

ABC PRESS BUNDLE FOR THURSDAY, MAY 19, 2005

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May 19, 2005

**ROB THOMAS, CHRIS ROCK, JADA PINKETT SMITH,
EVANGELINE LILLY AND TONY DANZA ARE AMONG THE
GUESTS ON ABC DAYTIME'S "THE VIEW," MAY 23-27**

Star Jones Reynolds SINGS, May 24

"Access Hollywood" Co-Anchor Nancy O'Dell to Co-Host May 27

A year-long "Celebration" continues on ABC's Emmy Award-winning talk and entertainment program, "The View" (11:00 a.m.-12:00 noon, ET), now in its eighth season. During the week of **MAY 23-27**, co-hosts Barbara Walters, Meredith Vieira, Star Jones Reynolds, Joy Behar and Elisabeth Hasselbeck welcome Chris Rock, David Schwimmer and Jada Pinkett Smith ("Madagascar"), John Lithgow (Broadway's "Dirty Rotten Scoundrels"), Evangeline Lilly ("Lost" – Season Finale), Tony Danza ("The Tony Danza Show"), Janel Moloney ("Witness: The Amber Frey Story"), Amber Tamblyn, Alexis Bledel, Blake Lively, America Ferrera ("The Sisterhood of the Traveling Pants") and musical guests Sarah McLachlan and Rob Thomas ("Something to Be").

"The View" recently received its seventh consecutive Daytime Emmy Award nomination for Outstanding Talk Show and the Outstanding Talk Show Host, honoring the five co-hosts. The show received a total of 11 Daytime Emmy Award nominations. The 32nd Annual Daytime Emmy Awards will be held on Friday, May 20, live, at Radio City Music Hall in New York City.

Scheduled segments for the week of MAY 23-27 are as follows (subject to change):

MONDAY, MAY 23 – The co-hosts discuss the results of the Daytime Emmy Awards and are joined by Carolyn Hinsey, editor of "Soap Opera Digest" magazine; wedding fashions with David Zyla; musical guest Sarah McLachlan; comedian Mario Cantone with a comical post-Daytime Emmy Awards wrap-up.

TUESDAY, MAY 24 – Tony Danza ("The Tony Danza Show"); co-host Star Jones Reynolds sings; one viewer's amazing weight loss transformation.

WEDNESDAY, MAY 25 – "Have Your Say In May!" – the co-hosts discuss topics submitted from viewers; Evangeline Lilly ("Lost" – Season Finale); musical guest Rob Thomas; Janel Moloney ("Witness: The Amber Frey Story").

THURSDAY, MAY 26 – John Lithgow (Broadway's "Dirty Rotten Scoundrels"); Amber Tamblyn, Alexis Bledel, Blake Lively, America Ferrera ("The Sisterhood of the Traveling Pants"); soap star medical examinations with Nancy Lee Grahn ("General Hospital"), Alexa Havins and Jill Larson ("All My Children") and Heather Tom ("One Life to Live").

FRIDAY, MAY 27 – Guest co-host Nancy O'Dell ("Access Hollywood"); Chris Rock, David Schwimmer, Jada Pinkett Smith ("Madagascar"); "Access Hollywood" host Nancy O'Dell provides picks for hot summer movies; Morgan Spurlock ("Super Size Me," author, "Don't Eat This Book").

"The View" features a dynamic team of five women who share their no-holds-barred opinions and colorful conversations. The chemistry of co-hosts Barbara Walters, Meredith Vieira, Star Jones Reynolds, Joy Behar and Elisabeth Hasselbeck is the original forum in which real women discuss everyday issues. Since its launch, "The View" has received 18 Daytime Emmy Awards, including Outstanding Talk Show. The show has received numerous nominations, including seven consecutive nominations for Outstanding Daytime Talk Show and Outstanding Talk Show Host. "The View" is seen live MONDAY-FRIDAY (11:00 a.m.-12:00 noon, ET; CLOSED-CAPTIONED; in stereo, TV-14) on ABC. Visit "The View" on the Web at abc.com (keyword: theview).

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May 19, 2005

Quick Take for Wednesday, May 18, 2005 (Based on Fast Affiliate Ratings)

"Lost" More than Doubles its Closest Competitor at 8pm, Attracting the ABC Drama's Largest Audience in 11 Weeks

Facing a Slew of Season Finales During its Extended Telecast, ABC's "Alias" Produces ABC's Top Series Numbers in the 9-11pm Time Period in 7 Weeks

Wednesday Night (8:00-11:00 p.m.)

