

Feb. 22, 2024

## Ratings Report for Monday, Feb. 12, 2024

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

**ABC's 'The Bachelor' Scores New Season Highs in Its Fourth Week**

**Builds for 3rd Week in a Row and Posts Its Largest Weekly Gains This Season**

**Posts Its Biggest Delayed-Viewing Lift in Total Viewers So Far This Season**

**Delivers 4th Straight Week of Year-Over-Year Growth in Total Viewers**



ABC/John Fleenor\*

Series photos are available [here](#).

**"The Bachelor"** (5.89 million Total Viewers and 1.75 rating among AD18-49 in MP+3):

In its fourth week, **ABC's The Bachelor** scored new season highs in both Total Viewers (5.89 million) and Adults 18-49 (1.75 rating) after three days of viewing on ABC, Hulu and digital platforms.

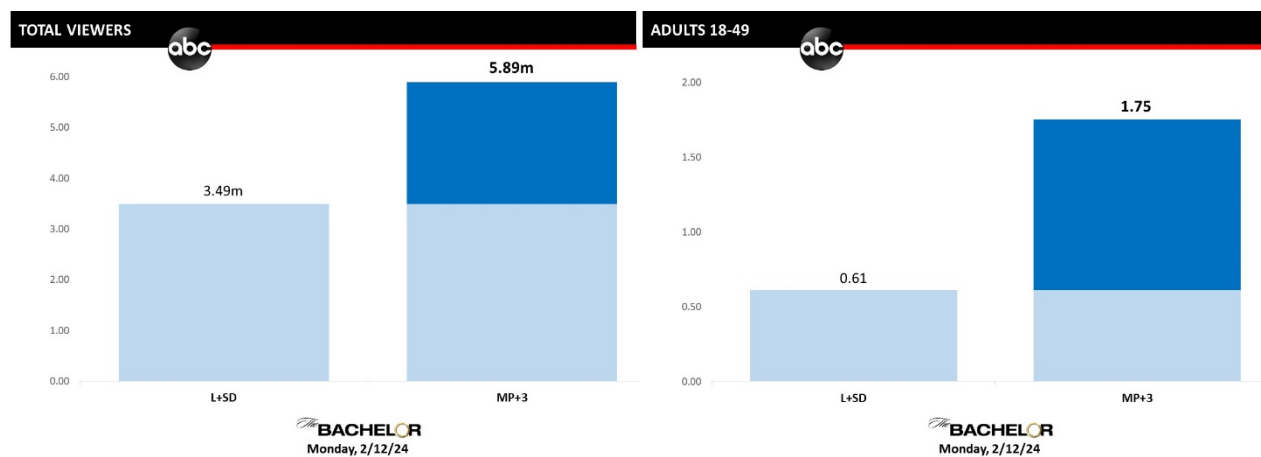
"The Bachelor" **built for the 3<sup>rd</sup> week in a row** in Total Viewers (+6% - 5.89 million vs. 5.54 million) and Adults 18-49 (+7% - 1.75 rating vs. 1.64 rating). In fact, the ABC unscripted series **delivered its largest week-to-week gains so far this season** in both Total Viewers (+6%) and Adults 18-49 (+7%) this week.

"The Bachelor" **picked up an additional +2.40 million Total Viewers after just three days of multiplatform viewing** (3.49 million to 5.89 million) **to post its largest delayed-viewing lift so far this season**. In addition, the ABC unscripted series **jumped +187% among Adults 18-49** over its initial Live+Same Day rating (0.61 rating to 1.75 rating).

“The Bachelor” also **grew for the 3<sup>rd</sup> consecutive week in Total Viewers** (+7% - 4.16 million vs. 3.90 million) **and Adults 18-49** (+7% - 0.77 rating vs. 0.72 rating) in the linear National Live+3 Day data. In fact, the ABC unscripted series **delivered 3 straight weeks of growth from its premiere for the first time in 7 years among Adults 18-49** – since its 2017 cycle.

“The Bachelor” **posted its 4<sup>th</sup> straight week of year-over-year growth in Total Viewers, soaring by 20% over the same telecast last year** (4.16 million vs. 3.45 million on 2/13/23). On average this season, “The Bachelor” **is up over its first 4 telecasts last season by 9% in Total Viewers** (3.93 million vs. 3.60 million).

The ABC unscripted series ranked as **Monday’s No. 1 show for the 4<sup>th</sup> week running** among Adults 18-49 (0.77 rating), **leading by triple digits over both NBC’s “AGT: Fantasy League”** (+103% - 0.38 rating) **and Fox’s “America’s Most Wanted”** (+208% - 0.25 rating).



Source: The Nielsen Company, preliminary National Live+3 Day Program Ratings and ABC Multiplatform+3 Day data for 2/12/24, or as dated.

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