



Jan. 19, 2022

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

For the week of Jan. 10, 2022

For the 5th Straight Week, 'GMA3: What You Need to Know' Is Up Over the Previous Week in Women 25-54, Posting Its Strongest Performance in Over 6 Months

On Tuesday, 'GMA3' Scores Its Most-Watched Telecast in 11 Months

'GMA3' Widens Its Lead Over 'The Talk' Week-to-Week in Total Viewers, Women 25-54 and Women 18-49, Outperforming the CBS Program by Its Largest Women 25-54 Lead of the Season

Season to Date, 'GMA3' Leads 'The Talk' in All Key Target Demos: Total Viewers, Women 25-54 and Women 18-49

ABC's "GMA3: What You Need to Know" averaged 1.800 million Total Viewers, 260,000 Women 25-54 and 190,000 Women 18-49, during the week of Jan. 10, 2022, based on Live + Same Day Data from Nielsen Media Research.

For the 5th straight week, "GMA3" was up over the previous week in Women 25-54 (+1% - 260,000 vs. 258,000), **posting its strongest performance in over 6 months**– since w/o 6/28/21.

On Tuesday (1/11/22), "GMA3" scored in its most-watched telecast (1.993 million) in 11 months – since 2/15/21.

"GMA3" outdelivered CBS' "The Talk" (1.564 million, 206,000 and 153,000, respectively) by 236,000 Total Viewers, by 37,000 Women 25-54 and by 54,000 Women 18-49.

"GMA3" widened its lead over CBS' "The Talk" week-to-week in Total Viewers (+11% - 236,000 vs. 213,000), Women 25-54 (+100% - 54,000 vs. 27,000) and Women 18-49 (+12% - 37,000 vs. 33,000). "GMA3" outperformed the CBS program by its largest Women 25-54 lead of the season - since w/o 8/30/21.

Season to date, "GMA3" leads CBS' "The Talk" in all key target demos: Total Viewers (+135,000 – 1.613 million vs. 1.478 million), Women 25-54 (+4,000 – 219,000 vs. 215,000) and Women 18-49 (+7,000 – 164,000 vs. 157,000).

Week of Jan. 10, 2022:

<u>PROGRAM AVERAGES</u>	<u>TOTAL VIEWERS</u>	<u>Women 25-54(000)</u>	<u>Women18-49(000)</u>
"GMA3"	1,800,000	260,000	190,000

“The Talk”	1,564,000	206,000	153,000
“TODAY Hoda and Jenna”	1,860,000	302,000	248,000

Source: The Nielsen Company, NTV Total Viewers, Women 25-54 and Women 18-49 Live + SD Current Week (w/o 1/10/22), Previous Week (w/o 1/3/22) and Year-Ago Week (w/o 1/11/21). Most Current: 2021 -2022 Season (9/20/21 – 1/16/22 and 2020 -2021 Season (9/21/21 – 1/17/21). *Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

“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.

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