

March 5, 2024

Ratings Report for Monday, Feb. 26, 2024

ABC Multiplatform+3 Day Ratings / National Live+3 Day Program Ratings

**ABC's 'The Bachelor' Hits Its Strongest Multiplatform Telecast in Nearly 2 Years
Scores Its Biggest Delayed-Viewing Increase So Far This Season in Total Viewers
Delivers 6th Consecutive Week of Year-to-Year Growth in Total Viewers
Ranks as Monday's No. 1 Broadcast Series for 6th Straight Week in Adults 18-49**



Disney/Gizelle Hernandez*
Series photos are available [here](#).

"The Bachelor" (6.06 million Total Viewers and 1.84 rating among AD18-49 in MP+3):

After three days of viewing on ABC, Hulu and digital platforms, **"The Bachelor"** delivered its **strongest multiplatform telecast in nearly 2 years in both Total Viewers (6.06 million) and Adults 18-49 (1.84 rating)** – since its March 2022 season finale.

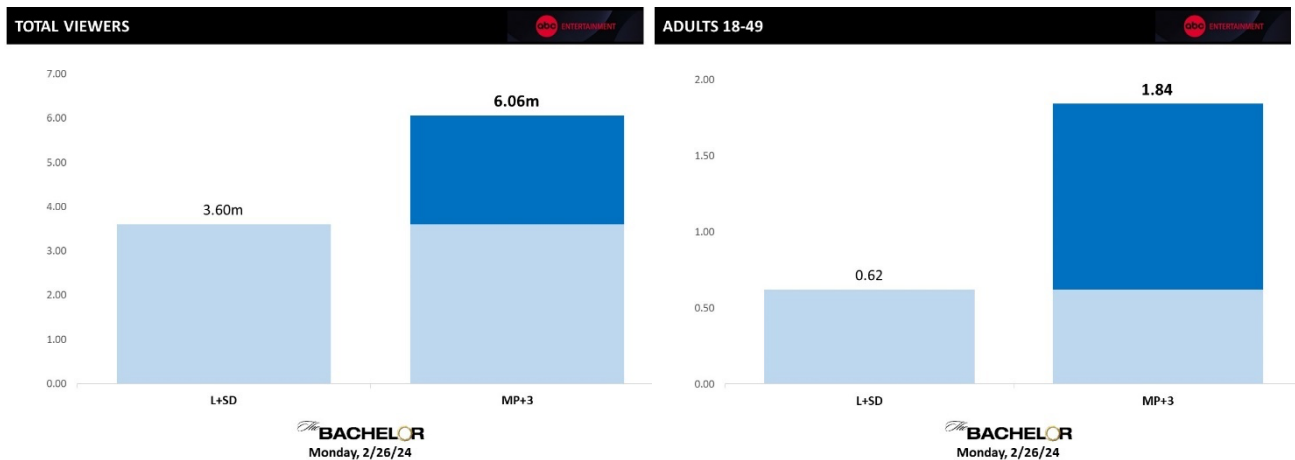
"The Bachelor" **tripled its initial Live+Same Day rating among Adults 18-49, skyrocketing by +197% after just three days of multiplatform viewing (0.62 rating to 1.84 rating)**. In addition, the ABC unscripted series **gained an additional +2.46 million Total Viewers in delayed multiplatform viewing (3.60 million to 6.06 million), posting its largest increase so far this season.**

In the linear National Live+3 Day data, **"The Bachelor"** **grew week to week by 3% in Total Viewers (4.18 million vs. 4.07 million) to score its most-watched telecast in nearly 2 years** – since its March

2022 season finale. In addition, the ABC unscripted series **built over the prior week by 9% among Adults 18-49** (0.74 rating vs. 0.68 rating), **posting its biggest weekly growth so far this season.**

“The Bachelor” **posted its 6th consecutive week of year-over-year growth in Total Viewers, spiking by 18% over the same telecast last year** (4.18 million vs. 3.54 million on 2/27/23). On average this season, “The Bachelor” **is up over its first 6 weeks last season by 12% in Total Viewers** (3.99 million vs. 3.56 million).

The ABC unscripted series ranked as **Monday’s No. 1 broadcast series on each of its 6 telecasts this season** among Adults 18-49 (0.74 rating). “The Bachelor” **beat NBC’s season premiere of “The Voice” by 12%** (0.66 rating) **and series debut of “Deal or No Deal Island” by 68%** (0.44 rating) in Adults 18-49.



“The Bachelor” is produced by Warner Bros. Unscripted Television in association with Warner Horizon. Claire Freeland, Jason Ehrlich, Bennett Graebner, Peter Gust, Tim Warner, Jodi Baskerville and Jeff Thomas serve as executive producers.

Source: The Nielsen Company, preliminary National Live+3 Day Program Ratings and ABC Multiplatform+3 Day data for 2/26/24 or as dated.

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