

Dec. 24, 2024

****Ratings Report for ABC News' "Good Morning America"**

For the Week of Dec. 16, 2024

'GOOD MORNING AMERICA' DELIVERS 2.6 MILLION VIEWERS FOR THE WEEK

'GMA' Stands as the Only Morning Newscast To Increase in Both Key Demos Week to Week

For the 1,353rd Week in a Row, 'GMA' Outperforms CBS in Total Viewers and Adults 25-54



ABC News*

"Good Morning America" averaged 2.643 million Total Viewers, 462,000 Adults 25-54 and 294,000 Adults 18-49 for the week of Dec. 16, 2024, based on Live+Same Day Data from Nielsen Media Research.

- **"GMA" posted increases over the previous week in Adults 25-54 (+6% - 462,000 vs. 453,000) and Adults 18-49 (+2% - 294,000 vs. 277,000), standing as the only morning newscast to post gains in both measures week to week.**
- **"GMA" cut its margins with "Today" from the previous week in Adults 25-54 (-5% - 241,000 vs. 254,000) and Adults 18-49 (-26% - 151,000 vs. 203,000).**
- **"GMA" (2.643 million, 462,000 and 294,000, respectively) beat "CBS Mornings" (1.976 million, 350,000 and 224,000, respectively) in Total Viewers (+667,000), Adults 25-54 (+112,000) and**

Adults 18-49 (+70,000). "GMA" led "CBS Mornings" in Total Viewers and Adults 25-54 for the last 1,353 weeks overall — since w/o 1/18/99.

Emmy® Award-winning "Good Morning America," featuring the anchor team of Robin Roberts, George Stephanopoulos, Michael Strahan and chief meteorologist Ginger Zee, airs live Monday-Friday (7:00-9:00 a.m. EST) on ABC. Simone Swink is the executive producer.

MORNING NEWS (Week of Dec. 16, 2024):

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	2,643,000	0.4/10; 462,000	0.2/ 9; 294,000	1.8/13
TODAY	2,776,000	0.6/15;703,000	0.3/13 445,000	1.9/14
CBS MORNINGS	1,976,000	0.3/ 7; 350,000	0.2/ 8; 224,000	1.4/10

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live+SD Current Week (w/o 12/16/24), Previous Week (w/o 12/9/24) and Year-Ago Week (w/o 12/18/23). Most Current Data Stream: 2024-2025 Season (9/23-12/22/24) and 2023-2024 Season (9/25-12/24/23). Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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