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NO 'TRICKS' ABOUT IT ... 'LIVE WITH KELLY AND MARK' HALLOWEEN WEEK RATINGS ARE A MASSIVE 'TREAT'

The Annual Halloween Special Was the Highest-Rated in Four Years and Out Delivered Every Single Other Talk Show - Network or Syndicated - in All Key Measures

'Live's' Halloween Show Was the Most Viewed of ANY Daytime Talk Show (Network or Syndicated) Since March 2022

'Live with Kelly and Mark' Posts Week-to-Week and Year-to-Year Growth Across All Key Measures, Delivering Season High Audience Ratings

'Live with Kelly and Mark' Continues To Be THE Most-Watched Entertainment Talk Show on Television



Lorenzo Bevilaqua/Disney General Entertainment*

"Live's" fan-favorite annual Halloween episode, airing 10/31/23, was **Live's most-viewed day** (2.899 million) in more than 1½ years - since 3/28/22; while also delivering its highest household (1.92 rating), Women 18-49 (0.47 rating) and Women 25-54 (0.69 rating) in more than 7 months – since 3/13/23.

The special show, "Live's Halloween: The Eras Show," **was the franchise's most-viewed Halloween show among total viewers P2+ in four years** (since 2019) and delivered its highest household rating

in three years (since 2020) and its best demo ratings with Women 18-49 and Women 25-54 in two years (since 2021). In fact, “Live”'s Halloween Show was the most-watched telecast (2.899 million) of ANY daytime talk show, network or syndicated, in 19 months - since 3/28/22.

“Live,” for the second week in a row, was up versus its week’s prior delivery across all key measures; +11% with total viewers (2.612 million vs. 2.355 million), +10% in household rating (1.72 rating vs. 1.57 rating), +12% with Women 18-49 (0.38 rating vs. 0.34 rating) and +17% with Women 25-54 (0.61 rating vs. 0.52 rating).

Furthermore, **the week of Oct. 30 marks Live’s best performance of the season in all key measures;** making it the most-viewed week with total viewers P2+ (2.612 million) and in household rating (1.72 million) in over 10 months - since the week of 12/19/22, and its best performance in key Women 18-49 (0.38 rating) and Women 25-54 (0.61 rating) demos since Mark’s first week as co-host six months ago (week of 4/17/23). Also, for the 2nd week in a row, “Live” beat all of the competition and was the most-viewed daytime talk show (network or syndicated) of the week in all key measures.

Versus the same week a year ago, “Live” also improved in all key measures; improving +15% among Total Viewers (2.612 million vs. 2.275 million), +10% with its Household rating delivery (1.72 rating vs. 1.56 rating), +3% with Women 18-49 (0.38 rating vs. 0.37 rating) and +3% with Women 25-54 (0.61 rating vs. 0.59 rating). This makes “Live” by far the most improved daytime talk show week to week and year to year; and it was the only daytime (network or syndication) talk show to post year-over-year gains in all key measures.

FUN FACTS:

For the 40th consecutive week, “Live” was Syndication’s No. 1 most-viewed talk show of the week across all key measures, beating the closest competition by 95% among Total Viewers (2.612 million vs. 1.339 million), +91% in Household rating (1.72 rating vs. 0.90 rating), and +91% with Women 25-54 (0.61 rating vs. 0.32 rating).

- “Live” has been No. 1 in Household rating for 60 consecutive weeks among all syndicated talk.
- “Live” has ranked as daytime’s (syndicated or network) No. 1 talk show with Women 25-54 for 40 straight weeks.
- For the 4th consecutive season, “Live” ranks as syndication’s No. 1 talk show in all key measures, doubling or nearly doubling the closest competition with Total Viewers (+100% - 2.314 million vs. 1.158 million), and in Household rating (+95% - 1.54 rating vs. 0.79 rating).

Source: The Nielsen Company, National Live+Same Day Program Ratings, weeks of 10/30/23, 10/23/23 and 10/31/22 and 2023-24 season (9/4-11/5/23).

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).

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