Oct. 11, 2023

Ratings Report for 'The Golden Bachelor' Series Debut

ABC Multiplatform+7 Day Ratings / National Live+7 Day Program Ratings

Premiere Episode of ABC's 'The Golden Bachelor' Delivers Cumulative Audience of 11.1 Million Total Viewers in First Week

Debut Quadruples in Adults 18-49 to Hit 2.46 Rating

Opens as Highest-Rated Unscripted Series on Any Network Since January 2022 in Adults 18-49

Ranks as ABC's No. 1 Unscripted Series Episode Ever on Hulu and Stands as Network's No. 1 Series Debut on the Platform



ABC/Craig Sjodin*
Series photos are available here.

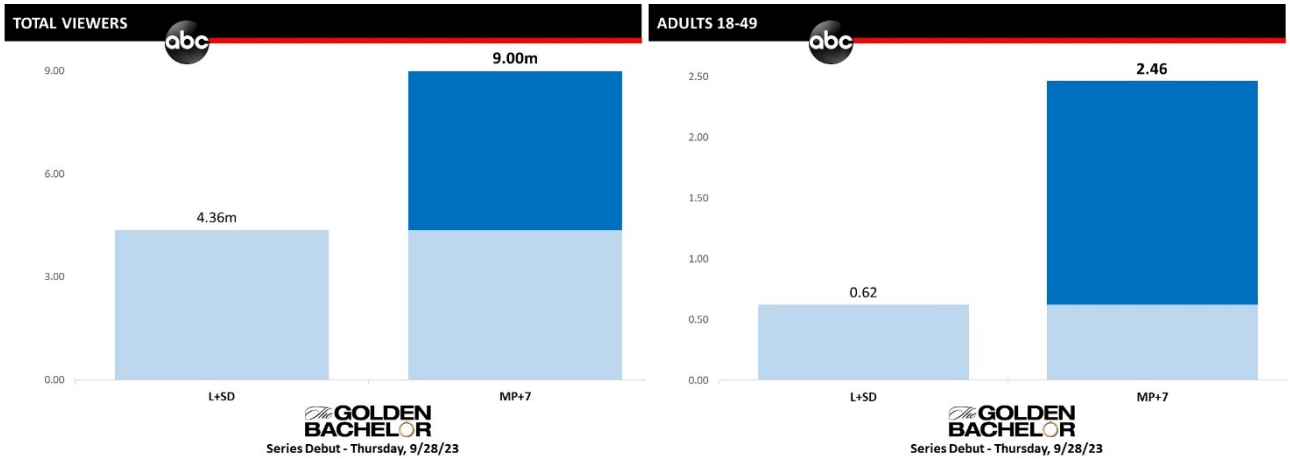
Across linear and streaming platforms in its first week, **the premiere episode of ABC's "The Golden Bachelor" delivered a combined cumulative audience of 11.10 million Total Viewers for its debut telecast on Sept. 28 and its rebroadcast on Oct. 3.**

"The Golden Bachelor" (9.00 million Total Viewers and 2.46 rating in AD18-49 in MP+7 – excludes rebroadcast):
After just seven days of viewing across linear and streaming platforms, the **Sept. 28 debut telecast alone skyrocketed to 9.00 million Total Viewers, gaining an additional +4.64 million viewers** in delayed cross-platform viewing. In addition, "The Golden Bachelor" **catapulted to a 2.46 rating among Adults 18-49 – quadruple its initial Live+Same day rating** (+297%).

"The Golden Bachelor" delivered the **strongest multiplatform telecast for any series in "The Bachelor" franchise** (i.e., "The Bachelor," "The Bachelorette," "Bachelor in Paradise") **in Total Viewers** (9.00 million) **in more than 2 ½ years and among Adults 18-49** (2.46 rating) **in 2 years** – since the 2/15/21 telecast of "The Bachelor" and the 9/6/21 telecast of "Bachelor in Paradise," respectively.

The **series premiere of ABC's "The Golden Bachelor" marked the highest-rated debut for an unscripted series on any network since January 2022 among Adults 18-49** (0.81 rating) – since the 1/2/22 debut of Fox's "Next Level Chef," which was boosted by an NFL game.

The **debut of "The Golden Bachelor" marked ABC's No. 1 episode for any unscripted series ever on Hulu,** based on views after its first seven days of streaming (2.53 million views**). In addition, "The Golden Bachelor" stood as **ABC's No. 1 series premiere ever on the streaming platform** and as the **most-watched episode for any ABC series** (unscripted or scripted) **in nearly 2 years** – since the 11/11/21 telecast of "Grey's Anatomy."



*Source: The Nielsen Company, preliminary ABC Multiplatform+7 Day Ratings and National Live+7 Day Program for 9/28/23. Source: Hulu internal data. **A view is defined as total stream time divided by runtime.*

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