

July 2, 2024

****Ratings Report for ABC News' "The View"**

For the weeks of June 17 and 24, 2024, and 2nd Quarter 2024

SEASON TO DATE, 'THE VIEW' DELIVERS LARGEST VIEWERSHIP IN 3 YEARS, RANKING NO. 1 IN HOUSEHOLDS AND TOTAL VIEWERS AMONG ALL NETWORK AND SYNDICATED DAYTIME TALK SHOWS AND NEWS PROGRAMS FOR THE 4th CONSECUTIVE SEASON

'The View' Improves Across the Board Week to Week, Drawing Its Largest Overall Audience in 12 Weeks

On Friday, 'The View' Sees Its Most-Watched Telecast in More Than 3 Months

For the 2nd Quarter of 2024, 'The View' Ranks No. 1 in Households and Total Viewers Among All Network and Syndicated Daytime Talk Shows and News Programs and Is Up Versus the Previous Quarter in Total Viewers



ABC/Jeff Lipsky*

Week of June 17 and 24, 2024

- **For the week of June 17, 2024, the most recent week including syndication, "The View" ranked No. 1 in Households (1.60 rating) and Total Viewers (2.336 million) among all network and syndicated daytime talk shows and news programs.**

- Leading NBC's "TODAY Third Hour" (1.23 rating and 1.838 million, respectively), "TODAY with Hoda & Jenna" (0.92 rating and 1.381 million, respectively), CBS' "The Talk" (0.77 rating and 1.186 million, respectively), "The Kelly Clarkson Show" (0.86 rating and 1.230 million, respectively) and "NBC News Daily" (0.80 rating and 1.186 million, respectively)
- **For the week of June 24, 2024, "The View" ranked No. 1 in Households (1.58 rating) and Total Viewers (2.339 million) among the daytime network talk shows and news programs.**
 - Leading NBC's "TODAY Third Hour" (1.25 rating and 1.878 million, respectively), "TODAY with Hoda & Jenna" (0.90 rating and 1.331 million, respectively), "NBC News Daily" (0.78 rating and 1.152 million, respectively) and CBS' "The Talk" (0.80 rating and 1.214 million, respectively)
 - "The View" also **averaged 203,000 Women 25-54 and 139,000 Women 18-49**, based on Live + Same Day Data from Nielsen Media Research
- "The View" **improved on the previous week in Total Viewers (2.339 million vs. 2.336 million), Women 25-54 (+6% - 203,000 vs. 191,000) and Women 18-49 (+3% - 139,000 vs. 135,000), drawing its largest overall audience in 12 weeks** — since w/o 4/1/24.
- On Friday (6/28/24), featuring a day of Hot Topics and debate reaction, "The View" saw its **most-watched telecast (2.610 million) in more than 3 months** — since 3/8/24.
- Season to date, "The View" is **ranking No. 1 in Households (1.66 rating) and Total Viewers (2.433 million) among all network and syndicated daytime talk shows and news programs for the 4th consecutive season.**
 - "The View" is **up in Total Viewers (+2% - 2.433 million vs. 2.376 million) versus the comparable weeks last season to a 3-year high** — since the 2020-2021 season

2nd Quarter 2024

ABC's "The View" delivered 2.364 million Total Viewers, 197,000 Women 25-54 and 137,000 Women 18-49 during the 2nd Quarter of 2024, based on Most Current Data from Nielsen Media Research.

- "The View" **was up versus the previous quarter (1Q24) in Total Viewers (+1% - 2.364 million vs. 2.336 million).**
- For the 2nd quarter, "The View" **ranked No. 1 in Households (1.61 rating) and Total Viewers (2.364 million) among all network and syndicated daytime talk shows and news programs, leading NBC's "TODAY Third Hour" (1.25 rating and 1.838 million, respectively), "TODAY**

with Hoda & Jenna” (0.93 rating and 1.372 million, respectively), CBS’ “The Talk” (0.82 rating and 1.246 million, respectively), “The Kelly Clarkson Show” (0.90 rating and 1.276 million, respectively) and “NBC News Daily” (0.77 rating and 1.126 million, respectively).

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live + SD Current Week (w/o 6/17/24), Previous Week (w/o 6/10/24) and Year-ago Week (w/o 6/19/23) or as dated. Most Current Data Stream: Season 2023-2024 (9/4/23-6/23/24) and Season 2022-2023 (9/5/22-6/25/23). Live+7/Most Current - 2Q24: 4/1 – 6/30/24, 2Q23: 3/27 – 6/25/23 and 1Q23: 1/1/ – 3/31/24.. Syndication 2Q24: 4/1 – 6/23/24. Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Prior to 8/31/20, ratings do not include OOH viewing. Averages based on regular telecasts.

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