



THE 53rd ANNUAL GRAMMY® AWARDS DELIVER LARGEST AUDIENCE SINCE 2001

CBS, Sunday, February 13, 2011

via press release from CBS

Music's Biggest Night® Attracts 26.55 Million Viewers

GRAMMY® Awards Up in Adults 18-49, Adults 18-34 and Adults 25-54 from Last Year, Best Demos Since 2004

THE 53RD ANNUAL GRAMMY AWARDS delivered the award show's largest audience in 10 years, attracting 26.55 million viewers and its best demographic ratings since 2004, according to Nielsen preliminary live plus same day ratings for Sunday, Feb. 13.

From 8:00-11:30 PM, THE 53rd ANNUAL GRAMMY AWARDS posted a 14.8/24 with 26.55m viewers, 10.7/26 in adults 25-54, 10.0/26 in adults 18-49 and 9.5/28 in adults 18-34.

Compared to last year's event (on Jan. 31, 2010, outside the February sweep), CBS was up +3% in households (from 14.3/23), +1% in both adults 25-54 (from 10.6/24) and adults 18-49 (from 9.9/24), +4% in adults 18-34 (from 9.1/24) and added +680,000 viewers (from 25.87m, +3%).

THE 53RD ANNUAL GRAMMY AWARDS posted the award show's best deliveries in households, adults 25-54, adults 18-49 and adults 18-34 since Feb. 8, 2004, and its best in viewers since Feb. 21, 2001.

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