



Jan. 21, 2021

**** Ratings Report for ABC News' Special Coverage of the Inauguration of President Joe Biden
For Jan. 20, 2021**

**FOR THE FIRST TIME IN 28 YEARS, ABC NEWS' SPECIAL COVERAGE OF THE
INAUGURATION IS NO. 1 AMONG BROADCAST NETWORKS, LEADING IN TOTAL
VIEWERS, ADULTS 25-54 AND ADULTS 18-49**

ABC News Primetime Special Ranks No. 1 Across the Board

**ABC News Viewership Grows by Double Digits Across All Key Demos From Inauguration
Coverage 4 Years Ago**

7.9 Million Viewers Tuned in to ABC News Live's All-Day Streaming Coverage

ABC News' special coverage of the 2021 inauguration of President-elect Joe Biden ranked No. 1 among the broadcast networks, averaging 5.244 million Total Viewers, 1.551 million Adults 25-54 and 1.278 million Adults 18-49, based on Nielsen's "Fast National" ratings. ABC beat inauguration coverage on CBS (4.010 million, 947,000 and 787,000, respectively) and NBC (4.580 million, 1.468 million and 1.254 million, respectively). In fact, it was the first time in 28 years that ABC ranked No. 1 across the board versus CBS and NBC – since the 1993 inauguration.

ABC posted double-digit increases compared to the Net's coverage of the 2017 inauguration across the board: Total Viewers (+10% - 5.244 million vs. 4.787 million), Adults 25-54 (+11% - 1.551 million vs. 1.395 million) and Adults 18-49 (+14% - 1.278 million vs. 1.117 million). In addition, ABC stood as the only broadcast network to grow versus the 2017 Inauguration.

ABC News' "The Inauguration of Joseph R. Biden, Jr. – An ABC News Special" (8:00-8:30 p.m.)

ABC News' "The Inauguration of Joseph R. Biden, Jr. – An ABC News Special" won the 8:00-8:30 p.m. half-hour and stood as primetime's most-watched telecast on Wednesday among the broadcast networks with 4.3 million Total Viewers. The ABC News program outperformed "CBS News Special: One Nation" by 16% (3.7 million) and NBC's "Biden Inauguration" by 10% (3.9 million) in the time period. In Adults 18-49, ABC (0.8/4) also took the top spot among the broadcasters in the half-hour, leading CBS by 60% (0.5/3) and NBC by 14% (0.7/4). In Adults 25-54, ABC (1.0/4) also ranked No. 1 in the time period among the broadcast networks, leading CBS by 43% (0.7/3), while tying NBC (1.0/5).

The ABC News special posted increases in its 8:00-8:30 p.m. time slot from the previous week of 13% in Total Viewers (4.3 million vs. 3.8 million) and 14% in Adults 18-49 (0.8/4 vs. 0.7/4), seeing the Net's largest overall audience in the half-hour in 5 weeks and delivering a 10-week high in Adults 18-49 – since 12/16/20 and 11/11/21, respectively.

ABC News Digital

Partial figures show **7.9 million viewers tuned in to ABC News Live's all-day streaming coverage** on desktop, ABC News' mobile app, ABC News Live OTT apps on Roku, Apple TV, Android TV and Amazon Fire TV, and distributed platforms like Amazon, Facebook Live, FuboTV, Hulu, Samsung TV +, Sling TV, Twitter, Vidgo and Xumo. **Traffic to ABCNews.com (mobile and desktop) surpassed the Jan. 20, 2017 inauguration by +28%.**

Source: The Nielsen Company, Fast Affiliate Live + Same Day Ratings, 1/20/21 or as dated. Beginning 8/31/20, National Program Ratings also include Out of Home (OOH) viewing. National Live + Same Day Fast National Program Ratings for the Inauguration. Inauguration times: ABC (10:25 a.m. – 4:18 p.m.), CBS (10:00 a.m. – 4:30 p.m.) and NBC (10:00 a.m. – 4:00 p.m.).

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