



April 14, 2021

## Quick Take for Friday, April 9, 2021 (National Live+3 Day Program Ratings)

**ABC's 'Shark Tank' Tops All 3 CBS Dramas to Win Friday With Adults 18-49**

**'Shark Tank' Grows by 25% Over the Prior Week to a 9-Week High**



ABC\*

Series photos are available at [digeppress.com/abc](https://digeppress.com/abc).

**"Shark Tank" (8:00-9:01 p.m. – 5.0 million and 1.0/8 in AD18-49):**

**ABC's "Shark Tank" stood as Friday's No. 1 program among Adults 18-49 (1.0/8) in the Live+3 Day ratings, topping all 3 of CBS' original dramas on the night. In fact, "Shark Tank" ranked as the night's highest-rated program on 15 of its 16 most recent original telecasts with Adults 18-49.**

**"Shark Tank" grew week to week by 11% in Total Viewers (5.0 million vs. 4.5 million) to draw its biggest audience in 5 weeks and shot up over the prior week by 25% in Adults 18-49 (1.0/8 vs. 0.8/7) to hit a 9-week high – since 3/5/21 and 2/5/21, respectively.**

Season to date, **"Shark Tank" is improving year over year by 9% in Total Viewers (4.8 million vs. 4.4 million).**

*Source: The Nielsen Company, National Live+3 Day Program Ratings, 4/9/21, 2020-21=9/21/20-4/11/21, 2019-20=9/23/19-5/20/20. Beginning 8/31/20, National Program Ratings also include Out of Home (OOH) viewing.*

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### Contact

Salima Merchant

[salima.merchant@abc.com](mailto:salima.merchant@abc.com)

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