

April 25, 2024

Ratings Report for Tuesday, March 5, 2024

ABC Multiplatform+35 Day Ratings

ABC's 'Will Trent' Continues Momentum as Series Logs Highest Total Viewer Audience to Date and Highest Adults 18-49 Rating in Over a Year

Series Grows to 11.23 Million Total Viewers and 1.63 Adults 18-49 After 35 Days of Multiplatform Viewing



Disney/Daniel Delgado Jr.*
Series photos are available [here](#).

- After 35 days of viewing on ABC, Hulu and digital platforms, “Will Trent” continues its ratings climb in episode three of season two, growing to 11.23 million Total Viewers and marking its highest multiplatform telecast to date.
- “Will Trent” improved +7% over the prior week in Adults 18-49 (1.63 rating vs. 1.53 rating on 2/27/24), hitting a season high and posting the series’ strongest Adults 18-49 performance rating in over a year - since 1/24/23. This represents a +10% increase over its season two premiere (1.48 rating on 2/20/24).
- In addition, episode three logged impressive growth from its initial audience measurement with a +353% increase in Adults 18-49 (0.36 rating to 1.63 rating) from Live +Same Day to MP35.

Source: The Nielsen Company, preliminary ABC Multiplatform+35 Day Ratings for 3/5/24

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