

Jan. 26, 2024

## Ratings Report for 'The Golden Bachelor' Season 1

**Debut Season of ABC's 'The Golden Bachelor' Reaches  
More Than 43 Million Multiplatform Viewers**

**Grows Its 35-Day Multiplatform Audience to Nearly 10 Million Viewers  
To Stand as ABC's Top Unscripted Series in Nearly 4 Years**

**Ranks as No. 1 New Unscripted Series This Season in Adults 18-49**

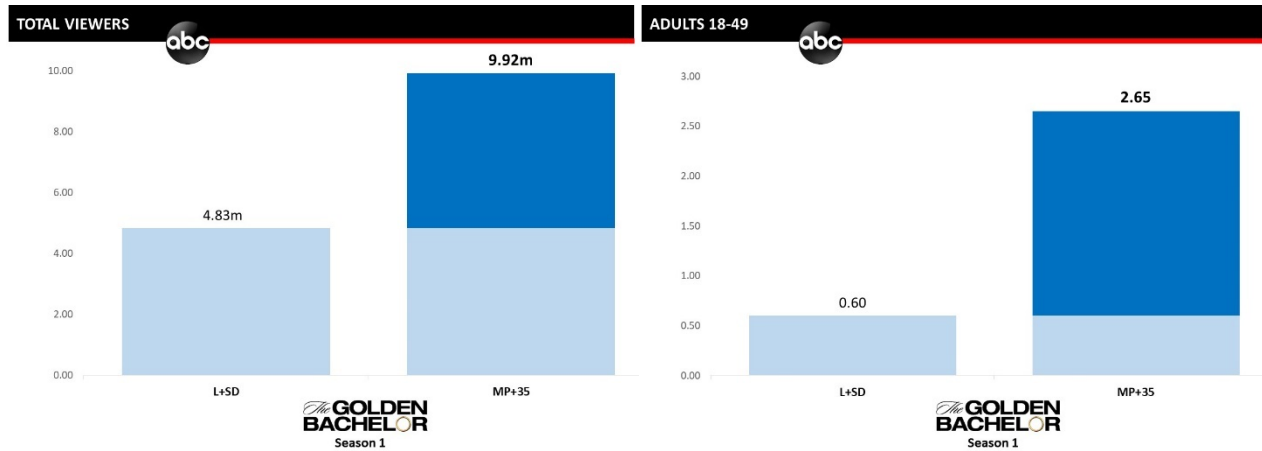


ABC/Brian Bowen Smith\*  
Series photos are available [here](#).

### "The Golden Bachelor" Season 1

- The debut season of ABC's "The Golden Bachelor" reached 43.4 million Total Viewers after 35 days of viewing across linear and digital platforms including Hulu.
- "The Golden Bachelor" averaged 9.92 million multiplatform viewers after 35 days of viewing on linear and digital platforms to deliver the strongest average for any season of an ABC unscripted series since "American Idol" during the 2019-2020 season. In addition, "The Golden Bachelor" hit a 2.65 rating among Adults 18-49 in delayed cross-platform viewing, marking the highest-rated ABC unscripted series since "The Bachelorette" during the 2021 summer season.
  - The new ABC unscripted series soared more than 4 times over its initial Live+Same Day rating among Adults 18-49 (+342%) after 35 days of multiplatform viewing (0.60 rating to 2.65 rating) and picked up a massive +5.09 million Total Viewers (4.83 million to 9.92 million).

- ABC's "The Golden Bachelor" ranks as the **No. 1 new unscripted series this season among Adults 18-49** (0.84 rating) in the National Live+35 day data.



Source: The Nielsen Company, P2+ Reach based on 1-minute qualifier, Live+35 Day data for 9/28/23-1/4/24; preliminary ABC Multiplatform+35 Day Ratings for 9/28-11/30/23, ABC Multiplatform+35 Day numbers begin with the 2018-2019 season; National Live+35 Day Program data for 2023-2024 season (9/25-12/10/23).

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