ABC earned second place on Wednesday night among Adults 18-49. ABC (4.6/12) bested third-place CBS by 53% (3.0/8) and fourth-place NBC by 59% (2.9/8).

"Lost" (8:00-9:00 p.m.)

ABC's "Lost" posted a dominant victory in its time period, more than doubling the audience of its closest competitor, the 1-hour season finale of Fox's "That '70s Show" (18.0 million vs. 8.6 million). "Lost" led its time slot by 52% in the key Adult 18-49 sales demographic (6.4/19 vs. 4.2/12 – Fox). In fact, the broad skewing ABC drama won its time period across the board, including viewers, adults, teens and kids.

- "Lost" generated the series' biggest audience in 11 weeks – since 3/2/05.

"Alias" (9:00-11:00 p.m.)

Facing a slew of season finales during its extended telecast, ABC's "Alias" drew an average audience of 9.2 million viewers and a 3.6 rating, 9 share among Adults 18-49 in its time period. The ABC drama earned second-place in its regular time period among Adults 18-49 (3.6/9 in the 9 o'clock hour), while remaining competitive opposite the season finales of established CBS and NBC dramas during its second hour (3.7/10 in the 10 o'clock hour). "Alias" aired opposite 8 season finales on the other broadcasters, including CBS' "King of Queens," "Yes, Dear" and "C.S.I.: NY"; NBC's "Revelations" and "Law & Order"; Fox's "Stacked"; UPN's "Kevin Hill" and WB's "Smallville."

- "Alias" delivered ABC's largest audience and top Adult 18-49 rating with series programming in the time period in 7 weeks – since 3/30/05.

Source: Nielsen Media Research (Fast Affiliate Ratings) 5/18/05.

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May 19, 2005

**Fringe Ratings Report: ABC Daytime Programming
Week of May 9-13, 2005**

**ABC'S DRAMA LINEUP RANKS NO. 1 FOR THE 18TH-STRAIGHT WEEK,
ITS LONGEST WINNING STREAK SINCE SPRING/SUMMER OF 2003,
AND IS NO. 1 SEASON TO DATE AMONG WOMEN 18-49**

**ABC'S FULL LINEUP IS NO. 1 FOR THE 16TH-STRAIGHT WEEK,
ITS LONGEST WINNING STREAK SINCE THE 1999-2000 SEASON,
AND IS NO. 1* SEASON TO DATE AMONG WOMEN 18-49**

**ABC DAYTIME WINS ALL FOUR TIME PERIODS BASED ON RATINGS AND
DELIVERS THREE OF THE TOP FIVE SHOWS AMONG WOMEN 18-49**

**ABC IS THE ONLY NETWORK TO HAVE ITS FULL AND DRAMA LINEUPS SHOW GROWTH
VERSUS THE PRIOR WEEK AND LAST YEAR AMONG WOMEN 18-49 AND FEMALE TEENS**

**"ALL MY CHILDREN" IS THE ONLY DAYTIME PROGRAM TO SHOW SEASON-TO-DATE
GROWTH AMONG THE KEY WOMEN DEMOS – WOMEN 18-49 AND WOMEN 18-34**

**"GENERAL HOSPITAL" OUTPERFORMED ITS TIME PERIOD COMPETITOR,
CBS' "GUIDING LIGHT," BY 76% AMONG WOMEN 18-49 FOR THE WEEK
AND IS OUTPERFORMING "GUIDING LIGHT" BY 71% FOR THE SEASON**

**"ONE LIFE TO LIVE" OUTPERFORMED ITS TIME PERIOD COMPETITOR,
CBS' "AS THE WORLD TURNS," BY 45% AMONG WOMEN 18-49 FOR THE WEEK
AND IS OUTPERFORMING "AS THE WORLD TURNS" BY 34% FOR THE SEASON**

**ABC DAYTIME WON THE 1-3PM TIME PERIOD (ONLY TWO HOURS NBC PROGRAMS) FOR
THE 18TH-STRAIGHT WEEK*, BEATING NBC BY 9% IN WOMEN 18-49, THE NET'S LONGEST
WINNING STREAK SINCE SPRING/SUMMER,2003, AND POSTING 6% GAINS VS. LAST YEAR**

Week of May 9-13, 2005

ABC's Daytime drama lineup was No. 1 for the 18th-straight week among Women 18-49, ABC's longest winning streak since the spring/summer of 2003, with a 2.0 rating and a 13 share -- delivering 1.3 million Women 18-49 for the week of May 9-13, 2005. ABC's Daytime drama lineup outperformed CBS's by 28% and NBC's by 11% in actuals among Women 18-49. The lineup was up 3% versus last year (only network up). Among Women 18-34, the lineup was up 1% versus the prior week. Among Female Teens, the drama lineup was up 108% versus last year (most growth).

