

Feb. 21, 2024

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

For the week of Feb. 12, 2024

'GMA3: WHAT YOU NEED TO KNOW' RANKS NO. 1 IN TOTAL VIEWERS, LEADING NBC AND CBS FOR THE 9TH WEEK IN A ROW

Increasing Over the Previous Week in All Key Target Demos, 'GMA3' Hits 10-Week Highs in Women 25-54 and Women 18-49

'GMA3' More Than Doubles Its Lead Over NBC in Total Viewers and Women 18-49 Week to Week, With Its Largest Lead in More Than 6 Months



ABC News/Heidi Gutman*

"GMA3: What You Need to Know" ranked No. 1 in Total Viewers (1.547 million) during the week of Feb. 12, 2024, based on Live + Same Day Data from Nielsen Media Research, **leading "NBC News Daily" and CBS' "The Talk" for the 9th week in a row.**

In addition, **"GMA3" led "NBC News Daily" in Women 25-54** (+24,000 – 164,000 vs. 140,000) **and Women 18-49** (+13,000 – 104,000 vs. 91,000).

"GMA3" more than doubled its lead week to week over "NBC News Daily" in Total Viewers (+139% - 406,000 vs. 170,000) **and Women 18-49** (+117% - 13,000 vs. 6,000). In fact, **"GMA3" turned in its largest overall viewers lead in more than 6 months — since w/o 7/24/23.**

“GMA3” improved on the previous week in all key target demos: Total Viewers (+14% - 1.547 million vs. 1.354 million), Women 25-54 (+13% - 164,000 vs. 145,000) and Women 18-49 (+3% - 104,000 vs. 101,000), hitting a 10-week high in both key Women demos — since w/o 12/4/23.

Season to date, **“GMA3” ranks No. 1 in Total Viewers versus CBS’ “The Talk” and “NBC News Daily” for the 2nd season in a row.**

NOTE: On Tuesday (2/13/24) and Wednesday (2/14/24), CBS’ “The Talk” was preempted due to UFEA soccer. On Friday (2/16/24), “GMA3” was retitled to “GMA3-ABC” and “NBC News Daily” was retitled to “NBC News Daily-ND” due to live coverage of former President Trump’s civil fraud case. The retitled telecasts are excluded from the weekly and season averages. ABC’s and NBC’s weekly averages are based on four days (Monday-Thursday), while CBS’ averages are based on three days (Monday, Thursday and Friday).

Emmy®-nominated “GMA3: What You Need to Know” is a one-hour program co-anchored by Eva Pilgrim and DeMarco Morgan with Dr. Jennifer Ashton as chief health and medical correspondent, airing weekdays at 1:00 p.m. EST|12:00 p.m. CST on ABC. Catherine McKenzie is the executive producer.

Week of Feb. 12, 2024:

<u>PROGRAM AVERAGES</u>	<u>TOTAL VIEWERS</u>	<u>WOMEN 25-54 (000)</u>	<u>WOMEN 18-49 (000)</u>
“GMA3”	1,547,000	164,000	104,000
“The Talk”	1,397,000	183,000	149,000
“NBC News Daily”	1,141,000	140,000	91,000

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live + SD Current Week (w/o 2/12/24), Previous Week (w/o 2/5/24) and Year-Ago Week (w/o 2/13/23), or as dated. Most Current Date Stream: 2023-2024 Season: 9/18/23 – 2/18/24 for “GMA3;” 9/25/23 – 2/18/24 for “NBC News Daily” and 10/9/23 – 2/18/24 for “The Talk and 2022-2023 Season for “GMA3” (9/12/22 – 2/19/23)). Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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