

March 20, 2024

Ratings Report for Sunday, March 10, 2024

ABC Multiplatform+7 Day Ratings

‘The Oscars®’ Tops 21 Million Multiplatform Viewers to Hit 4-Year High

**‘Abbott Elementary’ Surpasses 11 Million Viewers Across Platforms,
Marking New Multiplatform Series High**



Disney/Frank Micelotta, Disney/Gilles Mingasson*

More photos are available [here](#).

“The Oscars” (21.01 million Total Viewers and 4.35 rating among AD18-49 in MP+7):

After seven days of viewing on ABC, Hulu and digital platforms, the **96th Oscars grew to 21.01 million Total Viewers and hit a 4.35 rating among Adults 18-49.**

Hosted by Jimmy Kimmel, “The Oscars” **scored its biggest multiplatform audience in 4 years** (21.01 million) – since the 2020 broadcast.

“The Oscars” **built for the 3rd consecutive year in Total Viewers, growing over the prior year’s broadcast by 5%** (21.01 million vs. 19.93 million).

The 96th Oscars also saw **significant gains on the Academy’s social platforms:**

- **3.5 billion global users** reached across Academy and Influencer digital campaigns
- **2.2 million social media followers gained**, reaching a collective 17.7 million across platforms – a **14% increase** year over year
- **893 million views** on Academy and Influencer partner content:

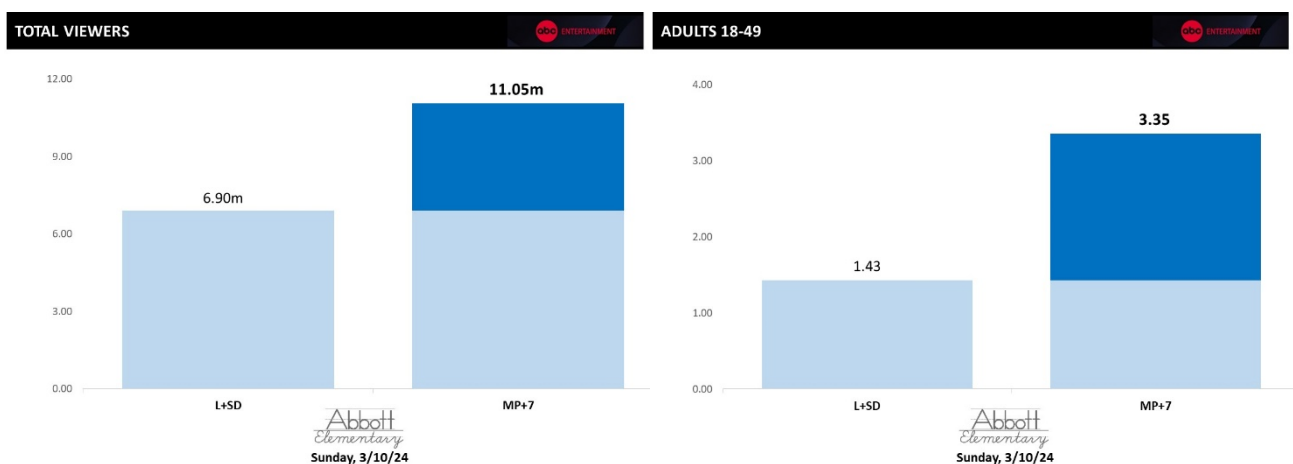
- **+256 million views** on Academy original video content, a **275% increase** year over year
- **Additional +637 million views on influencer content** with a current **estimated value of \$132 million**
- A **+26% increase** in overall **engagements** year over year
- A **13% average engagement rate**, with industry-standard success at 2%
- The 96th Oscars ranked as the **No. 1 most social program on Sunday**, generating **28.5 million total social interactions** and growing **4% from last year's ceremony** (27.4 million)
- "The Oscars" stood as the **No. 1 entertainment program of the year to date in terms of social video consumption**, with **71.8 million video views**
- **#Oscars was the No. 1 trending topic in the U.S. on X** throughout the telecast and the **No. 1 most used X hashtag worldwide** on Sunday

"Abbott Elementary" (11.05 million Total Viewers and 3.35 rating among AD18-49 in MP+7):

After seven days of viewing on ABC, Hulu and digital platforms, a **special original telecast of "Abbott Elementary" skyrocketed to 11.05 million Total Viewers and to a 3.35 rating among Adults 18-49, marking multiplatform series highs.**

"Abbott Elementary" gained a massive +4.15 million Total Viewers (11.05 million vs. 6.90 million) after seven days of multiplatform viewing and **soared by +134% among Adults 18-49** (3.35 rating vs. 1.43 rating).

"Abbott Elementary" delivered the strongest performance for an ABC original scripted series since the September 2021 season premiere of "Grey's Anatomy" in both Total Viewers (11.05 million) and Adults 18-49 (3.35 rating) – since 9/30/21.



Source: The Nielsen Company, preliminary ABC Multiplatform+7 Day data for 3/10/24, or as dated.

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