

Dec. 31, 2024

****Ratings Report for ABC News' "GMA3: What You Need to Know"**
For the Fourth Quarter and Week of Dec. 23, 2024

'GMA3: WHAT YOU NEED TO KNOW' IS #1 FOR THE FOURTH QUARTER IN TOTAL VIEWERS FOR THE 3RD YEAR IN A ROW AND FOR THE LAST 11 QUARTERS

With 1.3 Million Overall Audience, 'GMA3' Beats NBC in Total Viewers for the 16th Week in a Row

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



ABC News*

4th Quarter 2024

ABC's "GMA3: What You Need to Know" ranked No. 1 in Total Viewers (1.356 million) during the 4th Quarter 2024, based on Most Current Data from Nielsen Media Research. "GMA3" beat "NBC News Daily" (1.208 million) and CBS' "The Talk" (1.240 million) in Total Viewers during the fourth quarter for the 3rd year in a row and for the last 11 quarters – since 4Q22 and 2Q22, respectively.

- "GMA3" improved on the previous quarter (3Q24) in Total Viewers (+8% - 1.356 million vs. 1.255 million), Women 25-54 (+12% - 147,000 vs. 131,000) and Women 18-49 (+20% - 108,000 vs. 90,000). "GMA3" saw its strongest Women 18-49 performance in five quarters – since 3Q23.
- "GMA3" was up versus the year-ago quarter in Women 18-49 (+6% - 108,000 vs. 102,000).

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 Dec. 23, 2024:

<u>PROGRAM AVERAGES</u>	<u>TOTAL VIEWERS</u>	<u>WOMEN 25-54 (000)</u>	<u>WOMEN 18-49 (000)</u>
“GMA3”	1,325,000	148,000	110,000
“NBC News Daily”	1,300,000	160,000	115,000

4th Quarter 2024:

<u>PROGRAM AVERAGES</u>	<u>TOTAL VIEWERS</u>	<u>WOMEN 25-54 (000)</u>	<u>WOMEN 18-49 (000)</u>
“GMA3”	1,356,000	147,000	108,000
“The Talk”	1,240,000	152,000	109,000
“NBC News Daily”	1,208,000	146,000	105,000

Week of Dec. 23, 2024

“GMA3: What You Need to Know” averaged 1.325 million Total Viewers, 148,000 Women 25-54 and 110,000 Women 18-49, during the week of Dec. 23, 2024, based on Live+Same Day Data from Nielsen Media Research, leading “NBC News Daily” in overall viewers for the 16th week in a row.

- For the third consecutive week, **“GMA3” was year-to-year gains in Total Viewers (+1% - 1.325 million vs. 1.314 million) and Women 18-49 (+9% - 110,000 vs. 101,000).**
- Season to date, **“GMA3” ranks No. 1 in Total Viewers (1.353 million) versus CBS’ “The Talk” (1.240 million) and “NBC News Daily” (1.208 million) for the 3rd straight season.** In addition, **“GMA3” is improving versus the comparable weeks last season in Women 18-49 (+4% - 107,000 vs. 103,000).**

NOTE: On Wednesday (12/25/24), “GMA3” was preempted and “NBC News Daily” were coded as a special. On Friday (12/27/24), “GMA3” was retitled to “GMA3-ABC.” CBS’ “The Talk” aired its final telecast on 12/20/24. The special and retitled telecasts are excluded from the weekly and season averages. ABC’s weekly averages are based on three days (Monday, Tuesday and Thursday), while NBC’s weekly averages are based on four days (Monday, Tuesday, Thursday and Friday).

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live+SD Current Week (w/o 12/23/24), Previous Week (w/o 12/16/24) and Year-Ago Week (w/o 12/25/23), or as dated. Most Current Date Stream: 2024-2025 Season: 9/16-12/29/24 for “GMA3” and 9/23-12/31/23 for “NBC News Daily” and “The Talk.” Live+7/Most Current: 4Q24: 9/23/24 – 12/39/24, 3Q24: 7/1 – 9/22/24 and 4Q23: 9/25/23 – 12/31/23. Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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