

Oct. 3, 2023

Ratings Report for Thursday, Sept. 28, 2023

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

'The Golden Bachelor' Ranks as ABC's No. 1 Series Premiere Ever on Hulu

**More Than Triples in Adults 18-49
After Just Three Days of Multiplatform Viewing**

**Delivers Biggest Multiplatform Audience
in 'The Bachelor' Franchise in Nearly 3 Years**

**Debuts as Highest-Rated Unscripted Series
On Any Network in Nearly 2 Years in Adults 18-49**

Opens as Thursday's No. 1 Entertainment Series



ABC/Craig Sjodin*

Series photos are available [here](#).

ABC's "The Golden Bachelor" ranks as the No. 1 premiere on Hulu for any series in "The Bachelor" franchise (i.e., "The Bachelor," "The Bachelorette," "Bachelor in Paradise") and as the network's No. 1 series premiere ever on the streaming platform, based on views after its first three days of streaming (1.76 million views*).

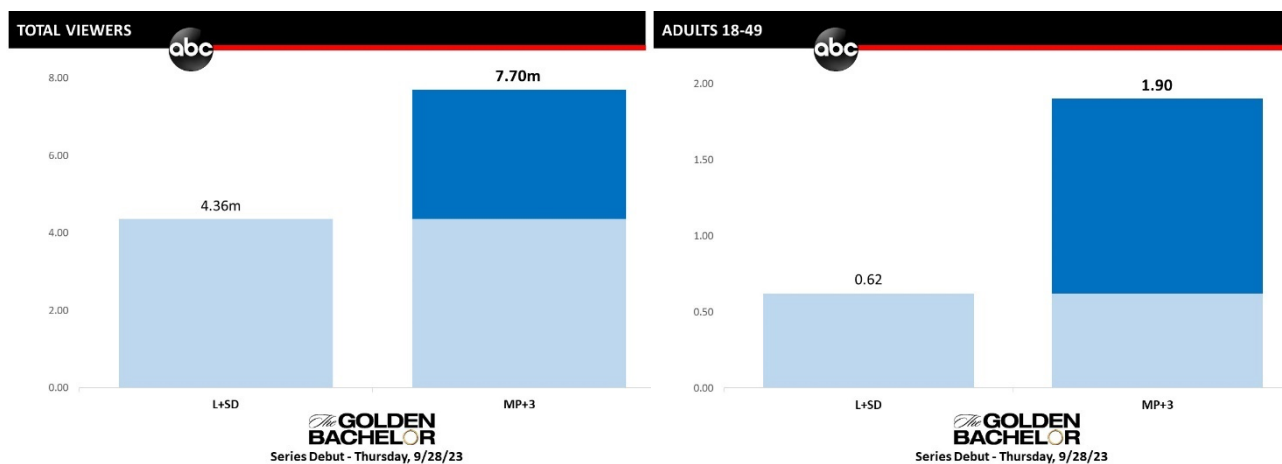
After just three days of viewing across linear and streaming platforms, the **series debut of ABC's "The Golden Bachelor" skyrocketed to a 1.90 rating among Adults 18-49, marking a big +206% jump over its initial Live+Same day rating.** In addition, the new unscripted series **soared to 7.70 million Total Viewers, picking up an additional +3.34 million viewers** in delayed cross-platform viewing.

Produced by Warner Bros. Unscripted Television in associated with Warner Horizon, “The Golden Bachelor” scored the **biggest multiplatform audience** (7.70 million Total Viewers) **for any telecast in “The Bachelor” franchise in nearly 3 years** — since the 11/10/20 telecast of “The Bachelorette.” In addition, “The Golden Bachelor” opened as the **highest-rated multiplatform telecast in the franchise since March 2022** among Adults 18-49 (1.90 rating) — since “The Bachelor: After the Final Rose” on 3/15/22.

The **series premiere of ABC’s “The Golden Bachelor”** marked the **highest-rated debut for an unscripted series on any network in nearly 2 years** among Adults 18-49 (0.76 rating) — since ABC’s “Judge Steve Harvey” on 1/4/22.

ABC’s “The Golden Bachelor” debuted as **Thursday’s No. 1 entertainment series, leading CBS’ “Big Brother” by 47% in Total Viewers** (5.26 million vs. 3.57 million) **and by 4% among Adults 18-49** (0.76 rating vs. 0.73 rating).

“The Golden Bachelor” delivered the **strongest premiere for any series in “The Bachelor” franchise since January 2021** in Total Viewers (5.26 million Total Viewers) — since “The Bachelor” season 25 premiere on 1/4/21.



Source: The Nielsen Company, preliminary National Live+3 Day Program and ABC Multiplatform+3 Day data for 9/28/23. Source: Hulu internal data. *A view is defined as total stream time divided by runtime.

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