



Jan. 24, 2025

'TAMRON HALL' KICKS OFF THE NEW YEAR STRONG WITH MOST-VIEWED EPISODE OF THE SEASON, FEATURING DAYTIME EXCLUSIVE INTERVIEW WITH SPORTS ICON DEION SANDERS

Landing big exclusives and bringing viral conversations to daytime television, "Tamron Hall" is starting 2025 strong. During the week of Jan. 6, 2025, "Tamron Hall" grew week to week by double digits in all key measures: +11% in Households, +43% with Women 18-49, +16% with the coveted Women 25-54 demo, and +13% among Total Viewers P2+, hitting a 4-week high.

Friday's episode (1/10/25), which featured a daytime exclusive interview with sports icon Deion "Coach Prime" Sanders, marked the show's most-watched day of the season among total viewers. Throughout the conversation, Sanders spoke on his sons entering the NFL Draft, the Travis Hunter backlash, and his Amazon documentary series "Coach Prime." The show was the first episode produced in Tamron's new state-of-the-art studio.

This month, Tamron also had an exclusive sit-down with reality TV royalty NeNe Leakes and Sierra Glamshop. Next week, the show will feature big exclusives with NBA legend Carmelo Anthony, "Real Housewives of Beverly Hills" star Bozoma Saint John, iconic Hollywood designer Bob Mackie and more. Viewers can look forward to the show's highly successful "Up & Coming Designer" series and "Love Week" returning in February.

Additional recent daytime exclusive interviews this season include Chloe Bailey, Ina Garten, Mary J. Blige, Macy Gray, Ms. Tina Knowles, Jaleel White, JoJo, Shyne, Lil Rel Howery, Jon and Hannah Gosselin, Todd and Bettijo Bridges, Kenya Moore, Trina, Savannah James and April McDaniel.

Season six has also seen an explosive lineup of music stars and exclusive performances, including one that literally shut down the streets of New York City: Kirk Franklin's "The Reunion Tour." Miranda Lambert, Wayne Brady and his daughter Maile, Trina, Eric Benet and Chante Moore, Erica Campbell, Bebe Winans, Lalah Hathaway and even the hot viral singers from Kidz Bop have all performed exclusively on the show.

"Tamron Hall" is the second-longest-running first-run syndicated show in Disney television history. Continuing to expand its reach, "Tamron Hall" launched a new show on YouTube, "Tamron Hall: Off Script," capitalizing on the 30% increase month over month on that platform.

“Tamron Hall” is distributed in national syndication by Disney Entertainment. Broadcast from New York City, the show is executive produced by Hall and Quiana Burns. The show broadcasts from New York City and features a dynamic mix of live and taped shows.

For times and channels, go to www.TamronHallShow.com and follow the show on social media @TamronHallShow.

Press Contacts:

Lydia Kanuga

lydia@thechambergroup.com

Shannon Atran

shannon@thechambergroup.com

###