



CBS Wins Full-Year 2019-2020 Season for Second Consecutive Year Across Primetime, Daytime and Late Night

September 17, 2020

CBS Wins Full-Year Primetime for 11th Time in 12 Years

“The Late Show with Stephen Colbert” Takes Fourth Straight Late Night Ratings Crown Winning the Season by More than +1.5 Million Viewers; Largest Victory over “Tonight Show” in over 25 Years

“The Late Show” Also Repeats Win in Adults 18-49 Viewers

CBS Daytime Wins 34th Consecutive Year By More than +1.2 Million Viewers

#1 Network Reached 228 Million Viewers This Year Across All Dayparts

NEW YORK--(BUSINESS WIRE)--Sep. 17, 2020-- CBS is once again “America’s Most-Watched Network” across primetime, daytime and late night, earning a ratings trifecta for the second consecutive time during the 2019-2020 broadcast year from September 2019-September 2020.

According to Nielsen NPower (6+ minute qualifier), CBS has also reached 228 million viewers this season across all dayparts, nearly 75% of all persons 2+ in the television ratings universe.

CBS PRIMETIME

For the year, CBS Primetime averaged 6.32 million viewers, beating its closest competitor (NBC) by over +700k viewers. This marks the 11th year in the last 12 that CBS has been the most-watched network for the full television year.

CBS LATE NIGHT

THE LATE SHOW with STEPHEN COLBERT beat “The Tonight Show” by +1.52 million viewers (3.46m vs. 1.94m, +78%). This marks CBS’ fourth consecutive late night win – the program’s longest winning streak and the largest margin of victory for CBS over “The Tonight Show” since 1993-1994. THE LATE SHOW also finished +48,000 viewers ahead in adults 18-49 (532k versus 484k), after winning by +20,000 last year.

The combination of THE LATE SHOW and THE LATE LATE SHOW with JAMES CORDEN easily wins late night by +620k viewers (CBS, 2.30m viewers versus NBC, 1.62m and ABC, 1.68m).

CBS DAYTIME

CBS has dominated the daytime landscape for the past 34 years, and this season was no exception. CBS beat its closest competition in daytime by +1.25 million viewers (3.46m versus ABC’s 2.21m).

Source: Nielsen NTI, “Most Current” ratings for Sept. 23, 2019 – Sept. 13, 2020

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