

June 25, 2024

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

For the weeks of June 10 and 17, 2024

SEASON TO DATE, 'THE VIEW' DELIVERS LARGEST VIEWERSHIP IN 3 YEARS, RANKING NO. 1 IN HOUSEHOLDS AND TOTAL VIEWERS AMONG ALL NETWORK AND SYNDICATED DAYTIME TALK SHOWS AND NEWS PROGRAMS FOR THE 4TH CONSECUTIVE SEASON

'The View' Posts Total Viewer Increases Both Week to Week and Year to Year, Drawing Its Largest Overall Audience in 11 Weeks

On Thursday, 'The View' Sees Its Most-Watched Telecast in 10 Weeks



ABC/Jeff Lipsky*

- **For the week of June 10, 2024, the most recent week including syndication, "The View" ranked No. 1 in Households (1.53 rating) and Total Viewers (2.279 million) among all network and syndicated daytime talk shows and news programs.**
 - Leading NBC's "TODAY Third Hour" (1.19 rating and 1.768 million, respectively), "TODAY with Hoda & Jenna" (0.88 rating and 1.277 million, respectively), CBS' "The Talk" (0.77 rating and 1.187 million, respectively) and "NBC News Daily" (0.76 rating and 1.081 million, respectively).

- **For the week of June 17, 2024, “The View” ranked No. 1 in Households (1.60 rating) and Total Viewers (2.336 million) among the daytime network talk shows and news programs.**
 - Leading NBC’s “TODAY Third Hour” (1.23 rating and 1.838 million, respectively), “TODAY with Hoda & Jenna” (0.92 rating and 1.381 million, respectively), “NBC News Daily” (0.80 rating and 1.179 million, respectively) and CBS’ “The Talk” (0.77 rating and 1.186 million, respectively).
 - “The View” also **averaged 191,000 Women 25-54 and 135,000 Women 18-49**, based on Live + Same Day Data from Nielsen Media Research.
- “The View” **posted Total Viewer increases both week to week (+3% - 2.336 million vs. 2.279 million) and year to year (+1% - 2.336 million vs. 2.305 million).**
 - “The “View” drew its **largest overall audience in 11 weeks** — since w/o 4/1/24.
- **On Thursday (6/20/24)**, with guests Dr. Anthony Fauci and actress Jessica Alba, “The View” saw its **most-watched telecast (2.461 million) in 10 weeks** — since 4/8/24, based on full-length telecasts.
- Season to date, “The View” is **ranking No. 1 in Households (1.66 rating) and Total Viewers (2.434 million) among all network and syndicated daytime talk shows and news programs for the 4th consecutive season.**
 - “The View” is **up in Total Viewers (+3% - 2.434 million vs. 2.374 million) versus the comparable weeks last season to a 3-year high** — since the 2020-2021 season.

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live + SD Current Week (w/o 6/17/24), Previous Week (w/o 6/10/24) and Year-ago Week (w/o 6/19/23) or as dated. Most Current Data Stream: Season 2023-2024 (9/4/23-6/23/24) and Season 2022-2023 (9/5/22-6/25/23). 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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