

Jan. 29, 2025

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

*For the Week of Jan. 20, 2025*

**'GMA3: WHAT YOU NEED TO KNOW' DRAWS ITS 2<sup>ND</sup> MOST-WATCHED WEEK IN A YEAR**

**For the 4<sup>th</sup> Consecutive Week, 'GMA3' Surpasses NBC in Total Viewers and Women 25-54**

**'GMA3' Improves Year to Year Across the Board, Ranks No. 1 In Total Viewers for the 3<sup>rd</sup> Straight Season**



ABC News\*

**"GMA3: What You Need to Know" averaged 1.536 million Total Viewers, 152,000 Women 25-54 and 105,000 Women 18-49 during the week of Jan. 20, 2025, based on Live+Same Day Data from Nielsen Media Research, beating "NBC News Daily" in Total Viewers and Women 25-54 for the 4<sup>th</sup> consecutive week.**

- **"GMA3" increases week to week in Total Viewers (+5% - 1.536 million vs. 1.460 million), Women 25-54 (+9% - 152,000 vs. 139,000) and Women 18-49 (+18% - 105,000 vs. 89,000). "GMA3" drew its 2<sup>nd</sup>-most-watched week in nearly 1 year — since the week of 2/12/24, behind only the week of ABC News coverage of the Los Angeles wildfires two weeks ago.**
- **"GMA3" also improved year to year across the board: Total Viewers (+1% - 1.536 million vs. 1.515 million), Women 25-54 (+1% - 152,000 vs. 151,000) and Women 18-49 (+7% - 105,000 vs. 98,000).**
- **Season to date, "GMA3" ranks No. 1 in Total Viewers (1.391 million) versus CBS' "The Talk" (1.240 million) and "NBC News Daily" (1.240 million) for the 3<sup>rd</sup> straight season. In addition,**

“GMA3” is **improving versus the comparable weeks last season in Women 18-49** (+6% - 107,000 vs. 101,000).

NOTE: On Monday (1/20/25), “GMA3” and “NBC News Daily” were preempted. ABC’s and NBC’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. Darien Sutton, airing weekdays at 1:00 p.m. EST | 12:00 p.m. CST on ABC. Catherine McKenzie is the executive producer.

**Week of Jan. 20, 2025:**

<u>PROGRAM AVERAGES</u>	<u>TOTAL VIEWERS</u>	<u>WOMEN 25-54 (000)</u>	<u>WOMEN 18-49 (000)</u>
“GMA3”	1,536,000	152,000	105,000
“NBC News Daily”	1,356,000	151,000	146,000

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live+SD Current Week (w/o 1/20/25), Previous Week (w/o 1/13/25) and Year-Ago Week (w/o 1/22/24), or as dated. Most Current Date Stream: 2024-2025 Season: 9/16/24-1/26/25 for “GMA3” and 9/23/24-1/26/25 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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