

Sept. 27, 2024

**FOR THE 2<sup>ND</sup> YEAR, '20/20' IS FRIDAY'S NO. 1 NEWSMAGAZINE FOR THE BROADCAST SEASON ACROSS THE BOARD**

**Program Grows Its Overall Audience Versus the Previous Season**



*ABC/Michael Le Brecht II\**

**2023-2024 Broadcast Season**

For the 2023-2024 full television season, **"20/20"** stood as **Friday's No. 1 newsmagazine** and led NBC's **"Dateline-Friday"** in all key target demos for the 2<sup>nd</sup> season in a row, based on Most Current Data from Nielsen Media Research.

- **"20/20" led "Dateline-Friday" in Total Viewers** (+182,000; 3.837 million vs. 3.655 million), **Adults 18-49** (+10,000 - 594,000 vs. 584,000), and **Adults 25-54** (+15,000; 843,000 vs. 824,000).
- **"20/20" outdelivered "Dateline" for the 2<sup>nd</sup> season in a row in Total Viewers and for the 4<sup>th</sup> consecutive season in both key Adult demos.**
- **"20/20" improved on the previous season in Total Viewers** (+30,000; 3.837 million vs. 3.807 million).

ABC News' **"20/20"** is the No. 1 award-winning primetime program anchored by David Muir and Deborah Roberts. A proven leader as a long-form newsmagazine for over 45 years, **"20/20"** features

unforgettable, character-driven true-crime mysteries, exclusive newsmaker interviews, hard-hitting investigative reports and in-depth coverage of high-profile stories. Janice Johnston is the executive producer. The two-hour “20/20” events air on Fridays from 9:01-11:00 p.m. EDT on ABC and are available to stream on ABC News digital platforms and [Hulu](#).

Source: The Nielsen Company, Live+7/Most Current Program Ratings. 2023-24 Television Season for “20/20” (9/25/23 – 9/15/24), for “Dateline” (9/25/23 – 9/22/24) and 2022-23 Broadcast Season (9/19/22 – 9/24/23). Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Prior to 8/31/20, ratings do not include OOH viewing.

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