

April 2, 2025

Ratings Report for Tuesday, March 25, 2025

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

‘The Rookie’ Shoots to Multiplatform Season Highs in Both Total Viewers and Adults 18-49

High-Stakes Episode Is No. 1 Program of the Night on Linear Among Adults 18-49

Show Joins Fellow Tuesday Night Dramas ‘High Potential’ and ‘Will Trent’ Among ABC Series Surpassing 10 Million Total Viewers in Multiplatform+35 Day Viewing



“The Rookie” (Disney/Mike Taing), “High Potential” (Disney/Carlos Lopez-Calleja),
“Will Trent” (Disney/Wilford Harewood)*
Series photos are available [here](#).

“The Rookie” (9 p.m. EDT/PDT) on 3/25/25

- With a riveting, high-stakes episode entitled “Speed,” “The Rookie” continued its remarkable ratings surge this season, shooting to multi-year highs in both Total Viewers (8.25 million) and Adults 18-49 (1.67 rating), after three days of viewing on ABC, Hulu, Hulu on Disney+ and digital platforms.
- This marks the show’s best multiplatform Total Viewer audience since season five (1/31/23) and best rating among Adults 18-49 since season two (5/3/20).
- On linear, “The Rookie” was the No. 1 program of the night among Adults 18-49 (0.48 – tied), and helped propel ABC to a win the night in both Total Viewers (4.68 million) and Adults 18-49 (0.39 rating).

Multiplatform+35 Day Data for 2/11/25

- In addition, after 35 days of viewing on ABC, Hulu, Hulu on Disney+ and digital platforms for 2/11/25, “The Rookie” (10 p.m. EDT/PDT) earned 11.10 million Total Viewers and a 2.75 rating among Adults 18-49, rising dramatically over the show’s initial Live+Same Day audience in Total Viewers (+301% vs. 2.77 million) and Adults 18-49 (+1,046% vs. 0.24 rating).
- Building to its suspenseful season one finale, “High Potential” (9 p.m. EDT/PDT) earned a whopping 16.43 million Total Viewers and a 3.64 rating among Adults 18-49, rising over the show’s initial Live +Same Day audience in Total Viewers (+218% vs. 5.16 million) and Adults 18-49 (+747% vs. 0.43 rating), delivering the show’s best performance in three weeks.
- Kicking off Tuesday nights with a strong season three, “Will Trent” (8 p.m. EDT/PDT) drew 10.81 million Total Viewers and a 1.54 rating among Adults 18-49, rising over the show’s initial Live+Same Day audience in Total Viewers (+114% vs. 5.06 million) and Adults 18-49 (+295% vs. 0.39 rating).
- Season to date, all three dramas deliver above 10 million Total Viewers including “The Rookie” (11.35 million), “High Potential” (15.31 million) and “Will Trent” (10.91 million).

Source: Nielsen National Live+3 Day Program Ratings and ABC Multiplatform+3 Day data for 3/25/25 or as dated; Nielsen Live+35 Day Program Ratings and ABC Multiplatform+35 Day data for 2/11/25, or as dated. 2024-2025 Season (9/23/24 – 2/11/25).

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