

June 4, 2024

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

For the week of May 27, 2024

FOR THE 24TH WEEK IN A ROW, 'GMA3: WHAT YOU NEED TO KNOW' RANKS NO. 1 IN TOTAL VIEWERS, LEADING NBC AND CBS

For the Second Season Straight, 'GMA3' Ranks No.1 in Total Viewers Versus NBC and CBS



ABC News/Heidi Gutman*

"GMA3: What You Need to Know" ranked No. 1 in Total Viewers (1.272 million) during the week of May 27, 2024, based on Live + Same Day Data from Nielsen Media Research, **beating CBS' "The Talk"** (1.218 million) and **"NBC News Daily"** (1.110 million) **in overall viewers for the 24th consecutive week.**

Season to date, **"GMA3" ranks No. 1 in Total Viewers** (1.406 million) **versus CBS' "The Talk"** (1.311 million) and **"NBC News Daily"** (1.176 million) **for the 2nd season in a row.**

NOTE: On Monday (5/27/24), "GMA3" and CBS' "The Talk" were coded as specials due to the Memorial Day holiday, while "NBC News Daily" was preempted by French Open coverage. The special telecasts are excluded from the weekly and season averages. "GMA3"'s "The Talk"'s and "NBC News Daily"'s weekly averages are based on four days (Tuesday-Friday).

Emmy® Award-nominated "GMA3: What You Need to Know" is a one-hour program co-anchored by Eva Pilgrim and DeMarco Morgan with Dr. Jennifer Ashton as chief health and medical

correspondent, airing weekdays at 1:00 p.m. EDT | 12:00 p.m. CDT on ABC. Catherine McKenzie is the executive producer.

Week of May 27, 2024:

<u>PROGRAM AVERAGES</u>	<u>TOTAL VIEWERS</u>	<u>WOMEN 25-54 (000)</u>	<u>WOMEN 18-49 (000)</u>
"GMA3"	1,272,000	117,000	83,000
"The Talk"	1,218,000	162,000	108,000
"NBC News Daily"	1,110,000	138,000	93,000

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live + SD Current Week (w/o 5/27/24), Previous Week (w/o 5/20/24) and Year-Ago Week (w/o 5/29/23), or as dated. Most Current Date Stream: 2023-2024 Season: 9/18/23 – 6/2/24 for "GMA3;" 9/25/23 – 6/2/24 for "NBC News Daily" and 10/9/23 – 6/2/24 for "The Talk and 2022-2023 Season for "GMA3" (9/12/22 – 6/4/23). Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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