

Dec. 24, 2024

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

For the Week of Dec. 16, 2024

'GMA3': WHAT YOU NEED TO KNOW' RANKS NO. 1 IN TOTAL ACROSS THE BOARD, TAKING THE TOP SPOT IN TOTAL VIEWERS FOR THE 14TH CONSECUTIVE WEEK

'GMA3' Delivers Its Strongest Performance in 8 Months in Women 18-49 and Grows Year to Year Across All Demos for Second Week in a Row

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 (1.402 million), Women 25-54 (160,000) and Women 18-49 (117,000), during the week of Dec. 16, 2024, based on Live+Same Day Data from Nielsen Media Research, leading CBS' "The Talk" and "NBC News Daily" in overall viewers for the 14th straight week.

- **"GMA3" saw gains on the previous week in Women 18-49 (+5% - 117,000 vs. 111,000), delivering its strongest performance in 8 months — since w/o 4/8/24.**
- **For the second week in a row, "GMA3" improved on the same week last year in all key demos: Total Viewers (+6% - 1.402 million vs. 1.323 million), Women 25-54 (+13% - 160,000 vs. 142,000) and Women 18-49 (+31% - 117,000 vs. 89,000).**
- **Season to date, "GMA3" ranks No. 1 in Total Viewers (1.354 million) versus CBS' "The Talk" (1.239 million) and "NBC News Daily" (1.202 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).**

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. 16, 2024:

<u>PROGRAM AVERAGES</u>	<u>TOTAL VIEWERS</u>	<u>WOMEN 25-54 (000)</u>	<u>WOMEN 18-49 (000)</u>
“GMA3”	1,402,000	160,000	117,000
“The Talk”	1,319,000	145,000	103,000
“NBC News Daily”	1,141,000	128,000	87,000

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live+SD Current Week (w/o 12/16/24), Previous Week (w/o 12/9/24) and Year-Ago Week (w/o 12/18/23), or as dated. Most Current Date Stream: 2024-2025 Season: 9/16-12/22/24 for “GMA3” and 9/23-12/24/24 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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