

July 26, 2021

## Quick Take for Monday, July 19, 2021 (National Live+3 Day Program Ratings)

**ABC Dominates Monday, Winning the Night for 2<sup>nd</sup> Time in 3 Weeks**

**'The Bachelorette' Grows for 3<sup>rd</sup> Straight Week in Total Viewers**

**'The Celebrity Dating Game' Is Most-Watched Show in Monday's 10 p.m. Hour**



ABC/Craig Sjodin, ABC/Craig Sjodin\*  
Series photos are available [here](#).

### **ABC Monday Primetime (8:00-11:00 p.m. – 3.9 million and 0.9/7 in AD18-49):**

With “The Bachelorette” and “The Celebrity Dating Game,” **ABC won Monday in both Total Viewers (3.9 million) and Adults 18-49 (0.9/7)** in the Live+3 Day numbers. In fact, **ABC ranked as the night's No. 1 network for the 2<sup>nd</sup> time in 3 weeks** in both Nielsen measures. **ABC dominated runner-up NBC by 30% in Total Viewers (3.0 million) and Fox by 50% among Adults 18-49 (0.6/5).**

### **“The Bachelorette” (8:00-10:00 p.m. – 4.6 million and 1.2/9 in AD18-49):**

**“The Bachelorette” grew for the 3<sup>rd</sup> straight week in Total Viewers (+2% - 4.6 million vs. 4.5 million) to draw its biggest audience since its season premiere – since 6/7/21.** In addition, **“The Bachelorette” improved week to week by 9% with Adults 18-49 (1.2/9 vs. 1.1/8) to match its season high.**

**ABC's “The Bachelorette” stood as Monday's No. 1 program in Total Viewers and Adults 18-49, winning the night outright on 2 of its last 3 telecasts. “The Bachelorette” outdelivered its nearest competition on the night by 21% in Total Viewers (4.6 million vs. 3.8 million for NBC's “American Ninja Warrior”) and by 33% among Adults 18-49 (1.2/9 vs. 0.9/8 for Fox's “Hell's Kitchen”).**

### **“The Celebrity Dating Game” (10:00-11:00 p.m. – 2.7 million and 0.5/4 in AD18-49):**

**ABC's “The Celebrity Dating Game” was the most-watched program (2.7 million) in Monday's 10 p.m. hour.**

*Source: The Nielsen Company, National Live+3 Day Program Ratings, 7/19/21. Beginning 8/31/20, National Program Ratings also include Out of Home (OOH) viewing.*

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