

Feb. 19, 2025

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

For the Week of Feb. 10, 2025

"GMA3: WHAT YOU NEED TO KNOW" SURPASSES NBC ACROSS THE BOARD

'GMA3' Increases Week to Week in All Key Target Demos, With Strongest Women 18-49 Performance in 1.5 Years, and Grows Year to Year in Both Key Demos



ABC News*

"GMA3: What You Need to Know" averaged 1.474 million Total Viewers, 181,000 Women 25-54 and 141,000 Women 18-49 during the week of Feb. 10, 2025, based on Live+Same Day Data from Nielsen Media Research, leading "NBC News Daily" in all key target demos.

- **"GMA3" improved on the previous week in Total Viewers (+3% - 1.474 million vs. 1.429 million), Women 25-54 (+37% - 181,000 vs. 132,000) and Women 18-49 (+53% - 141,000 vs. 92,000), turning in its strongest Women 18-49 performance in nearly 1 ½ years – since w/o 7/17/23.**
- **"GMA3" posted double-digit gains year to year in Women 25-54 (+10% - 181,000 vs. 164,000) and Women 18-49 (+36% - 141,000 vs. 104,000).**
- **Season to date, "GMA3" ranks No. 1 in Total Viewers (1.402 million) versus CBS' "The Talk" (1.240 million) and "NBC News Daily" (1.244 million) for the 3rd straight season. In addition, "GMA3" is improving versus the comparable weeks last season in Women 18-49 (+7% - 107,000 vs. 100,000).**

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 Feb. 10, 2025:

<u>PROGRAM AVERAGES</u>	<u>TOTAL VIEWERS</u>	<u>WOMEN 25-54 (000)</u>	<u>WOMEN 18-49 (000)</u>
“GMA3”	1,474,000	181,000	141,000
“NBC News Daily”	1,264,000	149,000	99,000

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live+SD Current Week (w/o 2/10/25), Previous Week (w/o 2/3/25) and Year-Ago Week (w/o 2/12/24), or as dated. Most Current Date Stream: 2024-2025 Season: 9/16/24-2/16/25 for “GMA3” and 9/23/24-2/16/25 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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