

Jan. 9, 2024

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

For the week of Jan. 1, 2024

**'GMA3: WHAT YOU NEED TO KNOW' RANKS NO. 1 IN TOTAL VIEWERS, DRAWS
LARGEST AUDIENCE IN 4 WEEKS**

**'GMA3' Improves Week to Week In Total Viewers, Outdelivers NBC and CBS for 3rd Consecutive
Week**

Season to Date, 'GMA3' Ranks No. 1 in Total Viewers Versus CBS and NBC



ABC News/Heidi Gutman*

"GMA3: What You Need to Know" ranked No. 1 in Total Viewers (1.413 million) during the week of Jan. 1, 2024, based on Live + Same Day Data Nielsen Media Research, leading "NBC News Daily" and CBS' "The Talk" for the 3rd consecutive week.

"GMA3" improved week to week in Total Viewers (+8% - 1.413 million vs. 1.314 million) to draw its largest overall audience in 4 weeks — since w/o 12/4/23.

"GMA3" widened its Total Viewers lead week to week over "NBC News Daily" by 67% (110,000 vs. 66,000).

Season to date, "GMA3" ranks No. 1 in Total Viewers versus CBS' "The Talk" and "NBC News Daily."

NOTE: On Monday (1/1/24), "GMA3" was preempted due to ABC's coverage of the Citrus Bowl, while CBS's "The Talk" and "NBC News Daily" were coded as specials. The special telecasts are excluded from the weekly and season averages. ABC's, CBS' and NBC's weekly averages are based on four days (Tuesday-Friday).

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

Week of Jan. 1, 2024:

<u>PROGRAM AVERAGES</u>	<u>TOTAL VIEWERS</u>	<u>WOMEN 25-54 (000)</u>	<u>WOMEN 18-49 (000)</u>
"GMA3"	1,413,000	132,000	72,000
"The Talk"	1,290,000	134,000	102,000
"NBC News Daily"	1,303,000	166,000	122,000

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live + SD Current Week (w/o 1/1/24), Previous Week (w/o 12/25/23) and Year-Ago Week (w/o 12/26/22), or as dated. Most Current Date Stream: 2023-2024 Season: 9/18/23 – 1/7/24 for "GMA3,;" 9/25/23 – 1/7/24 for "NBC News Daily" and 10/9/23 – 1/7/24 for "The Talk and 2022-2023 Season for "GMA3" (9/12/22 – 1/8/23)). Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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