

March 25, 2025

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

*For the Week of March 17, 2025*

**'GMA3: WHAT YOU NEED TO KNOW' OUTDELIVERS NBC IN TOTAL VIEWERS**

**'GMA3' Increases Week-to-Week in Total Viewers, Outdelivers NBC by Its Largest Lead in Nearly 1 Year**

**Season to Date, 'GMA3' Ranks No. 1 in Total Viewers for the 3<sup>rd</sup> Straight Season**



ABC News\*

**"GMA3: What You Need to Know" averaged 1.364 million Total Viewers, 119,000 Women 25-54 and 88,000 Women 18-49 during the week of March 17, 2025, based on Live+Same Day Data from Nielsen Media Research, leading "NBC News Daily" in Total Viewers.**

- **"GMA3" outdelivered "NBC News Daily" (1.083 million) by its largest Total Viewer lead (+281,000) in nearly 1 year — since w/o 4/8/24.**
- **"GMA3" was up week to week in Total Viewers (+3% - 1.364 million vs. 1.330 million).**
- **"GMA3" improved on the same week last year in Women 18-49 (+19% - 88,000 vs. 74,000).**
- **Season to date, "GMA3" ranks No. 1 in Total Viewers (1.401 million) versus CBS' "The Talk" (1.240 million) and "NBC News Daily" (1.233 million) for the 3<sup>rd</sup> straight season. In addition, "GMA3" is improving versus the comparable weeks last season in Women 18-49 (+7% - 107,000 vs. 99,000).**

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 17, 2025:**

<u>PROGRAM AVERAGES</u>	<u>TOTAL VIEWERS</u>	<u>WOMEN 25-54 (000)</u>	<u>WOMEN 18-49 (000)</u>
“GMA3”	1,364,000	119,000	88,000
“NBC News Daily”	1,083,000	127,000	88,000

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live+SD Current Week (w/o 3/17/25), Previous Week (w/o 3/10/25) and Year-Ago Week (w/o 3/18/24), or as dated. Most Current Date Stream: 2024-2025 Season: 9/16/24-3/23/25 for “GMA3” and 9/23/24-3/23/25 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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