

Nov. 12, 2024

****Ratings Report for ABC News' "GMA3: What You Need to Know"**

For the Week of Nov. 4, 2024

'GMA3: WHAT YOU NEED TO KNOW' IS NO. 1 FOR THE WEEK IN TOTAL VIEWERS AND WOMEN 25-54

'GMA3' Leads CBS and NBC in Overall Viewers for the 8th Straight Week

'GMA3' Delivers Largest Women 25-54 Performance in 7 Months and Grows Year to Year in Both Key Women Demos

Season to Date, 'GMA3' Ranks No. 1 in Total Viewers for the 3rd Straight Season



ABC News*

"GMA3: What You Need to Know" ranked No. 1 in Total Viewers (1.346 million) and Women 25-54 (155,000) during the week of Nov. 4, 2024, based on Live + Same Day Data from Nielsen Media Research, leading CBS' "The Talk" and "NBC News Daily" in overall viewers for the 8th straight week.

- **For the 3rd straight week, "GMA3" improved week to week in Women 25-54 (+8% - 155,000 vs. 144,000), delivering its best Women 25-54 performance in 7 months — since w/o 4/8/24.**
- **"GMA3" saw gains on the same week last year in Women 25-54 (+1% - 155,000 vs. 153,000) and Women 18-49 (+7% - 112,000 vs. 105,000).**
- **Season to date, "GMA3" ranks No. 1 in Total Viewers (1.343 million) versus CBS' "The Talk" (1.210 million) and "NBC News Daily" (1.204 million) for the 3rd straight season.**

NOTE: On Wednesday (11/6/24), "NBC News Daily" was coded as a breakout. The telecast is excluded from the weekly and season averages. "NBC News Daily"'s weekly averages are based on four days (Monday-Tuesday and Thursday-Friday).

Emmy® Award-nominated "GMA3: What You Need to Know" is a one-hour program co-anchored by Eva Pilgrim and DeMarco Morgan with Dr. Darien Sutton, airing weekdays at 1:00 p.m. EST|12:00 p.m. CST on ABC. Catherine McKenzie is the executive producer.

Week of Nov. 4, 2024:

<u>PROGRAM AVERAGES</u>	<u>TOTAL VIEWERS</u>	<u>WOMEN 25-54 (000)</u>	<u>WOMEN 18-49 (000)</u>
"GMA3"	1,346,000	155,000	112,000
"The Talk"	1,293,000	154,000	116,000
"NBC News Daily"	1,222,000	134,000	98,000

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live + SD Current Week (w/o 11/4/24), Previous Week (w/o 10/28/24) and Year-Ago Week (w/o 11/6/23), or as dated. Most Current Date Stream: 2024-2025 Season: 9/16-11/10/24 for "GMA3" and 9/23-11/10/24 for "NBC News Daily" and "The Talk." Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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