

April 8, 2025

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

For the Week of March 31, 2025

'GMA3: WHAT YOU NEED TO KNOW' OUTDELIVERS NBC IN TOTAL VIEWERS AND WOMEN 18-49

'GMA3' Grows Week to Week in Women 25-54, Hitting 4-Week High

Season to Date, 'GMA3' Ranks No. 1 in Total Viewers for the 3rd Straight Season



ABC News*

"GMA3: What You Need to Know" averaged 1.334 million Total Viewers, 134,000 Women 25-54 and 101,000 Women 18-49 during the week of March 31, 2025, based on Live+Same Day Data from Nielsen Media Research, leading "NBC News Daily" in Total Viewers and Women 18-49.

- **"GMA3" improved week to week in Women 25-54 (+4% - 134,000 vs. 129,000), hitting a 4-week high — since w/o 3/3/25.**
- **Season to date, "GMA3" ranks No. 1 in Total Viewers (1.397 million) versus CBS' "The Talk" (1.240 million) and "NBC News Daily" (1.225 million) for the 3rd straight season. In addition, "GMA3" is improving versus the comparable weeks last season in Women 18-49 (+5% - 105,000 vs. 100,000).**

NOTE: On Wednesday (4/2/25), "NBC News Daily" was retitled to "NBC News Daily-ND." The retitled telecast is excluded from the weekly and season averages. "NBC News Daily"'s weekly averages are based on four days (Monday, Tuesday, Thursday and Friday).

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

Week of March 31, 2025:

<u>PROGRAM AVERAGES</u>	<u>TOTAL VIEWERS</u>	<u>WOMEN 25-54 (000)</u>	<u>WOMEN 18-49 (000)</u>
“GMA3”	1,334,000	134,000	101,000
“NBC News Daily”	1,140,000	149,000	97,000

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live+SD Current Week (w/o 3/31/25), Previous Week (w/o 3/24/25) and Year-Ago Week (w/o 4/1/24), or as dated. Most Current Date Stream: 2024-2025 Season: 9/16/24-3/6/25 for “GMA3” and 9/23/24-4/6/25 for “NBC News Daily” and “The Talk.” Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

*COPYRIGHT ©2025 Disney Enterprises, Inc. All photography is copyrighted material and is for editorial use only. Images are not to be archived, altered, duplicated, resold, retransmitted or used for any other purposes without written permission of ABC News. Images are distributed to the press to publicize current programming. Any other usage must be licensed.

ABC News Media Relations

Brooks Lancaster

brooks.lancaster@abc.com

Jordan Littlejohn

jordan.littlejohn@abc.com

-- ABC --