

March 15, 2024

Ratings Report for Tuesday, March 5, 2024

ABC Multiplatform+7 Day Ratings / National Live+7 Day Program Ratings

**ABC's 'Will Trent' Grows to New Series High in Total Viewers
Scores Its Biggest Delayed-Viewing Increases So Far This Season
Grows Over Year-Ago Telecast for 3rd Straight Week
Delivers ABC's Top Scripted Telecast in Nearly 2 Years**



Disney/Daniel Delgado Jr.*
Series photos are available [here](#).

"Will Trent" (9.02 million Total Viewers and 1.15 rating among AD18-49 in MP+7):

After seven days of viewing on ABC, Hulu and digital platforms, **"Will Trent" shot up to 9.02 million Total Viewers, marking its most-watched multiplatform telecast ever.** In addition, the ABC drama **delivered its highest-rated multiplatform telecast since January 2023 among Adults 18-49 (1.15 rating) – since 1/17/23.**

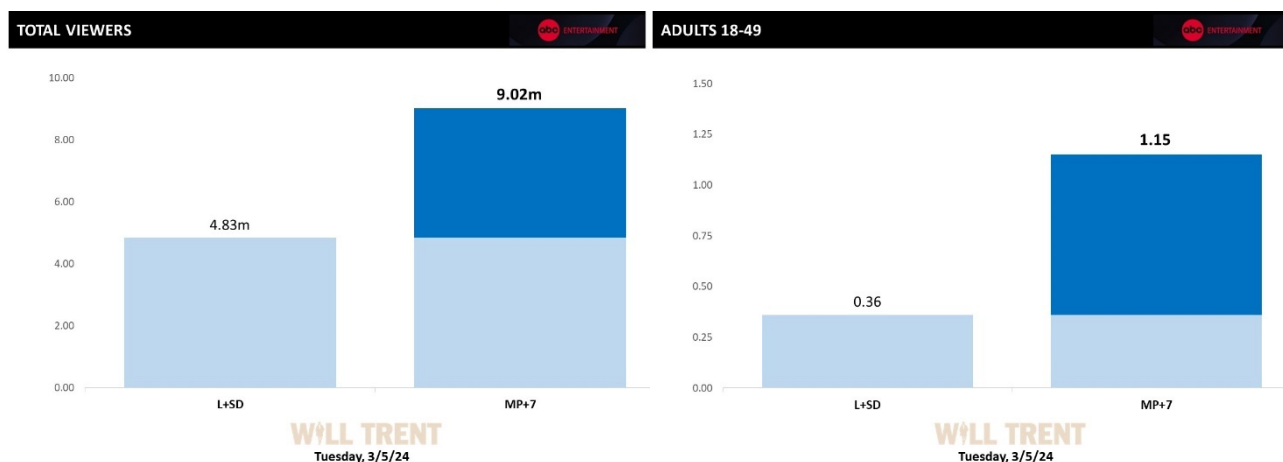
"Will Trent" catapulted by +219% among Adults 18-49 (1.15 rating vs. 0.36 rating) after seven days of multiplatform viewing and increased by +4.19 million Total Viewers (9.02 million vs. 4.83 million) over its initial Live+Same Day average to deliver its biggest delayed viewing increases so far this season.

In the linear National Live+7 Day data, **"Will Trent" jumped week to week by 17% in Total Viewers (7.30 million vs. 6.23 million) to hit a series high.** In addition, the ABC drama **built for the 2nd consecutive week among Adults 18-49 (+8% - 0.57 rating vs. 0.53 rating) to score its 2nd highest-rated telecast ever.**

“Will Trent” improved year over year for the 3rd straight week in Total Viewers, growing over the year-ago telecast by 12% in Total Viewers (7.30 million vs. 6.51 million on 1/17/23). The ABC drama is up over its first three telecasts last year by 9% in Total Viewers (6.86 million vs. 6.31 million).

“Will Trent” delivered ABC’s top scripted telecast in Total Viewers (7.30 million) in nearly 2 years – since the 5/1/22 telecast of “The Rookie.”

The ABC drama ranked as Tuesday’s No. 1 show in both Total Viewers (7.30 million) and Adults 18-49 (0.64 rating).



Source: The Nielsen Company, preliminary National Live+7 Day Program Ratings and ABC Multiplatform+7 Day data for 3/5/24, or as dated.

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