

March 20, 2024

## Ratings Report for Monday, March 11, 2024

*ABC Multiplatform+3 Day Ratings / National Live+3 Day Program Ratings*

**ABC's 'The Bachelor' Hits 2-Year High in Total Viewers**

**Posts 8th Straight Week of Year-Over-Year Growth in Total Viewers**

**Ranks as Monday's No. 1 Show for 8th Time in 8 Weeks Among Adults 18-49**



Disney/John Fleenor\*

Series photos are available [here](#).

**"The Bachelor"** (6.26 million Total Viewers and 1.89 rating among AD18-49 in MP+3):

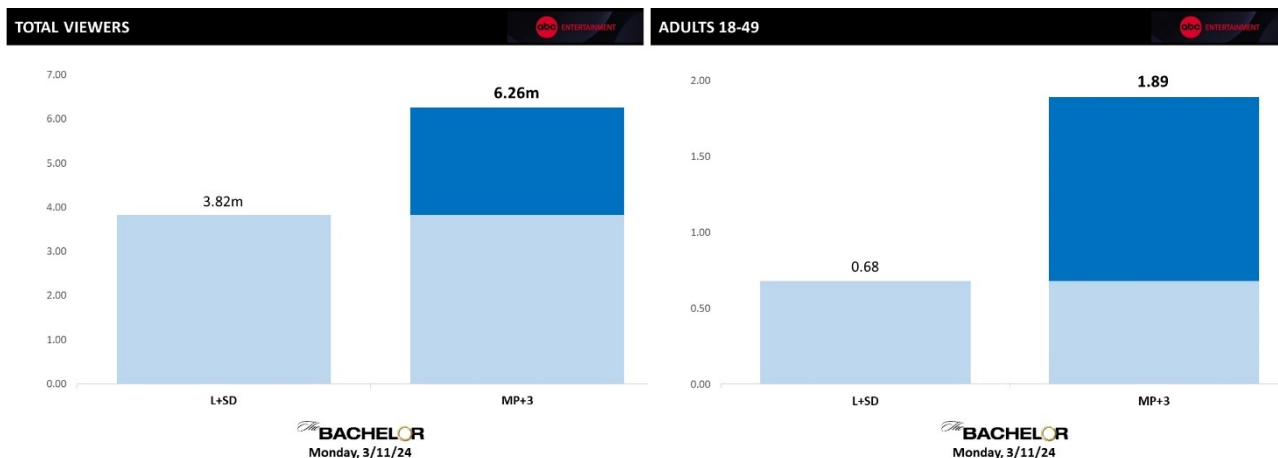
After three days of viewing on ABC, Hulu and digital platforms, **"The Bachelor"** marked the series' **most-watched multiplatform telecast** (6.26 million) in 2 years – since its March 2022 season finale. The ABC unscripted series also **scored its 2<sup>nd</sup> highest-rated multiplatform telecast this season among Adults 18-49** (1.89 rating).

**"The Bachelor"** **skyrocketed +178% after just three days of multiplatform viewing** (0.68 rating to 1.89 rating) and **picked up an additional +2.44 million Total Viewers** (3.82 million to 6.26 million).

In the linear National Live+3 Day data, **"The Bachelor"** **built for the 3<sup>rd</sup> consecutive week** in Total Viewers (+1% - 4.39 million vs. 4.35 million) to also **score its top telecast in 2 years** – since its March 2022 season finale. In addition, the ABC unscripted series **delivered its 2<sup>nd</sup> strongest linear telecast** in Adults 18-49 (0.80 rating).

**"The Bachelor"** **posted its 8<sup>th</sup> straight week of year-to-year growth in Total Viewers, jumping by 18% over the same telecast last year** (4.39 million vs. 3.71 million on 3/13/23). On average this season, **"The Bachelor"** **is up over its first 8 weeks last season by 14% in Total Viewers** (4.09 million vs. 3.58 million).

The ABC unscripted series ranked as **Monday's No. 1 broadcast series for the 8<sup>th</sup> time in 8 weeks** among Adults 18-49 (0.80 rating). "The Bachelor" **dominated NBC's "The Voice" by 31%** (0.61 rating) and **"Deal or No Deal Island" by 82%** (0.44 rating) in Adults 18-49.



"The Bachelor" is produced by Warner Bros. Unscripted Television in association with Warner Horizon. Claire Freeland, Jason Ehrlich, Bennett Graebner, Peter Gust, Tim Warner, Jodi Baskerville and Jeff Thomas serve as executive producers.

Source: The Nielsen Company, preliminary National Live+3 Day Program Ratings and ABC Multiplatform+3 Day data for 3/11/24, or as dated.

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