

Oct. 17, 2024

Ratings Report for Oct. 8, 2024

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

ABC's 'High Potential' Marks Another Week of Record-Setting Linear Growth Becoming Top Program of the Night in Week 3

**Acclaimed Freshman Drama Grows to 8.74 Million Total Viewers and 1.56 Rating
in Adults 18-49 With Multiplatform Viewing**



Disney/Carlos Lopez-Calleja*
Series photos are available [here](#).

- After three days of viewing on linear, the third episode of ABC's acclaimed new drama "High Potential" **hit a series high and stood as the top program of the night among Total Viewers** (6.10 million), ahead of its closest competition, NBC's "The Voice-Tue" (5.84 million).
- In fact, following its record-setting linear growth in week two – the largest audience uptick from a series premiere to second week in over 16 years (since 9/9/08) – **"High Potential" became only the second new broadcast drama since FOX's "Empire" to grow in viewership for two consecutive weeks after its debut.**
- After three days of viewing across ABC, Hulu, Hulu on Disney+ and digital platforms, "High Potential" **continued its remarkable multiplatform performance in week three, growing +19%**

in Total Viewers (8.74 million vs. 7.32 million) **and +17% in Adults 18-49** (1.56 rating vs. 1.33 rating) over its series premiere on 9/17/24.

Source: The Nielsen Company, National Live +3 Day Program Ratings and ABC Multiplatform +3 Day data for 10/8/24, or as dated.

*COPYRIGHT ©2024 Disney Enterprises, Inc. All photography is copyrighted material and is for editorial use only. Images are not to be archived, altered, duplicated, resold, retransmitted or used for any other purposes without written permission of ABC. Images are distributed to the press in order to publicize current programming. Any other usage must be licensed.

Contact

Leslie Schwartz

leslie.schwartz.-ND@disney.com

-- ABC --