

Jan. 31, 2024

## Ratings Report for Monday, Jan. 22, 2024

*ABC Multiplatform+7 Day Ratings / National Live+7 Day Program Ratings*

**ABC's 'The Bachelor' Season Premiere Soars by +219% With Adults 18-49  
After Just 7 Days of Multiplatform Viewing**

**'The Bachelor' Grows Year to Year in Total Viewers**

**ABC Unscripted Series Dominates as Monday's No. 1 Show in Adults 18-49**



ABC/John Fleenor\*

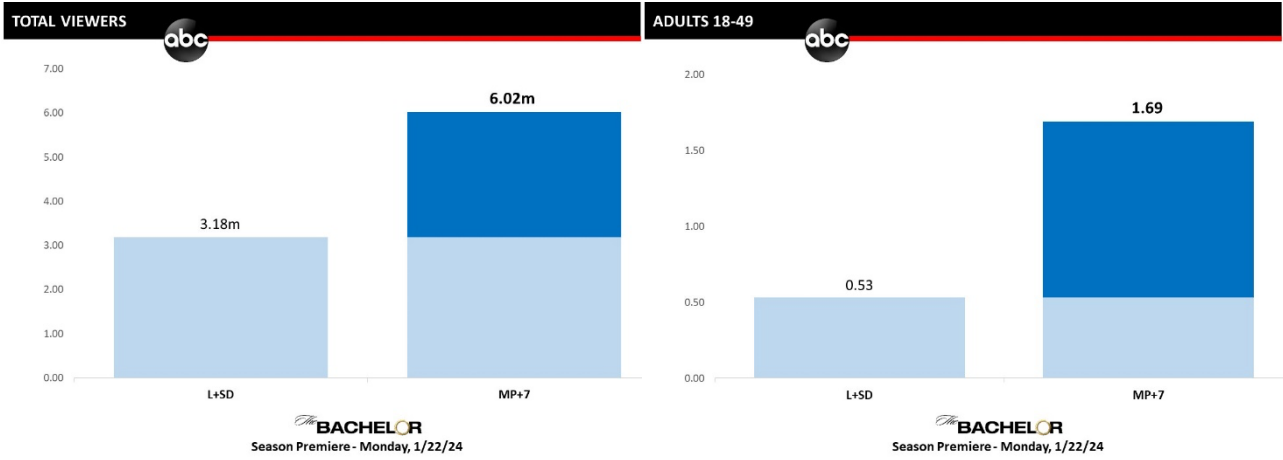
Series photos are available [here](#).

**"The Bachelor" (6.02 million Total Viewers and 1.69 rating among AD18-49 in MP+7):**

After just seven days of viewing on linear and streaming platforms, including Hulu, the **season premiere of ABC's "The Bachelor" shot up +219% among Adults 18-49 over its initial Live+Same Day rating (0.53 rating to 1.69 rating) and gained an additional +2.84 million Total Viewers to bring its seven-day multiplatform audience to 6.02 million viewers.**

**"The Bachelor" grew over its year-ago premiere (on 1/23/23) by 2% in Total Viewers (3.96 million vs. 3.90 million) and also improved over last season's average by 5% (3.96 million vs. 3.79 million) based on National Live+7 Day data.**

**ABC's "The Bachelor" premiered as Monday's No. 1 show among Adults 18-49 (0.72 rating), dominating NBC's "AGT: Fantasy League" by 60% (0.45 rating) and the season premiere of Fox's "America's Most Wanted" by 85% (0.39 rating).**



Source: The Nielsen Company, preliminary National Live+7 Day Program Ratings and ABC Multiplatform+7 Day data for 1/22/24.

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