

July 23, 2021

Quick Take for Sunday, July 18, 2021 (National Live+3 Day Program Ratings)

Summer Fun & Games Lands ABC as Sunday's Most-Watched Network

All Three Summer Fun & Games Series Post Gains Over Last Original Telecasts



ABC/Eric McCandless, ABC/Raymond Liu, ABC/Christopher Willard*
Series photos are available at dgepress.com/abc.

ABC Sunday Primetime (7:00-11:00 p.m. – 4.4 million and 0.6/5 in AD18-49):

With its Summer Fun & Games lineup returning to originals for the first time in three weeks, **ABC ranked as Sunday's most-watched network (4.4 million)** in the Live+3 Day numbers, **beating its nearest competition on the night by 19%** (CBS = 3.7 million).

- **"Celebrity Family Feud" grew over its last original telecast in both Total Viewers (5.4 million vs. 5.0 million) and Adults 18-49 (+14% - 0.8/6 vs. 0.7/5).** In addition, **ABC's "Celebrity Family Feud" outdrew CBS' "Big Brother" head-to-head in the 8 p.m. hour by 17% in Total Viewers (5.4 million vs. 4.6 million).**
- **"The Chase" built by 13% among Total Viewers (4.4 million vs. 3.9 million) and held even among Adults 18-49.**
- **"To Tell the Truth" improved by 12% in Total Viewers (3.7 million vs. 3.3 million) to draw its 2nd-largest audience this summer and by 20% among Adults 18-49 (0.5/4 vs. 0.4/3).**

Source: The Nielsen Company, National Live+3 Day Program Ratings, 7/18/21. Beginning 8/31/20, National Program Ratings also include Out of Home (OOH) viewing.

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