

‘The View’ Ranks No. 1 in Households Among the Daytime Network and Syndicated Talk Shows and News Programs for the Week of Dec. 5

For the week of Dec. 5, the most recent week including syndication, “The View” ranked No. 1 in Households (1.6 rating-tied) among all network and syndicated daytime talk shows and news programs versus “Live with Kelly and Ryan” (1.6 rating-tied), NBC’s “TODAY Third Hour” (1.5 rating), “Dr. Phil” (1.3 rating), “TODAY with Hoda & Jenna” (1.1 rating) CBS’ “The Talk” (1.0 rating) and “NBC News Daily” (0.8 rating).

For the week of Dec. 12, “The View” ranked No. 1 in Households (1.6 rating-tied) and **Total Viewers** (2.381 million) among the daytime network talk shows and news programs, versus NBC’s “TODAY Third Hour” (1.6 rating-tied and 2.308 million, respectively), “TODAY with Hoda & Jenna” (1.2 rating and 1.724 million, respectively), CBS’ “The Talk” (1.0 rating and 1.628 million, respectively) and “NBC News Daily” (0.9 rating and 1.279 million, respectively). “The View” also **averaged 287,000 Women 25-54 and 211,000 Women 18-49**, based on Live + Same Day Data from Nielsen Media Research.

“The View” **posted week-to-week increases in Total Viewers** (+2% - 2.381 million vs. 2.345 million), **Women 25-54** (+6% – 287,000 vs. 271,000) and **Women 18-49** (+15% – 211,000 vs. 184,000). In fact, “The View” delivered its **strongest Women 18-49 performance in 8 months** ? since w/o 4/11/22.

“The View” **saw gains on the same week last year in Total Viewers** (+3% – 2.345 million vs. 2.306 million), **Women 25-54** (+6% - 287,000 vs. 272,000) and **Women 18-49** (+1% – 211,000 vs. 208,000).

Season to date, “The View” is ranking No. 1 in Households and Total Viewers among all network and syndicated daytime talk shows and news programs.

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live + SD Current Week (w/o 12/12/22), Previous Week (w/o 12/5/22) and Year-Ago Week (w/o 12/13/21), or as dated. Most Current Data Stream: Season 2022-2023 (9/5 – 12/18/22), Season 2021-2022 (9/6 – 12/19/21) and Syndication Season 2022-2023 (9/12 – 12/11/22). 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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