

Jan. 7, 2025

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

For the Week of Dec. 30, 2024

'GMA3: WHAT YOU NEED TO KNOW' BEATS NBC ACROSS THE BOARD FOR THE WEEK AND IN TOTAL VIEWERS FOR THE 16th WEEK IN A ROW

'GMA3' Increases Week to Week in Total Viewers and Women 25-54, Hitting 9-Month Highs and Improves Year to Year Across the Board

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



ABC News*

"GMA3: What You Need to Know" averaged 1.494 million Total Viewers, 163,000 Women 25-54 and 110,000 Women 18-49 during the week of Dec. 30, 2024, based on Live+Same Day Data from Nielsen Media Research, leading "NBC News Daily" in all key target demos and overall viewers for the 16th straight week in a row.

- **"GMA3" posted double-digit increases on the previous week in Total Viewers (+13% - 1.494 million vs. 1.325 million) and Women 25-54 (+10% - 163,000 vs. 148,000), hitting a 9-month high in both measures — since w/o 4/8/24.**
- **"GMA3" improved on the same week last year in Total Viewers (+6% - 1.494 million vs. 1.413 million), Women 25-54 (+23% - 163,000 vs. 132,000) and Women 18-49 (+53% - 110,000 vs. 132,000).**
- **Season to date, "GMA3" ranks No. 1 in Total Viewers (1.357 million) versus CBS' "The Talk" (1.240 million) and "NBC News Daily" (1.213 million) for the 3rd straight season. In addition,**

“GMA3” is improving versus the comparable weeks last season in Women 18-49 (+6% - 107,000 vs. 010,000).

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.

NOTE: On Monday (12/30/24), “GMA3” was retitled to “GMA3-ABC.” On Tuesday (12/31/24) and Wednesday (1/1/25), “GMA3” was coded as specials. On Wednesday, “NBC News Daily” was preempted. On Thursday (1/2/25), “NBC News Daily” was retitled to “NBC News Daily-ND.” The special and retitled telecasts are excluded from the weekly and season averages. ABC’s weekly averages are based on two days (Thursday and Friday), while NBC’s weekly averages are based on four days (Monday, Tuesday and Friday).

Week of Dec. 30, 2024:

<u>PROGRAM AVERAGES</u>	<u>TOTAL VIEWERS</u>	<u>WOMEN 25-54 (000)</u>	<u>WOMEN 18-49 (000)</u>
“GMA3”	1,494,000	163,000	110,000
“NBC News Daily”	1,328,000	148,000	99,000

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live+SD Current Week (w/o 12/30/24), Previous Week (w/o 12/23/24) and Year-Ago Week (w/o 1/1/24), or as dated. Most Current Date Stream: 2024-2025 Season: 9/16/24-1/5/25 for “GMA3” and 9/23/24-1/5/25 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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ABC News Media Relations

Brooks Lancaster

brooks.lancaster@abc.com

Jordan Littlejohn

jordan.littlejohn@abc.com

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