

Aug. 16, 2022

****Ratings Report for “GMA3: What You Need to Know”**

For the week of Aug. 8, 2022

‘GMA3: WHAT YOU NEED TO KNOW’ RANKS NO. 1 IN TOTAL VIEWERS FOR 15th CONSECUTIVE WEEK, OUTDELIVERING BOTH CBS’ ‘THE TALK’ AND NBC’S ‘TODAY WITH HODA & JENNA’

‘GMA3’ Sees Week-to-Week Gains in Total Viewers, Women 25-54 and Women 18-49, Delivering Strongest Audiences Since May

‘GMA3’ is Up Year to Year in Total Viewers

Season to Date, ‘GMA3’ Ranks No. 1 in Total Viewers and Leads CBS’ ‘The Talk’ in Women 25-54 and Women 18-49



“GMA3: What You Need to Know” ranked No. 1 in Total Viewers and Women 18-49 during the week of Aug. 8, 2022, based on Live + Same Day Data from Nielsen Media Research. “GMA3” topped CBS’ “The Talk” and NBC’s “TODAY with Hoda & Jenna” for the 15th consecutive week.

“GMA3” posted gains week to week in Total Viewers (+1% - 1.586 million vs. 1.576 million), Women 25-54 (+8% - 198,000 vs. 183,000) and Women 18-49 (+15% - 168,000 vs. 146,000), delivering its strongest numbers since May — since weeks of 5/30/22, 5/23/22 and 5/23/22, respectively.

For the 3rd week in a row, “GMA3” was **up year to year in Total Viewers** (+4% - 1.586 million vs. 1.519 million).

Season to date, "GMA3" ranks No. 1 in Total Viewers, leading CBS' "The Talk" and NBC's "TODAY with Hoda & Jenna." "GMA3" also leads the CBS program in Women 25-54 and Women 18-49.

"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.

NOTE: On Thursday (8/11/22), "GMA3" was retitled to "GMA3-ABC" due to ABC News live coverage of the Merrick Garland statement. The retitled telecast is excluded from the weekly and season averages. "GMA3"'s weekly averages are based on four days (Monday-Wednesday and Friday).

Week of Aug. 8, 2022:

<u>PROGRAM AVERAGES</u>	<u>TOTAL VIEWERS</u>	<u>Women 25-54 (000)</u>	<u>Women 18-49 (000)</u>
"GMA3"	1,586,000	198,000	168,000
"The Talk"	1,186,000	162,155	104,000
"TODAY with Hoda & Jenna"	1,402,000	232,000	160,000

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live + SD Current Week (w/o 8/8/22), Previous Week (w/o 8/1/22) and Year-Ago Week (w/o 8/9/21). Most Current: 2021 -2022 Season (9/20/21 – 8/14/22) and 2020 -2021 Season (9/21/21 – 8/15/21). *Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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