



Sept. 21, 2021

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

For the 3rd Quarter 2021 and the week of Sept. 13, 2021

'GMA3' Improves Week-to-Week in Women 18-34

'GMA3' Is Up From Year Ago Week in Total Viewers, Posting Gains in the Final 6 Weeks of the 2020-21 Season

'GMA3' Grows Quarter-to-Quarter in Total Viewers and Women 25-54

'GMA3' Improves on the Year-Ago 3rd Quarter Across-the-Board: Total Viewers, Women 25-54 and Women 18-49

Week of Sept. 13, 2021:

ABC's "GMA3: What You Need to Know" averaged 1.568 million Total Viewers, 203,000 Women 25-54 and 154,000 Women 18-49, during the week of Sept. 13, 2021, based on Live + Same Day Data from Nielsen Media Research.

"GMA3: What You Need to Know" improved week-to-week in Women 18-34 (+6% - 154,000 vs. 145,000).

"GMA3: What You Need to Know" was up year-to-year in Total Viewers (1.568 million vs. 1.561 million), posting year-to-year gains in the final 6 weeks of the 2020-21 season.

3rd Quarter 2021:

ABC's "GMA3: What You Need to Know" averaged 1.544 million Total Viewers, 358,000 Women 25-54 and 265,000 Women 18-49 during the 3rd Quarter 2021, based on Most Current Data from Nielsen Media Research.

"GMA3: What You Need to Know" saw quarter to quarter increases in Total Viewers (+3% - 1.544 million vs. 1.493 million) and Women 25-54 (+1% - 358,000 vs. 353,000).

"GMA3: What You Need to Know" improved on the year-ago 3rd quarter across-the-board: Total Viewers (+6% - 1.544 million vs. 1.450 million), Women 25-54 (+1% - 358,000 vs. 354,000) and Women 18-49 (+8% - 265,000 vs. 245,000).

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live + SD Current Week (w/o 9/13/21), Previous Week (w/o 9/6/21) and Year-Ago Week (w/o 9/14/20). Most Current: 2020 -2021 Season (9/21/20-9/19/21) and 2019-2020 Season (9/23/13-9/20/20). Most Current - 3Q21: 6/28 - 9/19/21. 2Q21: 3/29 - 6/27/21. 3Q20: 6/29 - 9/20/20. "GMA3" year-

ago time slot (“GMA3: Strahan, Sara & Keke”/“Pandemic-What You Need to Know”/“GMA3: What You Need to Know”).
*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, 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.

PRESS RELEASE: <https://bit.ly/3AuWgN7>

SHARE: <https://ctt.ac/3X5cd>

ABC News Media Relations

Elizabeth Hecht

Elizabeth.g.hecht@abc.com

Pons Rongavilla

ponciano.rongavilla@abc.com

-- ABC --