

Sept. 24, 2024

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

For the Week of Sept. 16, 2024

'THE VIEW' RANKS NO. 1 IN HOUSEHOLDS AND TOTAL VIEWERS AMONG ALL DAYTIME NETWORK TALK SHOWS AND NEWS PROGRAMS FOR THE WEEK OF SEPT. 16

'The View' Posts Gains Week to Week and Year to Year in Total Viewers



ABC/Jeff Lipsky*

For the week of Sept. 16, 2024, "The View" ranked No. 1 in Households (1.67 rtg.) and Total Viewers (2.393 million) among the daytime network talk shows and news programs, NBC's "TODAY Third Hour" (1.16 rtg. and 1.743 million, respectively), "TODAY with Hoda & Jenna" (0.83 rtg. and 1.236 million, respectively), "NBC News Daily" (0.76 rtg. and 1.123 million, respectively), and CBS' "The Talk" (0.76 rtg. and 1.177 million, respectively).

- In addition, "The View" averaged 175,000 Women 25-54 and 122,000 Women 18-49, based on Live + Same Day Data from Nielsen Media Research.
- "The View" saw gains in the previous week in Total Viewers (+5%; 2.393 million vs. 2.275 million) and Women 25-54 (+3%; 175,000 vs. 170,000), hitting 8-week highs in both measures – since w/o 7/22/24.
- For the 2nd week in a row, "The View" improved on the same week last year in Total Viewers (+6%; 2.393 million vs. 2.260 million).

- Season to date, “The View” is **up in Total Viewers** (+3%; 2.352 million vs. 2.285 million) **versus the comparable weeks last season to a 3-year high** — since the 2021-2022 season.
- Season to date, “The View” is **ranking No. 1 in Households** (1.63 rtg.) **and Total Viewers** (2.352 million) **among all network and syndicated daytime talk shows and news programs for the 5th straight season.**

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 9/18/23) or as dated. Most Current Data Stream: Season 2024-2025 (9/2-9/22/23) and Season 2023-2024 (9/4/23-9/24/23)). 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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ABC Media Relations

Lauri Hogan

lauri.l.hogan@abc.com

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