

Dec. 17, 2024

****Ratings Report for ABC News' "The View"**

For the Week of Dec. 9, 2024

'THE VIEW' IMPROVES YEAR TO YEAR IN ALL KEY TARGET DEMOS

Season to Date, 'The View' Delivers Its Highest Viewership in 4 Years, Ranking No. 1 in Households and Total Viewers Among All Daytime Talk Shows and News Programs for the 5th Consecutive Season



ABC/Jeff Lipsky*

For the week of Dec. 9, 2024, "The View" ranked No. 1 in Households (1.67 rtg.) and Total Viewers (2.394 million) among the daytime network talk shows and news programs, leading NBC's "TODAY Third Hour" (1.40 rtg. and 2.083 million, respectively), "TODAY with Hoda & Jenna" (1.02 rtg. and 1.493 million, respectively), "NBC News Daily" (0.88 rtg. and 1.281 million, respectively) and CBS' "The Talk" (0.85 rtg. and 1.302 million, respectively).

- In addition, "The View" averaged 200,000 Women 25-54 and 144,000 Women 18-49, based on Live+Same Day Data from Nielsen Media Research.
- "The View" grew from the same week last year in Total Viewers (+8% - 2.394 million vs. 2.222 million), Women 25-54 (+9% - 200,000 vs. 184,000) and Women 18-49 (+10% - 144,000 vs. 131,000).

- Season to date, “The View” is **up in Total Viewers** (+7% - 2.585 million vs. 2.412 million) **versus the comparable weeks last season to a 4-year high** — since the 2020-2021 season.
- Season to date, “The View” is **ranking No. 1 in Households** (1.77 rtg.) **and Total Viewers** (2.585 million) **among all daytime talk shows and news programs for the 5th straight season.**

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live+SD Current Week (w/o 12/9/24), Previous Week (w/o 12/2/24) and Year-ago Week (w/o 12/11/23) or as dated. Daytime – Monday-Friday 9 a.m.-6 p.m. Most Current Date Stream: 2024-2024 Season (9/2-12/15/24) and 2023-2024 Season (9/4-12/17/23). Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Prior to 8/31/20, ratings do not include OOH viewing. Averages based on regular telecasts.

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