



May 30, 2024

Ratings Report Through the Week of May 6, 2024

National Live +Same Day Program Ratings

'Live with Kelly and Mark' Is the No. 1 Daytime Talk Show Among Total Viewers, Women 18-49 and Women 25-54

'Live with Kelly and Mark' Increases Total Viewership Year Over Year and Season to Date

'Live with Kelly and Mark' Remains the No. 1 Entertainment Talk Show for the 4th Consecutive Season



Disney Entertainment Television/Lorenzo Bevilaqua*

Photos are available [here](#).

- "Live with Kelly and Mark" was the **No. 1 daytime talk show** (network or syndicated) in **Total Viewers** (2.228 million) and in **key demographics including Women 18-49** (0.27 rating) and **Women 25-54** (0.46 rating) for the week of May 6, 2024.
- Versus the same week a year ago, "Live with Kelly and Mark" was **up in Total Viewers** (+1% - 2.228 million vs. 2.197 million) and in **Households** (+1% - 1.50 rating vs. 1.49 rating).

- In the current season to date (9/4/23 – 5/12/24), “Live with Kelly and Mark” was also **up among Total Viewers** (+2% - 2.360 million vs. 2.313 million) and continues to be **one of only two syndicated talk shows to improve on average this season in Total Viewers**.
- The show continues to dominate the talk show landscape and in the current season to date (9/4/23 – 5/12/24), remains as **syndication’s No. 1 talk show in all key measures for the 4th year in a row**, outdelivering its closest competition by +80% in Total Viewers (2.360 million vs. 1.310 million), +76% in Households (1.57 rating vs. 0.89 rating) and +76% in Women 25-54 (0.51 rating vs. 0.29 rating).
- In fact, for the 5th season in a row, “Live with Kelly and Mark” **leads daytime talk in Women 25-54** (0.51 rating) while also holding the **top spot with Women 18-49** (0.31 rating).
- “Live with Kelly and Mark” also remains the **No. 1 entertainment talk show for the 4th consecutive season**.

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 5/6/24 – 5/12/24), 2023-24 season (9/4/23-5/12/24), year ago (week of 5/5/23-5/14/23).

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Media Contacts

Leslie Schwartz

leslie.schwartz.-ND@disney.com

Kristen Osborne

kristen.osborne@abc.com

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