ABC's full Daytime schedule was No. 1 for the 16th-straight week in Women 18-49, its longest winning streak since the 1999-00 season, with a 1.9 rating and a 12 share — delivering an average audience of 1.2 million Women 18-49. ABC outperformed CBS by 24% and NBC by 4% in actuals in Women 18-49. The lineup was up 1% versus last year (only network up) among Women 18-49. In Female Teens, the lineup was up 91% versus last year (most growth). During the 1-3pm time period (the only two hours NBC programs), ABC scored its 18th-straight victory (including ties), ABC's longest winning streak since spring/summer, 2003, with a 2.0 rating and a 12 share, delivering 1.3 million Women 18-49, beating NBC by 9%. ABC also posted a 6% gain vs. last year in the 1-3pm time period.

ABC delivered three of the top five daytime programs and won all four time periods based on ratings among Women 18-49:

- “The View” delivered a 1.5 rating and an 11 share – delivering an average audience of 980,000 Women 18-49. The talker outperformed the combined half-hours of “The Price is Right” by 13%, “As the World Turns” by 13% and “Guiding Light” by 29% among Women 18-49. Among Women 18-34, the talker outperformed the combined half-hours of “The Price is Right” by 15%, “As the World Turns” by 12%, “Bold & the Beautiful” by 5% and “Guiding Light” by 17% among Women 18-34. Among Female Teens, the talker was up 70% versus the prior week (most growth) and 13% versus last year.
- “General Hospital” was the No. 2*-ranked program, with a 2.0 rating (*tied with “All My Children” and “Days of our Lives”) and a 13 share -- delivering 1.3 million Women 18-49. The drama outdelivered its time period rival, “Guiding Light,” by 76% for the week and is outperforming “Guiding Light” by 71% season to date among Women 18-49. Among Female Teens, the drama was up 74% versus last year.
- “All My Children” was the No. 2*-ranked program, with a 2.0 rating (*tied with “General Hospital” and “Days of our Lives”) and a 13 share – delivering 1.3 million Women 18-49. The drama was up 4% versus last year and is trending up 5% season to date, making “AMC” the only program to show season-to-date gains. Among Women 18-34, the drama was up 3% versus last week and is up 9% season to date, making “AMC” the only program to post gains. Among Female Teens, the drama was up 38% versus the prior week and 150% versus last year.
- “One Life to Live” was the No. 5-ranked program of the week, with a 1.9 rating and a 12 share – delivering 1.3 million Women 18-49. The drama was up 9% versus last year among Women 18-49. “OLTL” outperformed time period competitors “As the World Turns” by 45% and “Passions” by 23% for the week, and is outperforming “Passions” by 17% and “ATWT” by 34% season to date among Women 18-49. Among Women 18-34, the drama was up 3% versus the prior week and 5% versus last year. Among Female Teens, the drama was up 126% versus last year.

Season to date, ABC’s Daytime drama lineup ranks No. 1, with a 2.1 rating and a 13 share — delivering 1.4 million Women 18-49 – outperforming CBS by 28% and NBC by 11% in actuals. ABC’s full Daytime lineup is No. 1*, with a 1.9 rating (*tied with NBC) and a 12 share — delivering 1.3 million Women 18-49. ABC is outperforming CBS by 22% and NBC by 3% actuals.

Following are the Daytime drama and full Daytime ratings averages for the week:

<u>DAYTIME DRAMAS:</u>	<u>TOTAL VIEWERS</u>	<u>WOMEN 18-49</u>
No. 1 CBS	3,770,000	No. 1 ABC 2.0/13
No. 2 ABC	3,480,000	No. 2 NBC 1.8/11
No. 3 NBC	2,860,000	No. 3 CBS 1.6/10

<u>FULL DAYTIME:</u>	<u>TOTAL VIEWERS</u>	<u>WOMEN 18-49</u>
No. 1 CBS	4,050,000	No. 1 ABC 1.9/12
No. 2 ABC	3,360,000	No. 2 NBC 1.8/11
No. 3 NBC	2,860,000	No. 3 CBS 1.5/10

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