



Nov. 15, 2024

Ratings Report Through the Week of Oct. 28, 2024

National Live+Same Day Program Ratings

'Live with Kelly and Mark' Halloween Week Scares Up Season Highs in Total Viewers and Households

'Live''s Halloween Celebration 'Only HALLOWEEN in the Building' Delivers Best Total Viewer and Household Audience in 7 Months

'Live' Ranks as No. 1 Syndicated Talk Show for the 5th Consecutive Season



Disney Entertainment Television/Jennifer Pottheiser*

Photos are available [here](#).

- "Live with Kelly and Mark" scored season highs during the show's festive Halloween week, rising +4% in Total Viewers (2.160 million vs. 2.067 million) and +4% in Households (1.50 rating vs. 1.44 rating) over the previous week.
- In fact, "Live with Kelly and Mark" earned its best Total Viewer audience in four months – since the week of 6/17/24 – and its best Household audience in five months – since the week of 5/6/24.
- On Thursday (10/31/24), "Live with Kelly and Mark"'s Halloween celebration "Only HALLOWEEN in the Building," featuring the annual fan-favorite costume contest, was the show's top telecast in both Total Viewers (2.396 million) and Households (1.64 rating) in seven months – since 4/4/24.

- Overall, “Live” remained syndication’s No. 1 most viewed talk show of the week for 92 straight weeks across key measures, ahead of its closest competition by +60% in Total Viewers (2.160 million vs. 1.347 million), +60% in Households (1.50 rating vs. 0.94 rating) and +20% among Women 25-54 (0.42 rating vs. 0.35 rating).
- Season-to-date, “Live” ranks as syndication’s No. 1 talk show in all key measures for the fifth consecutive season, outdelivering its closest competition by +62% among Total Viewers (2.060 million vs. 1.275 million), +56% in Households (1.40 rating vs. 0.90 rating) +9% in Women 18-49 (0.24 vs. 0.22) and +28% in Women 25-54 (0.41 rating vs. 0.32 rating).
- “Live” is the sole leader in Daytime Talk among Women 25-54 (0.41 rating) for the sixth season in a row.

About “Live with Kelly and Mark”

“Live with Kelly and Mark” is distributed in national syndication by Disney Entertainment. The show is produced by WABC-TV in New York and executive produced by Michael Gelman and Kelly Ripa. Visit “Live” on the web (LivewithKellyandMark.com), [Facebook](#), [Instagram](#) and [TikTok](#) (@LiveKellyandMark).

Source: The Nielsen Company, National Live+Same Day Program Ratings, Week of 10/28/24, or as dated, 2024 – 2025 Season (9/2/24-11/3/24).

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