

Dec. 24, 2024

**\*\*Ratings Report for ABC News' "The View"**

*For the Week of Dec. 16, 2024*

**'THE VIEW' SEES YEAR-TO-YEAR GAINS IN ALL KEY DEMOS**

**Season to Date, 'The View' Delivers Its Highest Viewership in 4 Years, Ranking No. 1 in Households and Total Viewers Among All Daytime Talk Shows and News Programs for the 5<sup>th</sup> Consecutive Season**



ABC/Jeff Lipsky\*

**For the week of Dec. 16, 2024, "The View" ranked No. 1 in Households (1.60 rtg.) and Total Viewers (2.313 million) among the daytime network talk shows and news programs, leading NBC's "TODAY Third Hour" (1.38 rtg. and 2.036 million, respectively), "TODAY with Hoda & Jenna" (0.96 rtg. and 1.408 million, respectively), "NBC News Daily" (0.79 rtg. and 1.141 million, respectively) and CBS' "The Talk" (0.88 rtg. and 1.319 million, respectively).**

- In addition, "The View" **averaged 195,000 Women 25-54 and 148,000 Women 18-49**, based on Live+Same Day Data from Nielsen Media Research.
- "The View" **improved on the previous week in Women 18-49 (+3% - 148,000 vs. 144,000).**
- "The View" **saw year-to-year gains in Total Viewers (+51% - 2.313 million vs. 1.528 million), Women 25-54 (+15% - 195,000 vs. 169,000) and Women 18-49 (+33% - 148,000 vs. 111,000).**

- Season to date, “The View” is **up in Total Viewers** (+7% - 2.573 million vs. 2.415 million) **versus the comparable weeks last season to a 4-year high** — since the 2020-2021 season.
- Season to date, “The View” is **ranking No. 1 in Households** (1.76 rtg.) **and Total Viewers** (2.573 million) **among all daytime talk shows and news programs for the 5<sup>th</sup> straight season.**

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 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) or as dated. Daytime – Monday-Friday 9 a.m.-6 p.m. Most Current Date Stream: 2024-2024 Season (9/2-12/22/24) and 2023-2024 Season (9/4-12/24/23). 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.

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