



September 8, 2021

**** Ratings Report for ABC News' "World News Tonight with David Muir"**

For the week of Aug. 30, 2021

'WORLD NEWS TONIGHT WITH DAVID MUIR' IS THE #1 PROGRAM IN THE U.S. ON ALL OF BROADCAST AND CABLE — IN TOTAL VIEWERS AND ADULTS 25-54 — MOST-WATCHED WEEK IN 5 MONTHS

'World News Tonight' Wins All Key Demos – Increasing Leads Over NBC and CBS Week to Week

'World News Tonight' Outdelivers NBC by 1.41 Million and CBS 3.4 Million Total Viewers

For the 5th Season in a Row, 'World News Tonight' Is #1 in Total Viewers and for 2nd Consecutive Season Is #1 Across All Key Demos: Total Viewers, Adults 25-54 and Adults 18-49



ABC News*

"World News Tonight with David Muir" ranked as the No. 1 program of the week in Total Viewers (8.521 million) and Adults 25-54 (1.659 million) on all of broadcast and cable television (excluding sports and syndication).

"World News Tonight" ranked as the No. 1 evening newscast across all of broadcast and cable in Total Viewers (8.521 million), Adults 25-54 (1.659 million) and Adults 18-49 (1.159 million) for the week of Aug. 30, 2021, based on Live + Same Day Data from Nielsen Media Research. "World News Tonight" beat "NBC Nightly News" (7.116 million, 1.357 million and 945,000, respectively) by 1.405 million Total Viewers, by 302,000 Adults 25-54 and by 214,000 Adults 18-49. "World News Tonight" has won the last 145 weeks in Total Viewers.

"World News Tonight" increased its lead over NBC from the previous week in Total Viewers (+17% - 1.405 million vs. 1.196 million) and Adults 18-49 (+9% - 214,000 vs. 196,000).

“World News Tonight” widen its margins over NBC year to year in Total Viewers (+34% - 1.405 million vs. 1.046 million), Adults 25-54 (+167% - 302,000 vs. 113,000) and Adults 18-49 (+149% - 214,000 vs. 86,000).

For the 4th week running, **“World News Tonight” posted week-to-week increases across the board: Total Viewers (+5%/+434,000 - 8.521 million vs. 8.087 million), Adults 25-54 (+6%/+95,000 - 1.659 million vs. 1.564 million) and Adults 18-49 (+10%/+106,000 - 1.159 million vs. 1.053 million).** In fact, **“World News Tonight” saw its most-watched week in 5 months — since w/o 3/15/21.**

“World News Tonight” improved on the same week last year in Adults 25-54 (+3%/+51,000 - 1.659 million vs. 1.608 million) and Adults 18-49 (+4%/+41,000 - 1.159 million vs. 1.118 million).

Season to date, **“World News Tonight” (8.777 million) is ranking No. 1 in Total Viewers for the 5th consecutive season,** based on Most Current Data. In fact, the ABC evening newscast **is increasing its lead over “NBC Nightly News” (7.349 million) from the same point last season (+29% - 1.428 million vs. 1.1107 million) to its largest season lead in 26 years — since the 1994-1995 season.** **“World News Tonight” is beating “CBS Evening News” (5.424 million) by 3.353 million.**

“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 margin in Adults 25-54 (+274,000 - 1.695 million vs. 1.421 million) in 25 years and in Adults 18-49 (+194,000 - 1.181 million vs. 987,000) in 26 years — since the 1995-1996 and the 1994-1995 seasons, respectively.**

For the week, **“World News Tonight” (8.521 million, 1.659 million and 1.159 million, respectively) beat “CBS Evening News” (5.162 million, 936,000 and 649,000, respectively) by 3.359 million Total Viewers, by 723,000 Adults 25-54 and by 510,000 Adults 18-49.** In fact, **“World News Tonight” increased its lead over the CBS program week to week in both Adults 25-54 (+11% - 723,000 vs. 649,000) and Adults 18-49 (+14% - 510,000 vs. 448,000) to its largest in 8 weeks — since w/o 7/5/21.**

NOTE: Due to the Labor Day weekend, on Friday (9/3/21), **“World News Tonight”** was retitled to **“Wrld News Tonite,”** **“CBS Evening News”** was retitled to **“CBS Evening Nws,”** and **“NBC Nightly News”** was retitled to **“NBC Nitely News.”** ABC’s, CBS’ and NBC’s averages are based on 4 days (Mon-Thurs).

ABC’s **“World News Tonight with David Muir”** airs 6:30-7:00 p.m. EDT on ABC. Almin Karamehmedovic is the executive producer of the broadcast.

EVENING NEWS (Week of Aug. 30, 2021):

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
ABC WORLD NEWS TONIGHT	8,521,000	1.4/10; 1,659,000	0.9/9; 1,159,000	5.4/15
NBC NIGHTLY NEWS	7,116,000	1.1/ 9; 1,357,000	0.7/8; 945,000	4.4/12
CBS EVENING NEWS	5,162,000	0.8/ 6; 936,000	0.5/5; 649,000	3.2/ 9

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live + SD Current Week (w/o 8/30/21), Previous Week (w/o 8/23/21) and Year-Ago Week (w/o 8/31/20). Most Current: 2020 -2021 Season (9/21/20-9/5/21) and 2019-2020 Season (9/23/19-9/6/20). 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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