

July 30, 2024

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

For the Week of July 22, 2024

'GMA3: WHAT YOU NEED TO KNOW' RANKS NO. 1 IN TOTAL VIEWERS

'GMA3' Increases in All Key Target Demos, Drawing Its Largest Overall Audience in 7 Weeks

For the 32nd Week Straight, 'GMA3' Beats NBC and CBS in Overall Viewers



ABC News*

"GMA3: What You Need to Know" ranked No. 1 in Total Viewers (1.313 million) during the week of July 22, 2024, based on Live + Same Day Data from Nielsen Media Research.

- **"GMA3" beat CBS' "The Talk" (1.063 million) and "NBC News Daily" (1.249 million) in overall viewers for the 32nd straight week.**
- **"GMA3" posted gains week to week in all key target demos: Total Viewers (+7% - 1.313 million vs. 1.232 million), Women 25-54 (+2% - 142,000 vs. 139,000) and Women 18-49 (+2% - 98,000 vs. 96,000), drawing its largest overall audience in 7 weeks — since w/o 6/3/24.**
- **Season to date, "GMA3" ranks No. 1 in Total Viewers (1.387 million) versus CBS' "The Talk" (1.306 million) and "NBC News Daily" (1.173 million) for the 2nd season in a row.**

NOTE: On Friday (7/26/24), "NBC News Daily" was preempted due to NBC's coverage of the 2024 Summer Olympics. "NBC News Daily"'s weekly averages are based on four days (Monday-Thursday).

Emmy® Award-nominated “GMA3: What You Need to Know” is a one-hour program co-anchored by Eva Pilgrim and DeMarco Morgan with Dr. Jennifer Ashton as chief health and medical correspondent, airing weekdays at 1:00 p.m. EDT | 12:00 p.m. CDT on ABC. Catherine McKenzie is the executive producer.

Week of July 22, 2024:

<u>PROGRAM AVERAGES</u>	<u>TOTAL VIEWERS</u>	<u>WOMEN 25-54 (000)</u>	<u>WOMEN 18-49 (000)</u>
“GMA3”	1,313,000	142,000	98,000
“The Talk”	1,063,000	117,000	77,000
“NBC News Daily”	1,249,000	162,000	127,000

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live + SD Current Week (w/o 7/22/24), Previous Week (w/o 7/15/24) and Year-Ago Week (w/o 7/17/23), or as dated. Most Current Date Stream: 2023-2024 Season: 9/18/23 – 7/28/24 for “GMA3;” 9/25/23 – 7/28/24 for “NBC News Daily” and 10/9/23 – 7/28/24 for “The Talk and 2022-2023 Season for “GMA3” (9/12/22 – 7/30/23). Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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