

March 18, 2025

****Ratings Report for ABC News’ “GMA3: What You Need to Know”**
For the Week of March 10, 2025

‘GMA3: WHAT YOU NEED TO KNOW’ OUTDELIVERS NBC IN TOTAL VIEWERS

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



ABC News*

“GMA3: What You Need to Know” averaged 1.330 million Total Viewers, 124,000 Women 25-54 and 93,000 Women 18-49 during the week of March 10, 2025, based on Live+Same Day Data from Nielsen Media Research, beating “NBC News Daily” in Total Viewers.

- Season to date, **“GMA3” ranks No. 1 in Total Viewers** (1.402 million) **versus CBS’ “The Talk”** (1.240 million) **and “NBC News Daily”** (1.240 million) **for the 3rd straight season.** In addition, **“GMA3” is improving versus the comparable weeks last season in Women 18-49** (+6% - 106,000 vs. 100,000).

Emmy® Award-nominated “GMA3: What You Need to Know” is a one-hour program co-anchored by Eva Pilgrim and DeMarco Morgan, airing weekdays at 1:00 p.m. EDT|12:00 p.m. CDT on ABC. Catherine McKenzie is the executive producer.

Week of March 10, 2025:

<u>PROGRAM AVERAGES</u>	<u>TOTAL VIEWERS</u>	<u>WOMEN 25-54 (000)</u>	<u>WOMEN 18-49 (000)</u>
“GMA3”	1,330,000	124,000	93,000
“NBC News Daily”	1,138,000	146,000	103,000

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live+SD Current Week (w/o 3/10/25), Previous Week (w/o 3/3/25) and Year-Ago Week (w/o 3/11/24), or as dated. Most Current Date Stream: 2024-2025 Season:

9/16/24-3/16/25 for "GMA3" and 9/23/24-3/16/25 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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