

Jan. 12, 2021

Quick Take for Thursday, Jan. 7, 2021 (National Live+3 Day Program Ratings)

ABC Sweeps Thursday, Winning the Night in Total Viewers and Adults 18-49

**'Celebrity Wheel of Fortune' and 'The Chase'
Are Season's Top 2 Series Premieres in Viewers**

'Wheel' Is Most-Watched Series Debut in a Year

'The Hustler' Soars by Double Digits Over Special Preview

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ABC/Christopher Willard, ABC/Ron Batzdorff, ABC/Christopher Willard*
Series photos are available at dgepress.com/abc

ABC Thursday Primetime (8:00-11:00 p.m. – 6.9 million and 1.1/7 in AD18-49):

With the series debuts of “Celebrity Wheel of Fortune” and “The Chase” leading into the regular time-slot premiere of “The Hustler,” **ABC ranked as the No. 1 network on Thursday in both Total Viewers (6.9 million) and Adults 18-49 (1.1/7) in the Live+3 Day ratings.**

“Celebrity Wheel of Fortune” (8:00-9:00 p.m. – 8.7 million and 1.3/8 in AD18-49):

With 8.7 million viewers, ABC’s “Celebrity Wheel of Fortune” ranked as the No. 1 series premiere of the season to date in Total Viewers. In fact, “Celebrity Wheel of Fortune” marked the most-watched debut on any network on any night in 1 year – since Fox’s “9-1-1: Lone Star” on 1/19/20.

ABC’s “Celebrity Wheel of Fortune” opened as Thursday’s No. 1 program among Total Viewers (8.7 million) and Adults 18-49 (1.3/8).

“The Chase” (9:00-10:00 p.m. – 7.3 million and 1.1/7 in AD18-49):

“The Chase” marked the season’s No. 2 series debut in Total Viewers (7.3 million), behind only ABC’s “Celebrity Wheel of Fortune.” In addition, ABC’s “The Chase” debuted as Thursday’s No. 2 show in Total Viewers.

“The Hustler-SP 1/7” (10:00-11:00 p.m. – 4.6 million and 0.9/6 in AD18-49):

In its regular Thursday 10:00 p.m. time slot, “The Hustler” spiked over its special preview on Monday by sizable double digits in both Total Viewers (+77% - 4.6 million vs. 2.6 million) and Adults 18-49 (+50% - 0.9/6 vs. 0.6/4).

“The Hustler” stood as the No. 1 program in Thursday’s 10 o’clock hour with Adults 18-49 (0.9/6).

Source: The Nielsen Company, National Live+3 Day Program Ratings, 1/7/21, 2020-2021 season=9/21/20-1/7/21. Beginning 8/31/20, National Program Ratings also include Out of Home (OOH) viewing.

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