



April 17, 2024

Ratings Report Through the Week of March 25, 2024

National Live + Same Day Program Ratings

'LIVE WITH KELLY AND MARK' CELEBRATES ONE-YEAR ANNIVERSARY, CONTINUING ITS REIGN AS TELEVISION'S NUMBER ONE ENTERTAINMENT TALK SHOW

The Chemistry Is Clear as 'Live with Kelly and Mark' Increases Total Viewership Year Over Year

**'Live with Kelly and Mark' Is Most-Watched Syndicated Talk Show for Every Week Since Kelly
and Mark's Debut as Co-Hosts**



Hosts Kelly Ripa and Mark Consuelos on March 25, 2024

Disney Entertainment Television/Lorenzo Bevilaqua

Photos are available [here](#).

- “Live” has a lot to celebrate as it reaches the one-year anniversary of Kelly and Mark co-hosting together, **continuing its reign as the No. 1 entertainment talk show on television** (4/17/23 – 3/31/24), and **increasing in Total Viewers by 3% year over year** (2.288 million vs. 2.229 million).
- In every week since Kelly and Mark came together as co-hosts, the show **has been the most-watched syndicated talk show in both Total Viewers and Households**, and in fact, it has been the **most-watched daytime talk show (network and syndicated) in key demos: Women 18-49 (0.31 rating) and Women 25-54 (0.52 rating)**.

- In the current season-to-date (9/4/23 – 3/31/24), “Live with Kelly and Mark” is also **up +3% among Total Viewers** (2.388 million vs. 2.314 million) and is matching its Household rating (1.59 rating vs. 1.59 rating).
- Also this season, “Live with Kelly and Mark” is one of only two syndicated talk shows to **improve on average in Total Viewers from the previous year** at a time when across the marketplace others are down on average in double-digit percentages.
- The show continues to dominate daytime viewing, **ranking as syndication’s No. 1 talk show in all key measurements for the 4th consecutive season**, outpacing its closest competition by 83% among Total Viewers (2.388 million vs. 1.308 million), by 79% in Households (1.59 rating vs. 0.89 rating) and by 73% in Women 25-54 (0.52 rating vs. 0.30 rating).

About “Live with Kelly and Mark”

“Live with Kelly and Mark” is distributed in national syndication by Disney Entertainment. The show is produced by WABC-TV in New York and executive produced by Michael Gelman and Kelly Ripa. Visit “Live” on the web (LivewithKellyandMark.com), [Facebook](#), [Instagram](#) and [TikTok](#) (@LiveKellyandMark).

Source: The Nielsen Company, National Live+Same Day Program Ratings (4/17/23 – 3/31/24), 2023-24 season (9/4/23-3/31/24).

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