



Aug. 16, 2021

**** Ratings Report for ABC News' "Superstar"**

For Aug. 11, 2021

SERIES PREMIERE OF ABC NEWS' 'SUPERSTAR' IS NO. 1 IN ALL KEY DEMOS: TOTAL VIEWERS, ADULTS 18-49 AND ADULTS 25-54

'Superstar' Posts Increases on ABC's Performance Versus Previous Week Across the Board and Draws Largest Non-Sports Audience in Timeslot in 9 Weeks

Year to Year, 'Superstar' Improves Network's Delivery in Hour in Total Viewers

ABC News' series premiere of "Superstar," featuring Whitney Houston, ranked **No. 1 in the Wednesday 10:00 p.m. hour in Total Viewers** (3.5 million), **Adults 18-49** (0.5/4) and **Adults 25-54** (0.7/5) leading CBS' S.W.A.T. (1.5 million, 0.2/2 and 0.3/2, respectively) and NBC's Chicago P.D. (1.9 million, 0.3/2 and 0.4/3, respectively).

"Superstar" **posted increases on ABC's performance on the night in the 10:00-11:00 p.m. time period hour versus the previous week across the board: Total Viewers** (+67% – 3.5 million vs. 2.1 million), **Adults 18-49** (+150% - 0.5/4 vs. 0.2/2) and **Adults 25-54** (+75% - 0.7/5 vs. 0.4/2). "Superstar" **drew ABC's largest overall non-sports audience in the hour in 9 weeks** – since 6/9/21.

"Superstar" **improved on the Network's delivery in the hour year to year** ("Marvel's Agents of S.H.I.E.L.D." - 8/12/20) **in Total Viewers** (+59% – 3.5 million vs. 2.2 million).

The "Superstar" series premiere profiled music legend Whitney Houston and featured never-before-seen private video showcasing Houston – a Black woman who broke barriers to become a modern pop icon – in a new light.

"Superstar" is produced by ABC News. David Sloan is senior executive producer. Muriel Pearson is executive producer.

Source: The Nielsen Company, National Live + 3 Day Program Ratings for 8/11/21, or as dated. Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing.

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