



Jan. 29, 2025

## Ratings Report Through the Week of Jan. 6, 2025

*National Live+Same Day Program Ratings*

**'Live with Kelly and Mark' Skyrockets to Season Highs in All Key Measures Earning Best Total Viewer Audience and Household Rating in Nearly a Year**

**Grows for Third Week in a Row Among Total Viewers**

**Posts Significant Year-Over-Year Gains**



Disney Entertainment Television/Lorenzo Bevilaqua\*

Photos are available [here](#).

- “Live with Kelly and Mark” blasted into the new year for the show’s first week after holiday hiatus, **hitting season highs in all key measures including Total Viewers** (2.52 million), **Households** (1.68 rating), **Women 18-49** (0.35 rating) and **Women 25-54** (0.53 rating).
- The show **earned its best Total Viewer audience** (2.52 million) and its **best Household numbers** (1.68 rating) **in nearly a year** – since 1/15/24, while also scoring its **best performance among Women 18-49** (0.35 rating) since 10/23/23 and its **best rating in Women 25-54** (0.53 rating) since 2/25/24.

- Versus the previous week, “Live with Kelly and Mark” was **up +7% in Total Viewers** (2.52 million vs. 2.36 million), **growing for the third week in a row**, while also **up +7% in Households** (1.68 rating vs. 1.57 rating), **growing for the second week in a row**.
- In addition, “Live” **posted week-to-week growth in both key Women demographics, including Women 18-49** (+25% - 0.35 rating vs. 0.28 rating) **and Women 25-54** (+10% - 0.53 rating vs. 0.48 rating).
- Versus its equivalent week a year ago, “Live with Kelly and Mark” was **up in all key measures including Total Viewers** (+4% - 2.52 million vs. 2.42 million), **Households** (+2% - 1.68 rating vs. 1.64 rating), **Women 18-49** (+17% - 0.35 rating vs. 0.30 rating) **and Women 25-54** (+2% - 0.53 rating vs. 0.52 rating).
- “Live” has been **syndication’s No. 1 most-viewed talk show of the week for 102 weeks straight across most key measures**, ahead of its closest competition for the week by +79% among Total Viewers (2.52 million vs. 1.41 million), +75% in Households (1.68 rating vs. 0.96 rating) and +61% with Women 25-54 (0.53 rating vs. 0.33 rating).
- **Season to date, “Live” ranks as syndication’s No. 1 talk show in all key measures for the fifth consecutive season**, outdelivering its closest competition by +63% among Total Viewers (2.17 million vs. 1.33 million), +58% in Households (1.47 rating vs. 0.93 rating), +24% in Women 18-49 (0.26 rating vs. 0.21 rating) and +42% among Women 25-54 (0.44 rating vs. 0.31 rating).
- For the sixth season in a row, **“Live” is the sole leader in Daytime Talk with Women 25-54** (0.44 rating).
- “Live with Kelly and Mark” is the **most-viewed entertainment talk show on television**.

### About “Live with Kelly and Mark”

“Live with Kelly and Mark” is distributed in national syndication by Disney Entertainment. The show is produced by WABC-TV in New York and executive produced by Michael Gelman and Kelly Ripa. Visit “Live” on the web ([LivewithKellyandMark.com](http://LivewithKellyandMark.com)), [Facebook](#), [Instagram](#) and [TikTok](#) (@LiveKellyandMark).

*Source: The Nielsen Company, National Live+Same Day Program Ratings, Week of 1/6/25, or as dated, 2024-2025 Season (9/2/24-1/12/25).*

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### Media Contacts

Leslie Schwartz

[leslie.l.schwartz@disney.com](mailto:leslie.l.schwartz@disney.com)

Kristen Osborne

[kristen.osborne@abc.com](mailto:kristen.osborne@abc.com)

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