

April 22, 2025

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

*For the Week of April 14, 2025*

**'GMA3: WHAT YOU NEED TO KNOW' OUTDELIVERS NBC ACROSS THE BOARD**

**'GMA3' Increases Week to Week in Both Key Women Demos**

**Season to Date, 'GMA3' Ranks No. 1 in Total Viewers for the 3<sup>rd</sup> Straight Season**



ABC News\*

**"GMA3: What You Need to Know" averaged 1.179 million Total Viewers, 127,000 Women 25-54, and 99,000 Women 18-49 during the week of April 14, 2025, based on Live+Same Day Data from Nielsen Media Research, leading "NBC News Daily" across the board.**

- **"GMA3" saw double-digit increases from the previous week in Women 25-54 (+12% - 127,000 vs. 113,000) and Women 18-49 (+15% - 99,000 vs. 86,000).**
- **"GMA3" was up on the same week last year in Women 18-49 (+4% - 99,000 vs. 95,000).**
- **Season to date, "GMA3" ranks No. 1 in Total Viewers (1.386 million) versus CBS' "The Talk" (1.240 million) and "NBC News Daily" (1.218 million) for the 3<sup>rd</sup> 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 Friday (4/18/25), "GMA3" was retitled to "GMA3-ABC" and "NBC News Daily" was retitled to "NBC News Daily-ND." The retitled telecasts are excluded from the weekly and season averages. Weekly averages for "GMA3 " and "NBC News Daily" are based on four days (Monday-Thursday).

Emmy® Award-nominated “GMA3: What You Need to Know” is a one-hour program airing weekdays at 1:00 p.m. EDT|12:00 p.m. CDT on ABC.

**Week of April 14, 2025:**

<u>PROGRAM AVERAGES</u>	<u>TOTAL VIEWERS</u>	<u>WOMEN 25-54 (000)</u>	<u>WOMEN 18-49 (000)</u>
“GMA3”	1,179,000	127,000	99,000
“NBC News Daily”	1,099,000	126,000	88,000

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live+SD Current Week (w/o 4/14/25), Previous Week (w/o 4/7/25) and Year-Ago Week (w/o 4/15/24), or as dated. Most Current Date Stream: 2024-2025 Season: 9/16/24-4/20/25 for “GMA3” and 9/23/24-4/20/25 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.

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