

Aug. 23, 2024

FOR THE FIRST TIME IN AT LEAST 30 YEARS, ABC NEWS SWEEPS PRIMETIME COVERAGE EVERY NIGHT OF THE 2024 DEMOCRATIC NATIONAL CONVENTION AS THE NO. 1 BROADCAST NETWORK ACROSS THE BOARD, WITH NIGHT-OVER-NIGHT AUDIENCE GROWTH

With Most-Watched Final Night of Democratic National Convention in 16 Years, ABC News Is No. 1 in All Key Demos – Total Viewers, Adults 25-54 and Adults 18-49

Thursday Night's Primetime Coverage Grew Double Digits Over Night Three of the Democratic National Convention, Outdelivering NBC by 1.2 Million Viewers and CBS by 1.8 Million Viewers



*ABC News**

For the first time in at least 30 years, ABC News wins every night of the 2024 Democratic National Convention as the No. 1 broadcast network across the board, with night-over-night audience growth (the Nielsen electronic database started in September 1991). ABC News' coverage of the Democratic National Convention's fourth night (9:00-11:27 p.m.), led by "World News Tonight" anchor and managing editor David Muir, is ABC's most-watched final night of a DNC in 16 years – since night four of the 2008 Democratic National Convention (8/28/08). ABC News ranked No. 1 among the broadcast networks in Total Viewers (4.233 million), Adults 25-54 (1.050 million) and Adults 18-49 (789,000).

- ABC outperformed CBS' "Campaign 2024 – Democratic Convention Thursday" (2.424 million, 607,000 and 445,000, respectively, – 9:00-11:22 p.m.) and NBC's "Decision '24 Democratic Convention Thursday" (3.014 million, 857,000 and 637,000, respectively – 9:00-11:29 p.m.).

- **Night four of ABC News' 2024 Democratic National Convention grew substantially from night three in all key target demos: Total Viewers (+32% - 4.233 million vs. 3.199 million), Adults 25-54 (+49% - 1.050 million vs. 707,000) and Adults 18-49 (+46% - 789,000 vs. 539,000).**
- **ABC News' 2024 Democratic National Convention four-night averages increased by double digits compared to the network's four-night averages of the 2020 Democratic National Convention across the board: Total Viewers (+30% - 3.337 million vs. 2.562 million), Adults 25-54 (+12% - 753,000 vs. 675,000) and Adults 18-49 (+13% - 559,000 vs. 493,000), growing the most in each demo versus CBS and NBC.**

Source: The Nielsen Company, National Live + Same Day Program Ratings, 8/22/24. Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing.

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