

Sept. 24, 2024

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

*For the 2023-2024 Season and Week of Sept. 16, 2024*

**'GMA3: WHAT YOU NEEDS TO KNOW' IS NO. 1 FOR THE SECOND SEASON IN A ROW**

**For the 3<sup>rd</sup> Straight Week, 'GMA3' Increases Viewers, Drawing Its Largest Audience in 8 Weeks**

**For the 10<sup>th</sup> Quarter in a Row, 'GMA3' Is No. 1 in Total Viewers**



ABC News\*

**Week of Sept. 16, 2024:**

**"GMA3: What You Need to Know" ranked No. 1 in Total Viewers (1.300 million) during the week of Sept. 16, 2024, based on Live + Same Day Data from Nielsen Media Research, leading CBS' "The Talk" and "NBC News Daily" on its season premiere week.**

- For the 3<sup>rd</sup> week in a row, "GMA3" **improved on the previous week in Total Viewers (+6% - 1.300 million- vs. 1.227 million), drawing its largest overall audience in 8 weeks — since w/o 7/22/24.**

**2023-2024 Season:**

- For its 2023-2024 season, "GMA3: What You Need to Know" **ranked No. 1 in Total Viewers (1.368 million) versus CBS' "The Talk" (1.300 million) and "NBC News Daily" (1.169 million) to take the top spot for the 2<sup>nd</sup> season in a row.**

**3<sup>rd</sup> Quarter 2024:**

**ABC's "GMA3: What You Need to Know" ranked No. 1 in Total Viewers (1.255 million) during the 3<sup>rd</sup> Quarter of 2024, based on Most Current Data from Nielsen Media Research, beating "NBC News Daily" and CBS' "The Talk."**

- "GMA3" led the 3<sup>rd</sup> quarter in Total Viewers for the 3<sup>rd</sup> year in a row and took the top spot for the 10<sup>th</sup> straight quarter — since 3Q22 and 2Q22, respectively.

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. EDT|12:00 p.m. CDT on ABC. Catherine McKenzie is the executive producer.

**Week of Sept. 16, 2024:**

<u>PROGRAM AVERAGES</u>	<u>TOTAL VIEWERS</u>	<u>WOMEN 25-54 (000)</u>	<u>WOMEN 18-49 (000)</u>
"GMA3"	1,300,000	136,000	94,000
"The Talk"	1,177,000	159,000	103,000
"NBC News Daily"	1,123,000	137,000	100,000

**2023-2024 Season:**

<u>PROGRAM AVERAGES</u>	<u>TOTAL VIEWERS</u>	<u>WOMEN 25-54 (000)</u>	<u>WOMEN 18-49 (000)</u>
"GMA3"	1,368,000	146,000	97,000
"The Talk"	1,300,000	160,000	115,000
"NBC News Daily"	1,169,000	147,000	103,000

**3<sup>rd</sup> Quarter 2024:**

<u>PROGRAM AVERAGES</u>	<u>TOTAL VIEWERS</u>	<u>WOMEN 25-54 (000)</u>	<u>WOMEN 18-49 (000)</u>
"GMA3"	1,255,000	131,000	90,000
"The Talk"	1,203,000	155,000	107,000
"NBC News Daily"	1,160,000	138,000	100,000

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live + SD Current Week (w/o 9/16/24), Previous Week (w/o 9/9/24) and Year-Ago Week (w/o 9/11/23), or as dated. Most Current Date Stream: 2023-2024 Season: 9/18/23 – 9/15/24 for "GMA3;" 9/25/23 – 9/22/24 for "NBC News Daily" and 10/9/23 – 9/22/24 for "The Talk and 2022-2023 Season for "GMA3" (9/12/22 – 9/17/23). L+7/Most Current - 3Q24: 7/1 – 9/22/24, 2Q24: 4/1 – 6/30/24 and 3Q23: 6/26 – 9/24/23. 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](mailto:brooks.lancaster@abc.com)

Jordan Littlejohn

[jordan.littlejohn@abc.com](mailto:jordan.littlejohn@abc.com)