

'GMA3: WHAT YOU NEED TO KNOW' OUTDELIVERS NBC FOR 5TH STRAIGHT WEEK IN TOTAL VIEWERS AND WOMEN 25-54



ABC News*[caption] **“GMA3: What You Need to Know” averaged 1.452 million Total Viewers, 151,000 Women 25-54 and 99,000 Women 18-49** during the week of Jan. 27, 2025, based on Live+Same Day Data from Nielsen Media Research, **leading “NBC News Daily” in Total Viewers and Women 25-54 for the 5th week in a row.**

- **For the second week in a row, “GMA3” increased on the same week last year in Total Viewers (+4% - 1.452 million vs. 1.398 million), Women 25-54 (+13% - 151,000 vs. 134,000) and Women 18-49 (+21% - 99,000 vs. 82,000).**
- **Season to date, “GMA3” ranks No. 1 in Total Viewers (1.395 million) versus CBS’ “The Talk” (1.240 million) and “NBC News Daily” (1.244 million) for the 3rd straight season.** In addition, “GMA3” is **improving versus the comparable weeks last season in Women 18-49 (+6% - 106,000 vs. 100,000).**

NOTE: On Thursday (1/30/25), “NBC News Daily” was retitled to “NBC News Daily-ND.” The retitled telecast is excluded from the weekly and season averages. NBC’s weekly averages are based on four days (Monday-Wednesday and 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 Jan. 27, 2025: PROGRAM AVERAGES**

“GMA3”	TOTAL VIE
“NBC News Daily”	1,452,000
	1,312,000

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live+SD Current Week (w/o 1/27/25), Previous Week (w/o 1/20/25) and Year-Ago Week (w/o 1/29/24), or as dated. Most Current Date Stream: 2024-2025 Season: 9/16/24-2/2/25 for “GMA3” and 9/23/24-2/4/25 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. *COPYRIGHT ©2025 Disney Enterprises, Inc. All photography is copyrighted material and is for editorial use only. Images are not to be archived, altered, duplicated, resold, retransmitted or used for any other purposes without written permission of ABC News. Images are distributed to the press to publicize current programming. Any other usage must be licensed. **ABC News Media Relations** Brooks Lancaster brooks.lancaster@abc.com Jordan Littlejohn jordan.littlejohn@abc.com