

March 11, 2024

## Ratings Report for Sunday, March 10, 2024

### Fast National Live+Same Day Program Ratings

**Earlier Start Time Propels ‘The Oscars®’ on ABC to Hit 4-Year High in Viewers  
Show Pulls in 19.5 Million Total Viewers, Nearly 1 Million More Than Last Year**

**Stands as Top Awards Show Telecast on Any Network in 4 Years**

**‘Abbott Elementary’ Delivers Highest-Rated Sitcom Telecast in Nearly 4 Years**

**ABC Comedy Scores New Series Highs**



Disney/Frank Micelotta, Disney/Gilles Mingasson\*  
More photos available [here](#).

**“The Oscars®” (7:00-10:29 p.m. – 19.5 million and 3.81 rating in AD18-49):**

Starting one hour earlier than usual, the **96th Oscars on ABC drew an average audience of 19.5 million Total Viewers and scored a 3.81 rating among Adults 18-49** based on Fast National Live+Same Day program data.

- “The Oscars” **hit a 4-year high in Total Viewers** (19.5 million) – since the 2020 broadcast.
- “The Oscars” **grew for the 3<sup>rd</sup> straight year in Total Viewers, improving over last year’s broadcast by nearly 1 million viewers** (19.5 million vs. 18.8 million).
- ABC’s broadcast of the 96th Oscars **peaked in the final half-hour** (10:00-10:29 p.m.) **with 21.9 million Total Viewers**.
- The 96th Oscars stood as the **strongest awards show telecast on any network in 4 years in Total Viewers** (19.5 million) – since ABC’s broadcast of the 2020 Oscars on 2/9/20.

- The 2024 Oscars also ranked as the **top entertainment special in primetime on any network in 4 years in Total Viewers** (19.5 million) – since ABC’s broadcast of the 2020 Oscars on 2/9/20.
- With **19.5 million Total Viewers**, “The Oscars” on ABC **outdrew “The GRAMMYS®” on CBS by 14%** (17.1 million on 2/4/24) and **“The Golden Globes®” by 105%** (9.5 million on 1/7/24) and **“The 75th Emmy Awards®” on Fox by 333%** (4.5 million on 1/15/24).
- The 96th Oscars **ranked as the No. 1 most social program on Sunday, generating 28.5 million total social interactions and growing 4% from last year’s ceremony** (27.4 million).
- “The Oscars” stood as the **No. 1 entertainment program of the year to date in terms of social video consumption with 71.8 million video views**.
- **#Oscars was the No. 1 trending topic in the U.S. on X** throughout the telecast and the **No. 1 most used X hashtag worldwide** on Sunday.

**“Abbott Elementary”** (10:30-11:02 p.m. – 6.9 million and 1.42 rating in AD18-49):

- Following the 96th Oscars, a **special original telecast of “Abbott Elementary” scored new series highs in both Total Viewers** (6.9 million) and **Adults 18-49** (1.42 rating).
- Excluding repeats, “Abbott Elementary” delivered the **highest-rated telecast for any sitcom on any network in nearly 4 years among Adults 18-49** (1.42 rating) – since the series finale of ABC’s “Modern Family” on 4/8/20.

*Source: The Nielsen Company, Fast National Live+Same Day Program Ratings for 3/10/24 and National Live+Same Day Program Ratings, unless stated otherwise. Talkwalker Social Content Ratings, based on linear episode-level interactions, U.S.-based activity, 1/1-3/10/24. Twitter Trending Archive, Worldwide Twitter Trends, 3/10/24.*

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