

Oct. 29, 2024

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

*For the Week of Oct. 21, 2024*

**'GMA3: WHAT YOU NEED TO KNOW' IS NO. 1 IN TOTAL VIEWERS FOR THE 6<sup>TH</sup> STRAIGHT WEEK**

**'GMA3' Delivers Its Best Women 18-49 Performances in Over 6 Months**

**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" ranked No. 1 in Total Viewers (1.239 million) during the week of Oct. 21, 2024, based on Live + Same Day Data from Nielsen Media Research, leading CBS' "The Talk" and "NBC News Daily" in overall viewers for the 6<sup>th</sup> week in a row.**

- **"GMA3" increased week to week in Women 25-54 (+1% - 142,000 vs. 141,000) and Women 18-49 (+2% - 105,000 vs. 103,000), delivering its best Women 18-49 performance in over 6 months — since w/o 4/8/24.**
- **Season to date, "GMA3" ranks No. 1 in Total Viewers (1.337 million) versus CBS' "The Talk" (1.194 million) and "NBC News Daily" (1.207 million) for the 3<sup>rd</sup> straight season.**

NOTE: On Thursday (10/24/24), "GMA3" was retitled to "GMA3-ABC" due to local coverage of the New York Liberty Parade. The retitled telecast is excluded from the weekly and season averages. "GMA3"'s weekly averages are based on four days (Monday-Wednesday and Friday).

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

**Week of Oct. 21, 2024:**

<u>PROGRAM AVERAGES</u>	<u>TOTAL VIEWERS</u>	<u>WOMEN 25-54 (000)</u>	<u>WOMEN 18-49 (000)</u>
“GMA3”	1,239,000	142,000	105,000
“The Talk”	1,179,000	136,000	102,000
“NBC News Daily”	1,156,000	158,000	118,000

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live + SD Current Week (w/o 10/21/24), Previous Week (w/o 10/14/24) and Year-Ago Week (w/o 10/23/23), or as dated. Most Current Date Stream: 2024-2025 Season: 9/16-10/27/24 for “GMA3” and 9/23-10/27/25 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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