

Dec. 10, 2024

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

For the Week of Dec. 2, 2024

**FOR THE 12TH CONSECUTIVE WEEK, 'GMA3: WHAT YOU NEED TO KNOW' IS NO. 1 IN
TOTAL VIEWERS**

'GMA3' Draws Its Largest Overall Audience in 8 Weeks

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



ABC News*

"GMA3: What You Need to Know" ranked No. 1 in Total Viewers (1.361 million) during the week of Dec. 2, 2024, based on Live+Same Day Data from Nielsen Media Research, leading CBS' "The Talk" and "NBC News Daily" in overall viewers for the 12th week in a row.

- **"GMA3" saw gains versus the previous week in Total Viewers (+3% - 1.361 million vs. 1.326 million), Women 25-54 (+16% - 151,000 vs. 130,000) and Women 18-49 (+29% - 112,000 vs. 87,000).**
- **"GMA3" drew its largest overall audience in 8 weeks (since w/o 10/7/24) while matching a season best in Women 18-49.**
- **"GMA3" improved year to year in Women 18-49 (+5% - 112,000 vs. 107,000).**

- Season to date, **“GMA3” ranks No. 1 in Total Viewers** (1.342 million) **versus CBS’ “The Talk”** (1.224 million) **and “NBC News Daily”** (1.201 million) **for the 3rd straight season.**

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 Dec. 2, 2024:

<u>PROGRAM AVERAGES</u>	<u>TOTAL VIEWERS</u>	<u>WOMEN 25-54 (000)</u>	<u>WOMEN 18-49 (000)</u>
“GMA3”	1,361,000	151,000	112,000
“The Talk”	1,269,000	155,000	116,000
“NBC News Daily”	1,210,000	143,000	103,000

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live+SD Current Week (w/o 12/2/24), Previous Week (w/o 11/25/24) and Year-Ago Week (w/o 12/4/23), or as dated. Most Current Date Stream: 2024-2025 Season: 9/16-12/8/24 for “GMA3” and 9/23-12/10/24 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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