

July 22, 2024

ABC NEWS' SPECIAL REPORT 'BIDEN STANDS DOWN: THE RACE FOR THE WHITE HOUSE' IS NO. 1 BROADCAST NETWORK SPECIAL IN ALL KEY TARGET DEMOS – TOTAL VIEWERS, ADULTS 25-54 AND ADULTS 18-49

ABC Beats NBC by Double-Digit Percentages Across the Board, Leads CBS by Double Digits in Key Adults Demos



*ABC News**

ABC News' special "Biden Stands Down: The Race for The White House" (7:00-9:00 p.m.) ranked No. 1 among the broadcast network specials in Total Viewers (3.660 million), Adults 25-54 (672,000) and Adults 18-49 (472,000), based on Nielsen's Live + Same Day Fast National program ratings.

- **ABC led the CBS News special "Biden Exits Race" (3.444 million, 562,000 and 377,000, respectively, 7:00-8:00 p.m.) by 6% in Total Viewers, by 20% in Adults 25-54 and by 25% in Adults 18-49.**
- **ABC outperformed the NBC News special "President Biden Exits the 2024 Race" (2.306 million, 494,000 and 354,000, respectively, 7:00-9:00 p.m.) by double-digits in all key target demos: Total Viewers (+59%), Adults 25-54 (+36%) and Adults 18-49 (+33%).**

Source: The Nielsen Company, Fast National Live + Same Day Program Ratings, 7/21/24. Averages include Out of Home Viewing.

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