

Dec. 17, 2024

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

For the Week of Dec. 9, 2024

'GMA3: WHAT YOU NEED TO KNOW' IS NO. 1 IN TOTAL VIEWERS AND WOMEN 25-54

With Its Strongest Numbers in 7 Months in Total Viewers and Women 25-54, 'GMA3' Grows Week to Week in Total Viewers and Women 25-54 and Increases Year to Year in All Key Demos

For the 13th Consecutive Week, 'GMA3' Outdelivers NBC and CBS in Overall Viewers



ABC News*

"GMA3: What You Need to Know" ranked No. 1 in Total Viewers (1.409 million) and Women 25-54 (161,000) during the week of Dec. 9, 2024, based on Live+Same Day Data from Nielsen Media Research, leading CBS' "The Talk" and "NBC News Daily" in overall viewers for the 13th consecutive week.

- **"GMA3" posted increases week to week in Total Viewers (+4% - 1.409 million vs. 1.361 million) and Women 25-54 (+7% - 161,000 vs. 151,000), hitting season highs. In fact, "GMA3" turned in its strongest numbers in both measures in 7 months — since w/o 4/8/24.**
- **"GMA3" saw gains year to year in all key demos: Total Viewers (+8% - 1.409 million vs. 1.308 million), Women 25-54 (+17% - 161,000 vs. 138,000) and Women 18-49 (+37% - 111,000 vs. 81,000).**

- Season to date, **“GMA3” ranks No. 1 in Total Viewers** (1.349 million) **versus CBS’ “The Talk”** (1.232 million) **and “NBC News Daily”** (1.207 million) **for the 3rd straight season.**

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 Dec. 9, 2024:

<u>PROGRAM AVERAGES</u>	<u>TOTAL VIEWERS</u>	<u>WOMEN 25-54 (000)</u>	<u>WOMEN 18-49 (000)</u>
“GMA3”	1,409,000	161,000	111,000
“The Talk”	1,302,000	140,000	113,000
“NBC News Daily”	1,281,000	141,000	114,000

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live+SD Current Week (w/o 12/9/24), Previous Week (w/o 12/2/24) and Year-Ago Week (w/o 12/11/23), or as dated. Most Current Date Stream: 2024-2025 Season: 9/16-12/15/24 for “GMA3” and 9/23-12/17/24 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.

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