



Feb. 19, 2021

## Live+3 Day Ratings for the Week of Feb. 8, 2021 (Week No. 21):

**ABC Is the Week's No. 1 Network Among Adults 18-49**

**Network Grows to 10-Week High in Viewers and 6-Week High in Adults 18-49**

**'Big Sky' Stands as the Week's No. 1 Playback Gainer in Viewers**



ABC/Darko Sikman, ABC/Raymond Liu\*  
Series photos are available at [digeppress.com/abc](https://digeppress.com/abc).

During the week of Feb. 8, 2021, **ABC stood as the No. 1 network among Adults 18-49** in the Live+3 Day ratings (0.9/6), **leading CBS by 13%** (0.8/5), **Fox by 13%** (0.8/5) and **NBC by 33%** (0.6/4). In fact, **ABC ranked No. 1 for the 2<sup>nd</sup> time in 3 weeks** in Adults 18-49.

**ABC jumped over the prior week by 34% in Total Viewers** (4.7 million vs. 3.5 million) **to score a 10-week high** and **by 29% with Adults 18-49** (0.9/6 vs. 0.7/4) **to hit a 6-week high** – since the weeks of 11/30/20 and 12/28/20, respectively.

**ABC's "The Bachelor" was the No. 1 program of the week in Adults 18-49** (1.8/11).

**ABC claimed 2 of the week's Top 3 gainers in TV playback in Total Viewers, including the No. 1 gainer: "Big Sky"** (+3.46 million) – No. 1 and **"The Rookie"** (+3.03 million) – No. 3. In fact, **both ABC series delivered their biggest playback lifts so far this season among Total Viewers and stood as 2 of the only 3 programs during the week to grow by more than 3 million viewers from Live+Same Day to Live+3 Day.**

### Monday

**ABC's "The Bachelor" ranked as Monday's No. 1 show in Adults 18-49** in the Live+3 Day ratings (1.8/11). In fact, **"The Bachelor" stood as the night's No. 1 program on 5 of its 6 telecasts this season, including its last 4 consecutive telecasts.**

## Tuesday

ABC's "Big Sky" grew week to week by 9% among Adults 18-49 (1.2/9 vs. 1.1/8) in the Live+3 Day ratings to deliver its highest-rated telecast this year and to match its top telecast of the season. In addition, the new ABC drama built over the prior week by 3% in Total Viewers (7.1 million vs. 6.9 million).

"Big Sky" ranked as the No. 1 program in the Tuesday 10 p.m. hour in Adults 18-49 (1.2/9), standing as the No. 1 show in the time slot on 7 of its 8 telecasts this season. ABC's "Big Sky" dominated CBS' "FBI: Most Wanted" by 33% (0.9/7) and NBC's "Nurses" by 200% (0.4/3). In fact, "Big Sky" moved out of a tie with "FBI: Most Wanted" in Live+Same Day to lead by 33% in Live+3 Day.

"Big Sky" posted its largest playback increases so far this season in Total Viewers (+3.46 million) and Adults 18-49 (+0.6 rating points).

## Friday

ABC's "Shark Tank" ranked as Friday's No. 1 program among Adults 18-49 (0.9/7) in the Live+3 Day ratings. In fact, "Shark Tank" stood as the night's highest-rated program on its 9 most recent consecutive original telecasts with Adults 18-49.

## Sunday

With "America's Funniest Home Videos," the 2-hour season premiere of "American Idol" and "The Rookie," ABC won Sunday night among Adults 18-49 (1.2/7) in the Live+3 Day ratings by 20% over runner-up CBS (1.0/6). ABC scored its strongest Sunday night this season in both Total Viewers (7.5 million) and Adults 18-49 (1.2/7), excluding sports programming.

"America's Funniest Home Videos" (7:00-8:00 p.m. – 6.2 million and 0.9/6 in AD18-49):

In its first original broadcast in 4 weeks, "America's Funniest Home Videos" shot up over its most recent original telecast (on 1/17/21) by 38% in Total Viewers (6.2 million vs. 4.5 million) and by 50% with Adults 18-49 (0.9/6 vs. 0.6/3) to hit new season highs. In fact, "America's Funniest Home Videos" attracted its biggest audience since March and delivered its top-rated telecast among Adults 18-49 since April – since 3/29/20 and 4/5/20, respectively.

ABC's "America's Funniest Home Videos" ranked as the No. 1 program in the Sunday 7 p.m. hour with Adults 18-49 (0.9/6).

"American Idol" (8:00-10:00 p.m. – 8.3 million and 1.4/8 in AD18-49):

ABC's "American Idol" season premiere ranked as Sunday's No. 1 program with Adults 18-49 (1.4/8-tie).

"American Idol" topped its May finale (on 5/17/20) in both Total Viewers (+1% - 8.3 million vs. 8.2 million) and Adults 18-49 (+17% - 1.4/8 vs. 1.2/6) and outdelivered its final 6 episodes of the prior season to score its strongest telecast since April – since 4/5/20.

"The Rookie" (10:00-11:00 p.m. – 7.1 million and 1.1/7 in AD18-49):

With its first original episode in 3 weeks, "The Rookie" soared over its most recent original telecast (on 1/24/21) by 18% in Total Viewers (7.1 million vs. 6.0 million) and by 38% in Adults 18-49 (1.1/7 vs. 0.8/5) to post new season highs.

**ABC's "The Rookie" stood as the No. 1 series in the Sunday 10 o'clock hour with Adults 18-49 (1.1/7), topping its drama competition on CBS by 38% (0.8/5 for "NCIS: New Orleans"). In fact, the ABC drama increased its winning advantage over "NCIS: New Orleans" to 38% in Live+3 Day compared to a 20% lead in Live+Same Day.**

**"The Rookie" delivered its biggest playback lifts so far this season in Total Viewers (+3.03 million) and Adults 18-49 (+0.5 rating points).**

*Source: The Nielsen Company, National Live+3 Day Program Ratings, week No. 21 = 2/8-2/14/21, excludes programs < 5 minutes. Beginning 8/31/20, National Program Ratings also include Out of Home (OOH) viewing.*

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## **Contact**

Salima Merchant

[salima.merchant@abc.com](mailto:salima.merchant@abc.com)

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