

'Who Wants To Be A Millionaire' Season Premiere Is the No. 1 Entertainment Program of the Night Across All Key Demographics

Disney/Christopher Willard*

Series photos are available here.[/caption]

- Hosted by late-night's Jimmy Kimmel, "Who Wants To Be A Millionaire" returned for a new season on Wednesday, July 10, and soundly ranked as the most-watched telecast of the night in Total Viewers (3.71 million).
- The show stood as the No. 1 entertainment telecast in Adults 18-49 (0.44 rating).
- Featuring celebrity guests John Mulaney, Nick Kroll, Kenan Thompson and Kel Mitchell, the 25th-anniversary premiere led its closest competition, an original of FOX's "MasterChef," more than doubling its performance in Total Viewers (+102% - 3.71 million vs. 1.83 million) and leading by double digits in Adults 18-49 (+42% - 0.44 rating. Vs. 0.31 rating).
- The season premiere outperformed its most recent season finale (3/21/21) by 28% in Total Viewers (3.71 million vs. 2.90 million) and by 7% in Adults 18-49 (0.44 rating vs. 0.41 rating).
- After three days of viewing, the premiere remained the best-performing program of the night in Live +3 Day ratings (0.47 rating).

Source: The Nielsen Company, National Live+Same Day and Live+3 Day Program Ratings for 7/10/24, 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.

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