 – 12/29/19) and 3Q20 (6/29/19 – 9/20/20). *Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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