

Feb. 19, 2021

Quick Take for Sunday, Feb. 14, 2021 (National Live+3 Day Program Ratings)

ABC Wins Sunday by 20% Over Nearest Competition in Adults 18-49

'AFV' Posts Strongest Telecast Since Last Spring

'American Idol' Premieres as Sunday's No. 1 Program

'The Rookie' Returns With New Season Highs



ABC/Ser Baffo, ABC/John Fleenor, ABC/Raymond Liu*
Series photos are available at dgepress.com/abc.

ABC Sunday Primetime (7:00-11:00 p.m. – 7.5 million and 1.2/7 in AD18-49):

With “America’s Funniest Home Videos,” the 2-hour season premiere of “American Idol” and “The Rookie,” **ABC won Sunday night among Adults 18-49 (1.2/7) in the Live+3 Day ratings by 20% over runner-up CBS (1.0/6). ABC scored its strongest Sunday night this season in both Total Viewers (7.5 million) and Adults 18-49 (1.2/7), excluding sports programming.**

“America’s Funniest Home Videos” (7:00-8:00 p.m. – 6.2 million and 0.9/6 in AD18-49):

In its first original broadcast in 4 weeks, “America’s Funniest Home Videos” **shot up over its most-recent original telecast (on 1/17/21) by 38% in Total Viewers (6.2 million vs. 4.5 million) and by 50% with Adults 18-49 (0.9/6 vs. 0.6/3) to hit new season highs.** In fact, “America’s Funniest Home Videos” **attracted its biggest audience since March and delivered its top-rated telecast among Adults 18-49 since April – since 3/29/20 and 4/5/20, respectively.**

ABC’s “America’s Funniest Home Videos” ranked as the No. 1 program in the Sunday 7 p.m. hour with Adults 18-49 (0.9/6).

“American Idol” (8:00-10:00 p.m. – 8.3 million and 1.4/8 in AD18-49):

ABC’s “American Idol” season premiere ranked as Sunday’s No. 1 program with Adults 18-49 (1.4/8-tie).

“American Idol” topped its May finale (on 5/17/20) in both Total Viewers (+1% - 8.3 million vs. 8.2 million) and Adults 18-49 (+17% - 1.4/8 vs. 1.2/6), and outdelivered its final 6 episodes of the prior season to score its strongest telecast since April – since 4/5/20.

“The Rookie” (10:00-11:00 p.m. – 7.1 million and 1.1/7 in AD18-49):

With its first original episode in 3 weeks, **“The Rookie” soared over its most recent original telecast (on 1/24/21) by 18% in Total Viewers (7.1 million vs. 6.0 million) and by 38% in Adults 18-49 (1.1/7 vs. 0.8/5) to post new season highs.**

ABC’s “The Rookie” stood as the No. 1 series in the Sunday 10 o’clock hour with Adults 18-49 (1.1/7), topping its drama competition on CBS by 38% (0.8/5 for “NCIS: New Orleans”). In fact, the ABC drama increased its winning advantage over “NCIS: New Orleans” to 38% in Live+3 Day compared to a 20% lead in Live+Same Day.

“The Rookie” delivered its biggest playback lifts so far this season in Total Viewers (+3.03 million) and Adults 18-49 (+0.5 rating points).

Source: The Nielsen Company, National Live+3 Day Program Ratings, 2/14/21. Beginning 8/31/20, National Program Ratings also include Out of Home (OOH) viewing.

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