



May 4, 2021

Ratings Report: Week of April 19, 2021 *(National Live + Same Day Program Ratings)*

'Live with Kelly and Ryan' Builds for the 3rd Straight Week in Total Viewers to a 7-Week High

'Live' Is the Most-Watched Daytime Talk Show for the 3rd Time in 4 Weeks

'Live' Is Daytime's No. 1 Talk Show in Women 25-54 for 59 Consecutive Weeks

'Live' Beats 'Dr. Phil' by Double Digits to Rank as the Week's No. 1 Syndie Talker

'Live' Nearly Doubles 'Ellen' in Households on Average for the Season

During the week of April 19, 2021, **"Live with Kelly and Ryan" built for the 3rd straight week in Total Viewers** (+3% - 2.547 million vs. 2.482 million) **to score a 7-week high** (since the week of 3/1/21), **while also growing week to week by 6% in Households** (1.8 rating vs. 1.7 rating). In fact, **"Live with Kelly and Ryan" stood as 1 of only 2 syndicated talk shows to post weekly gains** in both Households (+6%) and Total Viewers (+3%). **"Live with Kelly and Ryan" held even with the prior week among Women 25-54** (0.8 rating).

For the **3rd time in 4 weeks**, **"Live with Kelly and Ryan" was the most-watched daytime – network or syndicated – talk show** (2.547 million). In addition, **"Live with Kelly and Ryan" marked its 59th consecutive week** (including 12 weeks of ties) **as the No. 1 daytime talk show among Women 25-54** (0.8 rating) – since the week of 3/9/20.

"Live with Kelly and Ryan" beat "Dr. Phil" by double digits to stand as the week's No. 1 syndicated talk show in Households (+29% - 1.8 rating vs. 1.4 rating), **Total Viewers** (+32% - 2.547 million vs. 1.925 million) **and Women 25-54** (+60% - 0.8 rating vs. 0.5 rating). In fact, **"Live with Kelly and Ryan" ranked or tied as the No. 1 syndicated talk show in 21 of the last 22 weeks** across all three Nielsen measures.

In its 33rd season, **"Live with Kelly and Ryan" ranks as the season's No. 1 syndicated talk show for the first time ever** across all key Nielsen measures, **topping runner-up "Dr. Phil" by 6% in Households** (1.9 rating vs. 1.8 rating), **by 7% in Total Viewers** (2.627 million vs 2.444 million) **and by 14% with Women 25-54** (0.8 rating vs. 0.7 rating).

On average for the season, **“Live with Kelly and Ryan” nearly doubles “Ellen” in Households** (+90% - 1.9 rating vs. 1.0 rating) **and leads by enormous double-digit margins in Total Viewers** (+81% - 2.627 million vs. 1.454 million) **and Women 25-54** (+60% - 0.8 rating vs. 0.5 rating).

About “Live with Kelly and Ryan”

“Live with Kelly and Ryan” is distributed in national syndication by Disney Media & Entertainment Distribution. The show is produced by WABC-TV in New York and executive produced by Michael Gelman, Kelly Ripa and Ryan Seacrest. Visit “Live” on the web (KellyandRyan.com), [Facebook](#), [Instagram](#), [Twitter](#) and SnapChat (@LiveKellyRyan).

Source: The Nielsen Company, National Live + Same Day Program Ratings, weeks of 4/19/21 and 4/12/21 and 2020-2021 season (9/7/20-4/25/21). Beginning 8/31/20, National Program Ratings also include Out of Home (OOH) viewing.

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