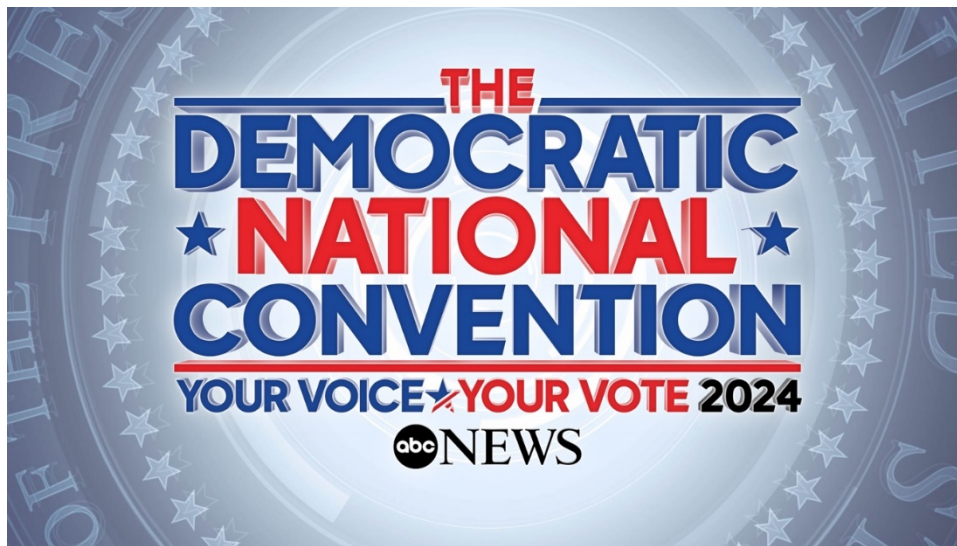


Aug. 21, 2024

FOR 2ND NIGHT IN A ROW 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

ABC News Grows Audience Over First Night of Democratic National Convention in All Key Target Demos



*ABC News**

ABC News' coverage of night two of the 2024 Democratic National Convention (10:00-11:47 p.m.), led by "World News Tonight" anchor and managing editor David Muir, ranked No. 1 among the broadcast networks in Total Viewers (2.996 million), Adults 25-54 (665,000) and Adults 18-49 (490,000). ABC outperformed CBS' "Campaign 2024 – Democratic Convention Tuesday" (2.172 million, 551,000 and 420,000, respectively, – 10:00-11:44 p.m.) and NBC's "Decision '24 Democratic Convention Tuesday" (2.654 million, 621,000 and 426,000, respectively – 10:00-11:49 p.m.), standing as the No. 1 broadcast network across the board for nights one and two of the 2024 Democratic National Convention.

- Night two of ABC News' 2024 Democratic National Convention increased from night one in all key target demos: Total Viewers (+5% - 2.996 million vs. 2.840 million), Adults 25-54 (+17% - 665,000 vs. 568,000) and Adults 18-49 (+23% - 490,000 vs. 400,000).
- Night two of ABC News' 2024 Democratic National Convention was up compared to the Net's night two of the 2024 Republican National Convention (7/16/24) by double-digits in all key target demos: Total Viewers (+44% - 2.996 million vs. 2.078 million), Adults 25-54 (+56% - 665,000 vs. 426,000) and Adults 18-49 (+49% - 490,000 vs. 328,000).

- On average, **ABC News' 2024 Democratic National Convention two-night averages increased compared to the network's two-night averages of the 2020 Democratic National Convention by 24% in Total Viewers** (2.906 million vs. 2.345 million).

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

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