

# VIACOMCBS

## 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 11<sup>th</sup> 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 34<sup>th</sup> 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 11<sup>th</sup> 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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