

Oct. 20, 2021

Quick Take for Wednesday, Oct. 6, 2021

'A Million Little Things'

(National Live+7 Day Program Ratings)

'A Million Little Things' Posts +250% Increase in L+7 Playback in Adults 18-49

**ABC Drama Delivers Biggest Playback Lift of Any Program
in 6 Months in Adults 18-49 and in 5 Months in Total Viewers**

**'A Million Little Things' Grows by More than +100%
On Each Telecast This Season in Total Viewers**

ABC Drama Scores Its Biggest-Ever Playback Increases



ABC/Jack Rowand*

Series photos are available [here](#).

The Wednesday, Oct. 6, telecast of ABC's "A Million Little Things" more than tripled after seven days of TV playback, posting growth of +250% among Adults 18-49 from Live+Same Day to Live+7 Day (0.2/2 to 0.7/5).

The +250% increase for "A Million Little Things" marked the biggest lift for any telecast on any night on the major networks in 6 months among Adults 18-49 — since CBS' "Clarice" on 4/1/21.

"A Million Little Things" also more than doubled its overall audience after seven days of TV playback, soaring by +135% in Total Viewers (1.7 million to 4.0 million). In fact, the ABC drama

posted increases of more than +100% from Live+Same Day to Live+7 Day on each of its three telecasts so far this season.

The +135% lift in Total Viewers for “A Million Little Things” is the largest jump for any single telecast on the major networks in 5 months — since ABC’s “Big Sky” on 5/4/21.

The ABC drama scored its biggest playback increases ever in both Total Viewers (+135%) and Adults 18-49 (+250%).

Source: The Nielsen Company, National Live+7 Day Program Ratings, 10/6/21, 2021-22=9/20-10/10/21.

*COPYRIGHT ©2021 American Broadcasting Companies, Inc. All photography is copyrighted material and is for editorial use only. Images are not to be archived, altered, duplicated, resold, retransmitted or used for any other purposes without written permission of ABC. Images are distributed to the press in order to publicize current programming. Any other usage must be licensed. Photos posted for Web use must be at the low resolution of 72dpi, no larger than 2x3 in size.

Contact

Salima Merchant

salima.merchant@abc.com

-- ABC --