



Dec. 12, 2024

**BETTING ON BIG CONVERSATIONS PAYS OFF
'TAMRON HALL' HITS SEASON RATINGS HIGH GROWING BY 17%**

Cemented as One of the Top Ranked Shows in Daytime Syndicated Talk

Securing big exclusives and bringing the most viral conversations to daytime television, the sixth season of "Tamron Hall" has found the sweet spot of blending traditional and social media while also featuring a star-studded lineup of performances and interviews.

During the week of Nov. 18, 2024, original programming including "Fact or Fiction" and "Street Beats" saw "Tamron Hall" grow in all key measures week to week, +9% among total viewers, +6% in household rating, +16% and +17% respectively with the highly coveted women 18-49 and 25-54 demographics.

From the first exclusive with viral "Who did I Marry" TikTok star Reesa Teesa to our hour on the explosive and ongoing social media debate over whose generation knows best, which included the woman whose outfit earned her the nickname "[the green dress lady](#)," "Tamron Hall" is the destination for social media stars with millions of views who have never made it to daytime TV. "Our goal this season was to bring daytime and social media together in a substantive way. We wanted to show our audience who these people are and why they are an obsession while also exploring the topics flooding our timelines," says Tamron Hall.

This season has also seen an explosive lineup of music stars and exclusive performances, including one that shut down the streets of New York City with Kirk Franklin's The Reunion Tour. Miranda Lambert; Wayne Brady and his daughter, Maile; Trina; Eric Benet and Chante Moore; Erica Campbell; Bebe Winans; Lalah Hathaway; and the viral singers from Kidz Bop have all performed exclusively on the show.

Along with daytime exclusive interviews with Chloe Bailey, Ina Garten, Mary J. Blige, Macy Gray, Jaleel White, singer JoJo, Shyne, Lil Rel Howery, Jon and Hannah Gosselin, Todd and Bettijo Bridges, Kenya Moore, singer Trina, Savannah James and April McDaniel.

Tamron was also the first to interview “Boy Meets World” star Trina McGee who opened up about her pregnancy at 54 and heartbreaking miscarriage.

Leaning in on Tamron’s fashion and beauty prowess, the show is also seeing great success with its “Up and Coming Designer Series” and “Beauty Bar,” and will soon feature Tina Knowles with an exclusive about her much-anticipated new memoir, along with \$200,000-worth of beauty giveaways.

The show is the only daytime destination with a full hour dedicated to its book club “Let’s Get Lit” with authors like Chloe Gong, Attica Locke and singer JoJo in a Daytime Exclusive regarding her memoir.

“Tamron Hall” is the second longest-running first-run syndicated show in Disney history; and in 2025, expect to see even more as the show debuts a new studio with the biggest giveaway in show history and the launch of a new show on YouTube, capitalizing on the 30% increase month over month on that platform.

“Tamron Hall” is distributed in national syndication by Disney Entertainment. Broadcast from New York City, the show is executive produced by Hall and Quiana Burns. The show broadcasts from New York City and features a dynamic mix of live and taped shows.

For times and channels, go to www.TamronHallShow.com and follow the show on social media @TamronHallShow.

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