

Aug. 22, 2024

FOR 3RD NIGHT RUNNING AND WITH DAVID MUIR LEADING COVERAGE OF THE DEMOCRATIC NATIONAL CONVENTION FROM CHICAGO, ABC NEWS IS NO. 1 BROADCAST NETWORK ACROSS THE BOARD – IN TOTAL VIEWERS, ADULTS 25-54, AND ADULTS 18-49

Standing as the Only Broadcast Network To Grow in Total Viewers and in the Key Adult News Demo, ABC News Increases Audience Over Second Night of Democratic National Convention in All Key Target Demos



*ABC News**

ABC News' coverage of night three of the 2024 Democratic National Convention (9:00-11:46 p.m.), led by "World News Tonight" anchor and managing editor David Muir, ranked No. 1 among the broadcast networks in Total Viewers (3.199 million), Adults 25-54 (707,000) and Adults 18-49 (539,000). ABC outdelivered CBS' "Campaign 2024 – Democratic Convention Wednesday" (2.081 million, 509,000 and 377,000, respectively, – 9:00-11:44 p.m.) and NBC's "Decision '24 Democratic Convention Wednesday" (2.571 million, 613,000 and 449,000, respectively – 9:00-11:54 p.m.), standing as the No. 1 broadcast network across the board for all three nights of the 2024 Democratic National Convention to date.

- Night three of ABC News' 2024 Democratic National Convention increased from night two in all key target demos: Total Viewers (+7% - 3.199 million vs. 2.996 million), Adults 25-54 (+6% - 707,000 vs. 665,000) and Adults 18-49 (+10% - 539,000 vs. 490,000), standing as the only broadcast network to post gains in overall viewers and the key Adult news demo.
- Night three of ABC News' 2024 Democratic National Convention was up compared to the net's night three of the 2024 Republican National Convention (7/17/24) by double digits in all key target demos: Total Viewers (+65% - 3.199 million vs. 1.937 million), Adults 25-54 (+48% - 707,000 vs. 479,000) and Adults 18-49 (+68% - 539,000 vs. 321,000).

- **ABC News' 2024 Democratic National Convention three-night averages increased compared to the network's three-night averages of the 2020 Democratic National Convention across the board: Total Viewers (+26% - 3.022 million vs. 2.395 million), Adults 25-54 (+4% - 648,000 vs. 625,000) and Adults 18-49 (+5% - 478,000 vs. 457,000).**

Source: The Nielsen Company, National Live + Same Day Program Ratings, 8/21/24. Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing.

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