

March 13, 2024

## Ratings Report for 'The Bachelor' Season Premiere

Monday, Jan. 22, 2024

*ABC Multiplatform+35 Day Ratings*

**Season Premiere of ABC's 'The Bachelor' Marks Series'  
Strongest Multiplatform Telecast in Nearly 3 Years**

**Scores Its Biggest-Ever Delayed-Viewing Lift  
With +432% Increase in Adults 18-49**

**Grows by Double Digits Over Year-Ago Season Opener**



ABC/John Fleenor\*

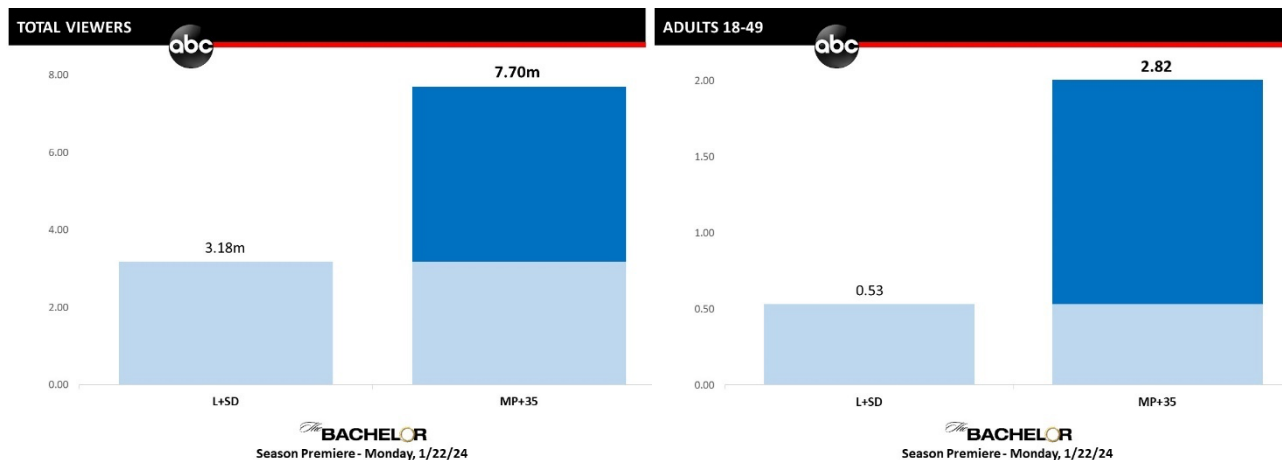
Series photos are available [here](#).

**"The Bachelor" (7.70 million Total Viewers and 2.82 rating in AD18-49 in MP+35):**

After 35 days of viewing on ABC, Hulu and digital platforms, the **January season premiere of "The Bachelor" delivered the series' strongest multiplatform telecast in nearly 3 years in both Total Viewers (7.70 million) and Adults 18-49 (2.82 rating) – since its March 2021 season finale (3/15/21).**

The season premiere of "The Bachelor" **shot up more than 5 times over its initial Live+Same Day rating among Adults 18-49, skyrocketing by +432% after 35 days of multiplatform viewing (2.82 rating vs. 0.53 rating) to score its biggest delayed-viewing increase ever.** In addition, the ABC unscripted series **picked up an additional +4.52 million Total Viewers (7.70 million vs. 3.18 million), marking its largest lift in 3 years – 1/25/21.**

**“The Bachelor” soared by double digits over its year-ago premiere (on 1/23/23), jumping year over year by 17% in Total Viewers (7.70 million vs. 6.56 million) and by 18% among Adults 18-49 (2.82 rating vs. 2.39 rating) to deliver its strongest season opener in 3 years – since 1/4/21.**



Source: The Nielsen Company, preliminary ABC Multiplatform+35 Day Ratings for 1/22/24. ABC Multiplatform+35 Day numbers begin in 2015.

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