

March 26, 2024

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

For the week of March 18, 2024

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

'GMA3' Outdelivers CBS and NBC in Total Viewers for 14 Consecutive Weeks

Season to Date, 'GMA3' ranks No. 1 in Total Viewers for the 2nd Season in a Row



ABC News/Heidi Gutman*

"GMA3: What You Need to Know" ranked No. 1 in Total Viewers (1.406 million) during the week of March 18, 2024, based on Live + Same Day Data from Nielsen Media Research, **representing the 14th consecutive week to lead CBS' "The Talk" (1.230 million) and "NBC News Daily" (1.218 million).**

Season to date, **"GMA3" ranks No. 1 in Total Viewers** (1.427 million) **versus CBS' "The Talk" (1.340 million) and "NBC News Daily" (1.193 million) for the 2nd season in a row.**

NOTE: On Thursday (3/21/24) and Friday (3/22/24), CBS' "The Talk" was preempted due to coverage of the NCAA Basketball Championship. On Friday, "NBC News Daily" was retitled to "NBC News Daily-ND" due to special report of Princess Catherine's health. CBS' averages are based on three days (Monday-Wednesday), while NBC's averages are based on four days (Monday-Thursday).

Emmy® Award-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 18, 2024:

<u>PROGRAM AVERAGES</u>	<u>TOTAL VIEWERS</u>	<u>WOMEN 25-54 (000)</u>	<u>WOMEN 18-49 (000)</u>
“GMA3”	1,406,000	125,000	74,000
“The Talk”	1,230,000	162,000	109,000
“NBC News Daily”	1,218,000	139,000	96,000

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live + SD Current Week (w/o 3/18/24), Previous Week (w/o 3/11/24) and Year-Ago Week (w/o 3/13/23), or as dated. Most Current Date Stream: 2023-2024 Season: 9/18/23 – 3/24/24 for “GMA3;” 9/25/23 – 3/24/24 for “NBC News Daily” and 10/9/23 – 3/17/24 for “The Talk and 2022-2023 Season for “GMA3” (9/12/22 – 3/19/23). Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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