

Sept. 4, 2024

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

For the Week of Aug. 26, 2024

'GMA3: WHAT YOU NEED TO KNOW' RANKS NO. 1 IN TOTAL VIEWERS

For the 35th Week Straight, 'GMA3' Beats NBC and CBS in Overall Viewers

Season to Date, 'GMA3' Ranks No.1 in Total Viewers Versus NBC and CBS



ABC News*

"GMA3: What You Need to Know" ranked No. 1 in Total Viewers (1.147 million) during the week of Aug. 26, 2024, based on Live + Same Day Data from Nielsen Media Research, **taking the top spot in the last 35 weeks versus CBS' "The Talk" and "NBC News Daily"** (excluding the two weeks of the 2024 Summer Olympics).

- **"GMA3" improved on the previous week in Women 25-54 (+4% - 118,000 vs. 114,000) and Women 18-49 (+5% - 83,000 vs. 79,000).**
- **Season to date, "GMA3" ranks No. 1 in Total Viewers** (1.375 million) **versus CBS' "The Talk"** (1.306 million) **and "NBC News Daily"** (1.170 million) **for the 2nd season in a row.**

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 Aug. 26, 2024:

<u>PROGRAM AVERAGES</u>	<u>TOTAL VIEWERS</u>	<u>WOMEN 25-54 (000)</u>	<u>WOMEN 18-49 (000)</u>
"GMA3"	1,147,000	118,000	83,000
"The Talk"	971,000	125,000	77,000
"NBC News Daily"	1,118,000	125,000	93,000

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live + SD Current Week (w/o 8/26/24), Previous Week (w/o 8/19/24) and Year-Ago Week (w/o 8/21/23), or as dated. Most Current Date Stream: 2023-2024 Season: 9/18/23 – 9/1/24 for "GMA3;" 9/25/23 – 9/1/24 for "NBC News Daily" and 10/9/23 – 9/1/24 for "The Talk and 2022-2023 Season for "GMA3" (9/12/22 – 9/3/23). Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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