

June 16, 2023

## **Ratings Report for 'Cruel Summer' Season Two Premiere *Freeform Multiplatform+7 Day Ratings***

**'Cruel Summer' Season Two Premiere Marks Freeform's  
No. 1 Multiplatform Telecast in Total Viewers in 2 Years**

**The Show Remains Freeform's No. 1 Series on Hulu**

**First Two Episodes of 'Cruel Summer' Season Two Were Most-Watched Scripted  
TV Episodes on Hulu in Initial Week Available**



Freeform/Justine Yeung\*  
Series photos are available [here](#).

### **"Cruel Summer" Season Two Premiere – June 5, 2023**

- The season two premiere of "Cruel Summer" scored 2.6 million total viewers across linear and digital platforms based on the first 7 days available, making it Freeform's No. 1 telecast in 2 years — since the "Cruel Summer" season one finale (June 2021).
- Viewership for the season two premiere surged by over +1,000% from Live+SD (223,000) to multiplatform viewing through 7 days (2,574,000).
- Through two episodes, "Cruel Summer" is averaging 2.3 million total viewers across linear and digital platforms, marking Freeform's most-watched season two series of all-time and Freeform's No. 1 current series.
- In the initial week available (6/6-12/23), the first two episodes of "Cruel Summer" season two were the most-watched scripted TV episodes on Hulu [via SVOD on-demand].
- "Cruel Summer" remains Freeform's No. 1 series on Hulu.

*Source: Internal multiplatform ratings and Hulu SVOD/VOD data. Linear premiere date of 6/5/23. Day 1-7 Hulu window is 6/6-6/12/23. Freeform launched in January 2016.*

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