

Nov. 30, 2022

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

*For the week of Nov. 21, 2022*

*For November 2022 Sweep*

**ABC NEWS' 'GMA3: WHAT YOU NEED TO KNOW' WINS THE NOVEMBER 2022 SWEEP  
ACROSS THE BOARD, BEATING 'NBC NEWS DAILY' AND CBS' 'THE TALK'**

**'GMA3' Outperforms CBS' 'The Talk' in Total Viewers and Women 18-49 for the 3<sup>rd</sup> November  
Sweep in a Row and the 10<sup>th</sup> Consecutive Sweep**

**'GMA3' Is No. 1 in Total Viewers for the 11<sup>th</sup> Consecutive Week and Sees Gains in All Target  
Demos From the Previous Sweep**

**Season To Date, 'GMA3' Is No. 1 Across All Key Demos, Outperforming CBS' 'The Talk' and  
NBC's 'NBC News Daily'**



*ABC News/"GMA3: What You Need to Know"*

**Week of Nov. 21, 2022:**

**"GMA3: What You Need to Know" ranked No. 1 in Total Viewers (1.615 million) for the 11<sup>th</sup>  
consecutive week during the week of Nov. 21, 2022, based on Live + Same Day Data from Nielsen  
Media Research, beating "NBC News Daily" and CBS' "The Talk."**

**"GMA3" improved on the previous week in Total Viewers (+2% - 1.615 million vs. 1.580 million),  
drawing its largest overall audience in 4 weeks (since w/o 10/24/22) and 2<sup>nd</sup> largest of the season.**

**Season to date, "GMA3" ranks No. 1 in Total Viewers, Women 25-54 and Women 18-49,  
outperforming CBS' "The Talk" and NBC's "NBC News Daily."**

NOTE: Due to the Thanksgiving holiday, “GMA3” was retitled on Thursday (11/25/21) and was preempted on Friday (11/26/21) for college football. CBS’ “The Talk” was preempted on Thursday and Friday for college football. NBC’s “NBC News Daily” was coded as a special on Wednesday, retitled to “NBC News Daily-ND” on Friday and was preempted for “The National Dog Show” on Thursday. “GMA3”’s and “The Talk”’s weekly averages are based on three days (Monday-Wednesday), and “NBC News Daily”’s weekly averages are based on two days (Monday and Tuesday).

**November 2022 Sweep:**

**“GMA3: What You Need to Know” won the November 2022 sweep in Total Viewers (1.569 million), Women 25-54 (211,000) and Women 18-49 (151,000), based on Most Current Data from Nielsen Media Research, beating “NBC News Daily” and CBS’ “The Talk.”**

**“GMA3” outdelivered CBS’ “The Talk” in Total Viewers and Women 18-49 for the 3<sup>rd</sup> November sweep in a row and for the 10<sup>th</sup> consecutive sweep — since November 2020 and July 2020, respectively.**

**“GMA3” improved on the previous sweep in Total Viewers (+2% - 1.569 million vs. 1.531 million), Women 25-54 (+19% - 211,000 vs. 177,000) and Women 18-49 (+9% - 151,000 vs. 139,000).**

Emmy®-nominated “GMA3: What You Need to Know” is a one-hour program co-anchored by Amy Robach and T.J. Holmes with Dr. Jennifer Ashton as chief medical correspondent, airing weekdays at 1:00 p.m. ET| 12:00 p.m. CT on ABC. Catherine McKenzie is the executive producer.

**Week of Nov. 21, 2022:**

<b><u>PROGRAM AVERAGES</u></b>	<b><u>TOTAL VIEWERS</u></b>	<b><u>Women 25-54 (000)</u></b>	<b><u>Women 18-49 (000)</u></b>
<b>“GMA3”</b>	<b>1,615,000</b>	<b>191,000</b>	<b>130,000</b>
<b>“The Talk”</b>	<b>1,512,000</b>	<b>205,000</b>	<b>136,000</b>
<b>“NBC News Daily”</b>	<b>1,200,000</b>	<b>162,000</b>	<b>112,000</b>

**November 2022 Sweep:**

<b><u>PROGRAM AVERAGES</u></b>	<b><u>TOTAL VIEWERS</u></b>	<b><u>Women 25-54 (000)</u></b>	<b><u>Women 18-49 (000)</u></b>
<b>“GMA3”</b>	<b>1,569,000</b>	<b>221,000</b>	<b>151,000</b>
<b>“The Talk”</b>	<b>1,436,000</b>	<b>200,000</b>	<b>128,000</b>
<b>“NBC News Daily”</b>	<b>1,118,000</b>	<b>159,000</b>	<b>110,000</b>

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live + SD Current Week (w/o 11/21/22), Previous Week (w/o 11/14/22) and Year-Ago Week (w/o 11/22/21), or as dated. Most Current Date Stream: Season to date 2022-2023: 9/12 – 11/27/22 for “GMA3” and “NBC News Daily”; 9/19 – 11/27/22 for “The Talk.” 2021-2022 (9/20 – 11/28/21). Sweeps based on Most Current: November 2022 Sweep (10/27 - 11/23/22), November 2021 Sweep (10/28 - 11/24/21) and July 2021 Sweep (6/30 - 7/27/21). Sweep periods (November, February, May and July). Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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