

OSCARS

hulu

abc ENTERTAINMENT

March 4, 2025

## Ratings Report Sunday, March 2, 2025

*Live+Same Day Program Ratings*

**'The Oscars®' Hits Five-Year High Topping Last Year in Total Viewers and Key Adult Demographic, Ranking as No. 1 Primetime Telecast of the Season**

**Young Viewers Help Fuel Show to Highest Adults 18-34 Rating in 6 Years**

**Show Ranks as No. 1 Most Social TV Program Season to Date**

**'American Idol' Sneak Peek Delivers Biggest Audience for Season Launch in Three Years**



"The Oscars" (Disney/Frank Micelotta)  
Additional photos are available [here](#).

**"The Oscars®" (7:00-10:50 p.m. EST)**

“The Oscars” took place Sunday, March 2, at the Dolby® Theatre at Ovation Hollywood. The show aired live on ABC, streamed live on [Hulu](#), and aired live in more than 200 territories worldwide.

- Featuring first-time host Conan O’Brien leading a spectacular telecast, **the 97<sup>th</sup> Oscars grew its overall audience for the fourth consecutive year, delivering a five-year high in both Total Viewers** (19.69 million) **and Adults 18-49** (4.54 rating) – since 2/9/20.
- Versus the previous year, **“The Oscars” increased in Total Viewers** (+1% - 19.69 million vs. 19.49 million) **and in Adults 18-49** (+19% - 4.54 rating vs. 3.82 rating).
- In addition, driven by younger viewing, **the show improved in Adults 18-34** (+ 28% - 3.92 rating vs. 3.05 rating), **delivering the highest rating among the young Adult demo in six years** – since 2/24/19.
- “The Oscars” stands as the **No. 1 primetime entertainment telecast in both Total Viewers** (19.69 million) **and Adults 18-49** (4.54 rating) for the 2024-2025 season.
- **The 97<sup>th</sup> Oscars earned 104.2 million total social interactions, ranking as the No. 1 most social TV program season to date**, outperforming both “The Grammy® Awards” (102.2 million interactions) and “The Super Bowl” (62.4 million) **this season for the first time on record.**
- **“The Oscars” trended globally and was the No. 1 trending topic in the U.S. on X throughout the telecast.**
- The Academy of Motion Picture Arts and Sciences saw **an increase of +82% year over year in social engagement across all platforms, reaching over 64 million likes, comments and shares.**
- The Academy of Motion Picture Arts and Sciences **ASL livestream on “The Oscars” YouTube page has earned 1.4 million viewers.**
- Finally, ESPN and ABC’s fourth annual **“Oscars” Pick’em contest** (1/23/25 – 3/2/25) **set game records, including 110,012 unique visitors** (+8% year over year) **and 122,161 entries** (+11% year over year).

### **“American Idol”**

- Immediately following “The Oscars,” a special 30-minute preview of “American Idol” earned 5.93 million Total Viewers and 0.84 rating among Adults 18-49.
- The special preview scored the show’s highest rating in both demographics for a season launch in three years — since 2/27/22.
- “American Idol” season eight premieres Sunday, March 9, at 8 p.m. (EDT/PDT) on ABC, and streams next day on Hulu.

*Source: Nielsen Live+Same Day Ratings for 3/2/25, or as dated. Talkwalker Social Content Ratings, based on linear episode-level interactions, U.S.-based activity Twitter Trending Archive. 2024-2025 Season (9/23/24-3/2/25).*

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