

Sept. 13, 2024

'THE VIEW' KICKS OFF SEASON 28 RANKING NO. 1 IN HOUSEHOLDS AND TOTAL VIEWERS AMONG DAYTIME NETWORK TALK SHOWS AND NEWS PROGRAMS

'THE VIEW' WELCOMES HILLARY RODHAM CLINTON, DOLLY PARTON, WILMER VALDERRAMA, LILY COLLINS, SEBASTIAN MANISCALCO, CONNIE CHUNG, RACHEL DENNISON, AND WILL, ALEXANDRA AND MATTHEW REEVE, SEPT. 16-20



ABC/Jeff Lipsky*

ABC's "The View" kicked off premiere week of season 28 in the talk show's brand-new studio ranking No. 1 in Households (1.45 rtg.) and Total Viewers (2.101 million) among the daytime network talk shows and news programs, leading NBC's "TODAY Third Hour" (1.23 rtg. and 1.869 million, respectively), "TODAY with Hoda & Jenna" (0.88 rtg. and 1.315 million, respectively), "NBC News Daily" (0.78 rating and 1.179 million, respectively), and CBS' "The Talk" (0.67 rtg. and 1.013 million, respectively).

- In addition, "The View" averaged 149,000 Women 25-54 and 102,000 Women 18-49, based on Live + Same Day Data from Nielsen Media Research.
- On Tuesday (9/3/24), the season premiere of "The View" improved on the year-ago season premiere telecast (9/05/23) in Total Viewers (+3% - 2.221 million vs. 2.147 million) and Women 18-49 (+1% - 127,000 vs. 122,000).

- **“The View” was up over the previous week in Total Viewers** (+80% - 2.101 million vs. 1.169 million), **Women 25-54** (+18% - 149,000 vs. 126,000) and **Women 18-49** (+24% - 102,000 vs. 82,000).

NOTE: On Monday (9/2/24), “The View” was coded as a special due to the Labor Day holiday. The special telecast is excluded from the weekly averages. “The View”’s averages are based on four days (Tuesday-Friday).

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live + SD Current Week (w/o 9/2/24), Previous Week (w/o 8/26/24) and Year-ago Week (w/o 9/4/23) or as dated. 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.

Scheduled guests for the week of Sept. 16-20 are as follows (subject to change):

Monday, Sept. 16 – Lily Collins (actor, “Emily in Paris”)

Tuesday, Sept. 17 – Sebastian Maniscalco (comedian, “It Ain’t Right” actor “Bookie”); Dolly Parton and Rachel Dennison (authors, “Good Lookin’ Cookin’: A Year of Meals – A Lifetime of Family, Friends, and Food”)

Wednesday, Sept. 18 – Connie Chung (author, “Connie: A Memoir”)

Thursday, Sept. 19 – Former Secretary of State Hillary Clinton (author, “Something Lost, Something Gained: Reflections on Life, Love, and Liberty”); Will, Alexandra and Matthew Reeve (documentary, “Super/Man: A Christopher Reeve Story”)

Friday, Sept. 20 – Wilmer Valderrama (author, “An American Story: Everyone’s Invited”); Joan Vassos (ABC’s “The Golden Bachelorette”)

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