

Oct. 8, 2024

Ratings Report for Sept. 24, 2024

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

'High Potential' Jumps Dramatically in Week 2 With 10.72 Million Total Viewers and 2.20 Rating in Adults 18-49

Freshman Drama Achieves Remarkable Lift Over Initial Live +Same Day Audience of +192% in Total Viewers and Staggering +610% in Adults 18-49

Linear Growth From Premiere to Week 2 Shatters Records



Disney/Mitch Hasseth*
Series photos are available [here](#).

- After seven days of viewing on ABC, Hulu, Hulu on Disney+ and digital platforms, ABC's new fall drama "High Potential" **reached new heights in its second week, growing to 10.72 million Total Viewers and a 2.20 rating in Adults 18-49.**
- Demonstrating remarkable multiplatform growth over its initial Live +Same Day audience, "**High Potential**" **achieved +192% lift in Total Viewers (10.72 million vs. 3.67 million) and a staggering +610% lift in Adults 18-49 (2.20 rating vs. 0.31 rating).**
- The show's impressive growth **scored an increase of +10% in Total Viewers (10.72 million vs. 9.75 million) and +4% in Adults 18-49 (2.20 rating vs. 2.12 rating)** over its week-ago series premiere on 9/17/24, across platforms.

- On linear, the show was the **No. 1 program of the night in Total Viewers** (6.76 million), ahead of its closest competition, NBC's season finale of "America's Got Talent" (6.52 million). In addition, **"High Potential" beat the NBC program in Adults 18-49** (0.61 rating vs. 0.55 rating).
- **In fact, the show's tremendous performance on linear in week 2 shattered records, growing +1.08 million Total Viewers** (6.76 million vs. 5.68 million) in week 2 over its series premiere – **the highest growth of any new fall drama in 16 years** (since 9/9/08).
- To date, the "High Potential" premiere has **garnered a total cross-platform audience, including linear repeats, of 17.79 million Total Viewers.**

On tonight's new episode (airing 10 p.m. EDT/PDT on ABC, streaming next day on Hulu), Morgan's intellect and cleaning experience prove useful when the detectives are called to a hotel room murder scene, eventually uncovering the victim's many cons. Morgan navigates Ava's dating while Soto reveals details about Roman's disappearance.

Source: The Nielsen Company, National Live +7 Day Panel Only Program Ratings and ABC Multiplatform +7 Day data for 9/24/24, or as dated.

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Contact

Leslie Schwartz

leslie.schwartz.-ND@disney.com

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