

March 4, 2025

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

For the Week of Feb. 24, 2025

'GMA3: WHAT YOU NEED TO KNOW' OUTDELIVERS NBC IN TOTAL VIEWERS

'GMA3' Improves Week to Week in Both Key Women Demos

Season to Date, 'GMA3' Ranks No. 1 in Total Viewers for the 3rd Straight Season



ABC News*

"GMA3: What You Need to Know" averaged 1.318 million Total Viewers, 130,000 Women 25-54 and 97,000 Women 18-49 during the week of Feb. 24, 2025, based on Live+Same Day Data from Nielsen Media Research, beating "NBC News Daily" in Total Viewers.

- **"GMA3" saw week-to-week gains in Women 25-54 (+2% - 130,000 vs. 127,000) and Women 18-49 (+3% - 97,000 vs. 94,000).**
- **Season to date, "GMA3" ranks No. 1 in Total Viewers (1.404 million) versus CBS' "The Talk" (1.240 million) and "NBC News Daily" (1.247 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).**

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 Feb. 24, 2025:

<u>PROGRAM AVERAGES</u>	<u>TOTAL VIEWERS</u>	<u>WOMEN 25-54 (000)</u>	<u>WOMEN 18-49 (000)</u>
"GMA3"	1,318,000	130,000	97,000
"NBC News Daily"	1,187,000	149,000	97,000

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live+SD Current Week (w/o 2/24/25), Previous Week (w/o 2/17/25) and Year-Ago Week (w/o 2/26/24), or as dated. Most Current Date Stream: 2024-2025 Season: 9/16/24-3/2/25 for "GMA3" and 9/23/24-3/2/25 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.

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