

Nov. 9, 2022

ABC NEWS' ELECTION NIGHT COVERAGE TAKES TOP SPOT AMONG BROADCAST NETWORKS IN PRIMETIME — NO. 1 BROADCAST NETWORK IN TOTAL VIEWERS DURING MIDTERMS FOR THE FIRST TIME IN 12 YEARS

ABC News Live Sees Viewership Peak Versus 2018 Midterm Election



*ABC News**

ABC News' "Midterm Election: Your Voice, Your Vote 2022" stood as Tuesday's No. 1 broadcast program in primetime (8:00-11:00 p.m.) among Total Viewers (3.307 million) with ABC taking the top spot on the night with its primetime coverage among the broadcast nets. ABC outperformed CBS' "Campaign 2022 Election" (2.561 million) and NBC's "Decision 2022 Election-Prime" (3.107 million) on the night. In addition, ABC's coverage ranked as the No. 1 broadcast network in Total Viewers during the midterm elections for the first time in 12 years — since the 2010 midterm elections.

Based on preliminary data[^], ABC News Live's election coverage peaked in the 7:00 p.m. hour, during the first hour of election coverage. Hours streamed on the 24/7 streaming channel were up vs. 2018 (+478%).

Marc Burstein is the senior executive producer for special events.

Source: The Nielsen Company, National Live + Same Day Program Ratings, 11/8/22 or as dated. Beginning 8/31/20, National Program Ratings also include Out of Home (OOH) viewing.

^Source: Adobe Analytics, Facebook, Fubo TV, Hulu, Sling TV, Xumo, Tubi, YouTube; data 11/8/22 through 9a 11/9/22.

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