



Sept. 13, 2021

Live+3 Day Ratings for Week of Aug. 30, 2021 (Summer Week No. 14): *(National Live+3 Day Program Ratings)*

ABC Wins the Week in Total Viewers and Adults 18-49

Network Grows for 2nd Straight Week to Multiweek Highs

Network Claims Week's Top 2 Programs in Adults 18-49 and 4 of Top 10

'Bachelor in Paradise' Ties as Week's No. 1 Entertainment Series in Adults 18-49

ABC won the week of Aug. 30, 2021 among Adults 18-49 (1.0/9) in the Live+3 Day numbers, dominating Fox by 43% (0.7/6), NBC by 150% (0.4/3) and CBS by 150% (0.4/3). ABC was also the week's most-watched network, beating runner-up CBS by 63% in Total Viewers (4.7 million vs. 2.9 million). In addition, ABC was the No. 1 entertainment network of the week in both Total Viewers (3.2 million) and Adults 18-49 (0.6/5).

ABC ranked as the No. 1 network on 4 of the 7 days of the week among Adults 18-49: Monday (0.9/7), Tuesday (0.7/6-tie), Saturday (2.5/22) and Sunday (1.6/13).

ABC grew for the 2nd straight week in Total Viewers (+57% - 4.7 million vs. 3.0 million) to draw its largest audience in 8 weeks and in Adults 18-49 (+100% - 1.0/9 vs. 0.5/4) to hit a 7-week high – since the weeks of 7/5/21 and 7/12/21, respectively.

ABC improved over the same week last year (w/o 8/31/20) by 57% in Total Viewers (4.7 million vs. 3.0 million) and by 43% with Adults 18-49 (1.0/9 vs. 0.7/5).

ABC claimed 4 of the week's Top 10 programs with Adults 18-49, including the Top 2 shows and marking the most for any network (CBS – 3, Fox – 2, NBC – 1): "Duke's Mayo Classic" (2.4/21) – No. 1, "Sunday Night Kickoff-9/5" (1.9/15) – No. 2, "Bachelor in Paradise" Monday (1.2/10) – No. 4 (tie) and "Bachelor in Paradise" Tuesday (1.0/8) – No. 8.

ABC's "Bachelor in Paradise" Monday was the week's No. 1 entertainment series among Adults 18-49 (1.2/10), tying CBS' "Big Brother" Wednesday (1.2/9), Thursday (1.2/9) and Sunday (1.2/10).

Monday

ABC ranked as Monday's No. 1 network for the 4th week in a row among Adults 18-49 (0.9/7) in the Live+3 Day ratings, dominating original lineups on NBC (0.5/4) and on Fox (0.5/4) by 80% each.

- **ABC's "Bachelor in Paradise" stood as Monday's No. 1 show for the 3rd consecutive week with Adults 18-49 (1.2/10), beating its nearest competition on the night by 50% (Fox's "Hell's Kitchen" = 0.8/6). In addition, "Bachelor in Paradise" moved ahead of NBC's "American Ninja Warrior" in Total Viewers to emerge as Monday's most-watched broadcast program (4.2 million).**
- **Head-to-head from 8-10 p.m., "Bachelor in Paradise" doubled NBC's "American Ninja Warrior" in Adults 18-49 (+100% - 1.2/10 vs. 0.6/5) and led by 5% in Total Viewers (4.2 million vs. 4.0 million).**

Tuesday

ABC emerged as Tuesday's No. 1 network with Adults 18-49 (0.7/6) in the Live+3 Day ratings, moving into a tie for first place with NBC after standing one-tenth of a rating point behind in Live+Same Day.

- **ABC's "Bachelor in Paradise" ranked as Tuesday's No. 1 show outright among Adults 18-49 (1.0/8), moving ahead of NBC's "America's Got Talent" to lead by 11% (1.0/8 vs. 0.9/7). In fact, "Bachelor in Paradise" stood as the night's No. 1 program for the 2nd straight week and for its 5th consecutive telecast.**

Wednesday

ABC's "The \$100,000 Pyramid" ranked as the most-watched program in the Wednesday 9 p.m. hour (3.9 million), standing as the No. 1 program in Total Viewers in its time slot for the 3rd week running.

Source: The Nielsen Company, National Live+3 Day Program Ratings, summer week No. 14 = 8/30-9/5/21, excludes programs < 5 minutes. Entertainment excludes all sports programming.

Contact:

Salima Merchant

salima.merchant@abc.com

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