

March 5, 2024

## Ratings Report for Wednesday, Feb. 28, 2024

ABC Multiplatform+3 Day Ratings / National Live+3 Day Program Ratings

### ABC's 'Abbott Elementary' Catapults More Than 5 Times Over Live+Same Day Among Adults 18-49

**Scores Its Biggest-Ever Multiplatform Delayed-Viewing Increase With +421% Lift  
Grows for 2nd Straight Week to Its Best Performance Since Its Season Premiere**



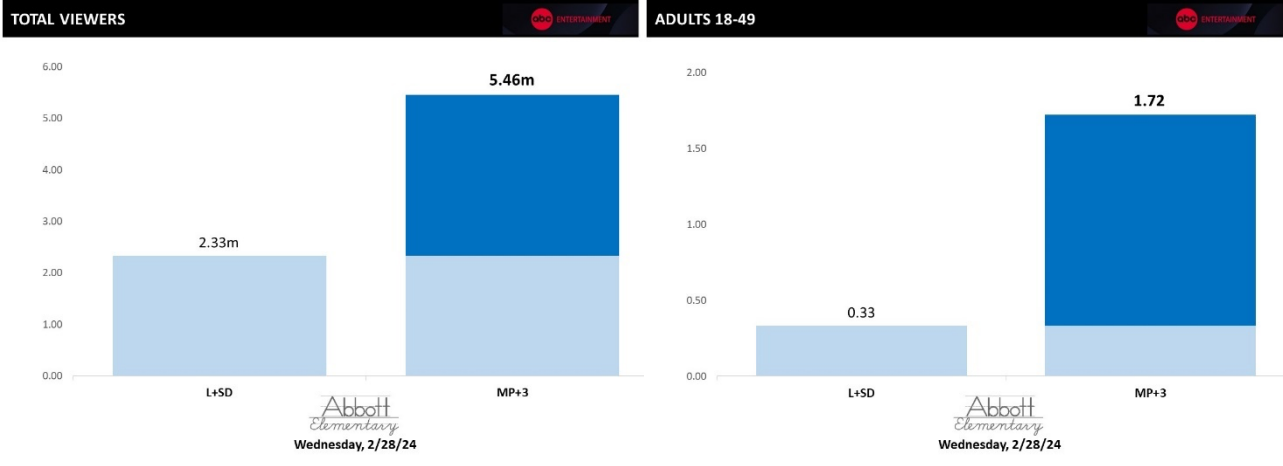
Disney/Gilles Mingasson\*  
Series photos are available [here](#).

**"Abbott Elementary"** (5.46 million Total Viewers and 1.72 rating among AD18-49 in MP+3):

After just three days of viewing on ABC, Hulu and digital platforms, **"Abbott Elementary"** **catapulted more than 5 times among Adults 18-49 over its initial Live+Same Day rating (+421% - 1.72 rating vs. 0.33 rating). With an increase of +421%, the ABC sitcom scored its biggest-ever multiplatform delayed-viewing lift among Adults 18-49. "Abbott Elementary" also picked up an additional +3.13 million Total Viewers after three days of cross-platform viewing (5.46 million vs. 2.33 million).**

**"Abbott Elementary" built for the 2<sup>nd</sup> week in a row in both Total Viewers (+3% - 5.46 rating vs. 5.29 rating) and Adults 18-49 (+3% - 1.72 rating vs. 1.67 rating) to hit its strongest multiplatform telecast since its season premiere – since 2/7/24.**

In the linear National Live+3 Day data, **"Abbott Elementary" was up week to week by 6% in Total Viewers (3.36 million vs. 3.18 million) and by 10% among Adults 18-49 (0.56 rating vs. 0.51 rating).**



Source: The Nielsen Company, preliminary National Live+3 Day Program Ratings and ABC Multiplatform+3 Day data for 2/28/24 or as dated.

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