



July 2, 2024

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

For the 2nd Quarter of 2024 and Week of June 24, 2024

'GMA3: WHAT YOU NEED TO KNOW' IS NO. 1 FOR THE 2ND QUARTER IN TOTAL VIEWERS, MARKING ITS 4TH CONSECUTIVE 2ND QUARTER WIN AND 9TH STRAIGHT QUARTER WIN OVERALL

For the Week, 'GMA3' Beats NBC and CBS Across the Board, Leads in Total Viewers for the 28th Week Straight and Hits Double-Digit Gains in Key Women Demos

Season to Date, 'GMA3' Ranks No.1 in Total Viewers Versus NBC and CBS

2nd Quarter 2024

ABC's "GMA3: What You Need to Know" ranked No. 1 in Total Viewers (1.329 million) during the 2nd quarter of 2024, based on Most Current Data from Nielsen Media Research, beating "NBC News Daily" (1.126 million) and CBS' "The Talk" (1.246 million).

- "GMA3" ranked No. 1 in Total Viewers, leading the CBS and NBC programs during the 2nd quarter for the 4th consecutive year and the 9th straight quarter overall — since 2Q21 and 2Q22, respectively.
- "GMA3" outdelivered "NBC News Daily" and CBS' "The Talk" in Total Viewers to rank No. 1 in all 13 weeks of the 2nd quarter of 2024.
- "GMA3" also defeated "NBC News Daily" in Women 25-54 and Women 18-49 during 2Q24.
- "GMA3" improved on the previous quarter (1Q24) in Women 18-49 (+4% - 99,000 vs. 94,000).

Week of June 24, 2024

- "GMA3: What You Need to Know" ranked No. 1 in Total Viewers (1.290 million), Women 25-54 (153,000) and Women 18-49 (104,000) during the week of June 24, 2024, based on Live + Same Day Data from Nielsen Media Research, leading CBS' "The Talk" and "NBC News Daily" in overall viewers for the 28th straight week.
- "GMA3" posted double-digit gains week to week in Women 25-54 (+20% - 153,000 vs. 127,000) and Women 18-49 (+12% - 104,000 vs. 93,000), hitting an 11-week high in Women 25-54 — since w/o 4/8/24.

- Season to date, **“GMA3” ranks No. 1 in Total Viewers** (1.396 million) **versus CBS’ “The Talk”** (1.306 million) **and “NBC News Daily”** (1.172 million) **for the 2nd season in a row.**

Emmy® Award-nominated “GMA3: What You Need to Know” is a one-hour program co-anchored by Eva Pilgrim and DeMarco Morgan with Dr. Jennifer Ashton as chief health and medical correspondent, airing weekdays at 1:00 p.m. EDT|12:00 p.m. CDT on ABC. Catherine McKenzie is the executive producer.

2nd Quarter 2024:

| <u>PROGRAM AVERAGES</u> | <u>TOTAL VIEWERS</u> | <u>WOMEN 25-54 (000)</u> | <u>WOMEN 18-49 (000)</u> |
|-------------------------|----------------------|--------------------------|--------------------------|
| “GMA3” | 1,329,000 | 143,000 | 99,000 |
| “The Talk” | 1,246,000 | 159,000 | 106,000 |
| “NBC News Daily” | 1,126,000 | 140,000 | 96,000 |

Week of June 24, 2024:

| <u>PROGRAM AVERAGES</u> | <u>TOTAL VIEWERS</u> | <u>WOMEN 25-54 (000)</u> | <u>WOMEN 18-49 (000)</u> |
|-------------------------|----------------------|--------------------------|--------------------------|
| “GMA3” | 1,290,000 | 153,000 | 104,000 |
| “The Talk” | 1,214,000 | 126,000 | 92,000 |
| “NBC News Daily” | 1,152,000 | 143,000 | 91,000 |

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live + SD Current Week (w/o 6/24/24), Previous Week (w/o 6/17/24) and Year-Ago Week (w/o 6/26/23), or as dated. Most Current Date Stream: 2023-2024 Season: 9/18/23 – 6/30/24 for “GMA3;” 9/25/23 – 6/30/24 for “NBC News Daily” and 10/9/23 – 6/30/24 for “The Talk and 2022-2023 Season for “GMA3” (9/12/22 – 7/2/23). Live+7/Most Current - 2Q24: 4/1 – 6/30/24, 2Q23: 3/27 – 6/25/23 and 1Q23: 1/1 – 3/31/24. Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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