

Nov. 17, 2021

Live+7 Day Ratings for Week of Nov. 1, 2021 (Week No. 7):

**'A Million Little Things' Posts +250% Increase in L+7 Playback
for 2nd Time This Season Among Adults 18-49**

ABC Drama Posts Top 2 Biggest Single Lifts for Any Broadcast Show This Season



ABC/Darko Sikman*
Series photos are available [here](#).

During the week of Nov. 1, 2021, ABC's "A Million Little Things" jumped by +250% among Adults 18-49 from its Live+Same Day rating to Live+7 Day to stand as the No. 1 broadcast gainer in TV playback. In fact, the ABC drama increased by +250% for the 2nd time this season to deliver the Top 2 biggest single lifts for any broadcast program on any network so far this season.

With "A Million Little Things," ABC claimed 3 of the week's Top 5 playback gainers on the broadcast networks with Adults 18-49: "A Million Little Things" (+250%) – No. 1, "The Rookie" (+133%) – No. 3 (tie) and "The Good Doctor" (+125%) – No. 5. In fact, ABC delivered the week's only broadcast program to more than triple after 7 days of TV playback ("A Million Little Things") and 2 of the only 3 to more than double ("The Rookie" and "The Good Doctor").

With another +250% lift this season, "A Million Little Things" tied its biggest playback increase ever among Adults 18-49.

- After seven days of viewing across all linear and digital platforms, "The Good Doctor" grew to a 1.6 rating in Adults 18-49 (up +300% over its L+SD rating), "The Rookie" delivered a 1.5 rating (+400%) and "A Million Little Things" posted a 1.0 rating (+400%).

ABC had 2 of the week's Top 3 playback gainers on the broadcast networks in Total Viewers with "A Million Little Things" (+129%) – No. 2 and "The Rookie" (+123%) – No. 3.

- After seven days of multiplatform viewing, "The Good Doctor" grew to 8.5 million Total Viewers (up +136% over its L+SD average), "The Rookie" averaged 7.9 million viewers (+193%) and "A Million Little Things" averaged 4.8 million viewers (+167%).

Source: The Nielsen Company, National Live+7 Day and ABC Multiplatform+7 Day vs. Live+Same Day Program Ratings, week No. 7 = 11/1-11/7/21, excludes repeats and programs < 5 minutes.

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