



March 19, 2024

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

For the week of March 11, 2024

'GMA3: WHAT YOU NEED TO KNOW' RANKS NO. 1 IN TOTAL VIEWERS AND WOMEN 25-54, BEATING CBS' 'THE TALK' AND NBC'S 'NBC NEWS DAILY'

'GMA3' Outdelivers NBC With Its Largest Lead in 8 Months in Women 25-54 and in 7 Months in Women 18-49



ABC News/Heidi Gutman*

"GMA3: What You Need to Know" ranked No. 1 in Total Viewers (1.424 million) and Women 25-54 (159,000) during the week of March 11, 2024, based on Live + Same Day Data from Nielsen Media Research, marking its 13th straight week to lead CBS' "The Talk" (1.256 million) and "NBC News Daily" (1.076 million) in overall viewers.

"GMA3" posted gains in Total Viewers (+2% - 1.424 million vs. 1.383 million), Women 25-54 (+13% - 159,000 vs. 141,000) and Women 18-49 (+6% - 104,000 vs. 98,000), matching a 3-month high in Women 18-49 — since w/o 12/4/23.

"GMA3" beat "NBC News Daily" in Women 25-54 (+39,000 – 159,000 vs. 120,000) and Women 18-49 (+23,000 – 104,000 vs. 81,000) by its largest margins of the season. In fact, "GMA3" beat the NBC program by its largest lead in 8 months in Women 25-54 and in 7 months in Women 18-49 — since weeks of 7/17/23 and 8/7/23, respectively.

Season to date, **“GMA3” ranks No. 1 in Total Viewers** (1.427 million) **versus CBS’ “The Talk”** (1.343 million) **and “NBC News Daily”** (1.192 million) **for the 2nd season in a row.**

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. EDT|12:00 p.m. CDT on ABC. Catherine McKenzie is the executive producer.

Week of March 11, 2024:

<u>PROGRAM AVERAGES</u>	<u>TOTAL VIEWERS</u>	<u>WOMEN 25-54 (000)</u>	<u>WOMEN 18-49 (000)</u>
“GMA3”	1,424,000	159,000	104,000
“The Talk”	1,256,000	149,000	106,000
“NBC News Daily”	1,076,000	120,000	81,000

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live + SD Current Week (w/o 3/11/24), Previous Week (w/o 3/4/24) and Year-Ago Week (w/o 3/13/23), or as dated. Most Current Date Stream: 2023-2024 Season: 9/18/23 – 3/17/24 for “GMA3;” 9/25/23 – 3/17/24 for “NBC News Daily” and 10/9/23 – 3/10/24 for “The Talk and 2022-2023 Season for “GMA3” (9/12/22 – 3/12/23). Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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