

March 11, 2025

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

*For the Week of March 3, 2025*

**'GMA3: WHAT YOU NEED TO KNOW' OUTDELIVERS NBC ACROSS THE BOARD**

**'GMA3' Improves Year to Year and Week to Week in Total Viewers and Both Key Women Demos**

**Season to Date, 'GMA3' Ranks No. 1 in Total Viewers for the 3<sup>rd</sup> Straight Season**



ABC News\*

**"GMA3: What You Need to Know" averaged 1.431 million Total Viewers, 161,000 Women 25-54 and 118,000 Women 18-49 during the week of March 3, 2025, based on Live+Same Day Data from Nielsen Media Research, beating "NBC News Daily" in all key target demos.**

- **"GMA3" increases week to week in Total Viewers (+9% - 1.431 million vs. 1.318 million), Women 25-54 (+24% - 161,000 vs. 130,000) and Women 18-49 (+22% - 118,000 vs. 97,000).**
- **"GMA3" also improved year to year across the board: Total Viewers (+3% - 1.431 million vs. 1.393 million), Women 25-54 (+14% - 161,000 vs. 141,000) and Women 18-49 (+20% - 118,000 vs. 98,000).**
- **On Monday (3/3/24), "GMA" turned in its strongest telecast in Women 25-54 (203,000) in 2 months — since 1/9/25.**
- **Season to date, "GMA3" ranks No. 1 in Total Viewers (1.405 million) versus CBS' "The Talk" (1.240 million) and "NBC News Daily" (1.245 million) for the 3<sup>rd</sup> 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. EDT | 12:00 p.m. CDT on ABC. Catherine McKenzie is the executive producer.

**Week of March 3, 2025:**

<u>PROGRAM AVERAGES</u>	<u>TOTAL VIEWERS</u>	<u>WOMEN 25-54 (000)</u>	<u>WOMEN 18-49 (000)</u>
“GMA3”	1,431,000	161,000	118,000
“NBC News Daily”	1,198,000	144,000	98,000

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live+SD Current Week (w/o 3/3/25), Previous Week (w/o 2/24/25) and Year-Ago Week (w/o 3/4/24), or as dated. Most Current Date Stream: 2024-2025 Season: 9/16/24-3/9/25 for “GMA3” and 9/23/24-3/9/25 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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