TV News: ABC’s ‘Once Upon a Time’ Premieres With Solid Sunday Night Ratings

Submitted by TimBMartens [1] on October 24, 2011 - 3:45pm

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CHICAGO – ABC and the creators of lost may have another hit on their hands. The new drama series “Once Upon a Time.” The new series, which premiered last night, stood as the top dog in non-sports programs on Sunday night, bringing in an impressive 12.8 million viewers when premiering against Sunday Night Football and Game 4 of the World Series.

The 12.8 million viewers the series brought in was good for a 3.9 rating and a 10 share in the coveted 18-49 demographic. The total was also good enough for top spot in this season’s fall drama debut episodes and the highest Sunday non-NFL drama debut since in five years (“Brothers & Sisters in 2006).

In non-sports TV, ABC was the complete king of Sunday night. The lead in to “Once Upon a Time,” “America’s Funniest Home Videos,” drew its second largest audience of this season with 6.6 million viewers and the lead out of the new fantasy/drama, “Desperate Housewives,” beat out CBS’s “The Good Wife” by 50% with a 3.0 rating. Ending the night, “Pan Am” posted a 1.4 rating in the 18-49 demo, good enough for top spot in the 10 p.m. PST time slot.

We will have to wait until next week to find out if “Once Upon a Tme” can keep up the record numbers as ratings and audiences almost always drop after the premiere episodes.


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Source URL (retrieved on *Mar 28 2024 - 9:57am*):
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