

Nov. 24, 2021

Live+7 Day Ratings for Week of Nov. 8, 2021 (Week No. 8):

**‘The Rookie’ Ties Biggest Single Lift
for Any Broadcast Show This Season in Viewers**

**‘The Rookie’ Scores Its Largest-Ever Playback Lift,
While ‘Big Sky’ Delivers a Playback Season High**



ABC/Raymond Liu, ABC/Michael Moriatis*
Series photos are available [here](#).

During the week of Nov. 8, 2021, ABC delivered the Top 2 broadcast gainers in TV playback in Total Viewers with “The Rookie” (+136%) – No. 1 and “Big Sky” (+127%) – No. 2.

With a jump of +136% in Total Viewers from Live+Same Day to Live+7, ABC’s “The Rookie” tied the biggest single lift for any broadcast program on any network so far this season and scored its largest-ever playback increase. “Big Sky” also posted its biggest playback growth this season (+127%).

- After seven days of viewing across all linear and digital platforms this season, “Big Sky” grows to 7.9 million Total Viewers (up +172% over its L+SD average) and “The Rookie” averages 7.8 million viewers (+179%).

Among Adults 18-49, “The Rookie” (+167%) and “Big Sky” (+133%) also stood as the week’s only two programs on the major networks to more than double their initial Live+Same Day ratings.

- After seven days of multiplatform viewing this season, “The Rookie” delivers a 1.5 rating in Adults 18-49 (up +400% over its L+SD rating) and “Big Sky” posts a 1.3 rating (+333%).

Source: The Nielsen Company, National Live+7 Day and ABC Multiplatform+7 Day vs. Live+Same Day Program Ratings, week No. 8 = 11/8-11/14/21, 2021-22 STD=9/20-11/14/21 excludes repeats and programs < 5 minutes.

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