

Nov. 5, 2024

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

For the Week of Oct. 28, 2024

'GMA3: WHAT YOU NEED TO KNOW' IS NO. 1 IN TOTAL VIEWERS FOR THE 7TH STRAIGHT WEEK

'GMA3' Wins Adults 18-49 With Best Demo Performance in Over 6 Months and Increases Viewers Across the Board

Season to Date, 'GMA3' Ranks No. 1 in Total Viewers for the 3rd Straight Season



ABC News*

"GMA3: What You Need to Know" ranked No. 1 in Total Viewers (1.342 million) and Women 18-49 (122,000) during the week of Oct. 28, 2024, based on Live + Same Day Data from Nielsen Media Research, leading CBS' "The Talk" and "NBC News Daily" in overall viewers for the 7th consecutive week.

- **"GMA3" saw gains versus the previous week in Total Viewers (+8% - 1.342 million vs. 1.239 million), Women 25-54 (+1% - 144,000 vs. 142,000) and Women 18-49 (+7% - 122,000 vs. 105,000), delivering its best Women 18-49 performance in over 6 months — since w/o 4/8/24.**
- **"GMA3" improved year to year in Women 18-49 (+18% - 122,000 vs. 95,000).**
- **Season to date, "GMA3" ranks No. 1 in Total Viewers (1.339 million) versus CBS' "The Talk" (1.194 million) and "NBC News Daily" (1.201 million) for the 3rd straight season.**

NOTE: On Friday (11/1/24), "GMA3" was retitled to "GMA3-ABC" due to local coverage of the Los Angeles Dodgers Championship Parade. The retitled telecast is excluded from the weekly and season averages. "GMA3"'s weekly averages are based on four days (Monday-Thursday).

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 Oct. 28, 2024:

<u>PROGRAM AVERAGES</u>	<u>TOTAL VIEWERS</u>	<u>WOMEN 25-54 (000)</u>	<u>WOMEN 18-49 (000)</u>
"GMA3"	1,342,000	144,000	122,000
"The Talk"	1,181,000	149,000	103,000
"NBC News Daily"	1,171,000	128,000	90,000

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live + SD Current Week (w/o 10/28/24), Previous Week (w/o 10/21/24) and Year-Ago Week (w/o 10/30/23), or as dated. Most Current Date Stream: 2024-2025 Season: 9/16-11/3/24 for "GMA3" and 9/23-11/3/24 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.

*COPYRIGHT ©2024 Disney Enterprises, Inc. All photography is copyrighted material and is for editorial use only. Images are not to be archived, altered, duplicated, resold, retransmitted or used for any other purposes without written permission of ABC News. Images are distributed to the press to publicize current programming. Any other usage must be licensed.

ABC News Media Relations

Brooks Lancaster

brooks.lancaster@abc.com

Jordan Littlejohn

jordan.littlejohn@abc.com

-- ABC --