



Sept. 20, 2022

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

For the week of Sept. 12, 2022

‘GMA3: WHAT YOU NEED TO KNOW’ PREMIERES NEW SEASON AS NO. 1 IN TOTAL VIEWERS, WOMEN 25-54 AND WOMEN 18-49, LEADING ‘NBC NEWS DAILY’ DEBUT AND CBS’ ‘THE TALK’

‘GMA3’ Posts Increases Across the Board in Total Viewers, Women 25-54 and Women 18-49, Drawing Largest Audience in 5 Weeks

“GMA3: What You Need to Know” premiered the 2022-2023 season ranking No. 1 in Total Viewers (1.518 million), Women 25-54 (182,000) and Women 18-49 (124,000) during the week of Sept. 12, 2022, based on Live + Same Day Data from Nielsen Media Research, leading the series debut of “NBC News Daily” and CBS’ “The Talk.”

“GMA3” outdelivered the series premiere week of “NBC News Daily” in all key target demos: Total Viewers (+583,000 – 1.518 million vs. 935,000), Women 25-54 (+34,000 – 182,000 vs. 148,000) and Women 18-49 (+22,000 – 124,000 vs. 102,000).

“GMA3” posted across-the-board- increases week to week in Total Viewers (+7% - 1.518 million vs. 1.424 million), Women 25-54 (+11% - 182,000 vs. 164,000) and Women 18-49 (+9% - 124,000 vs. 114,000), drawing its largest overall audience in 5 weeks — since w/o 8/8/22.

“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.

Week of Sept. 12, 2022:

<u>PROGRAM AVERAGES</u>	<u>TOTAL VIEWERS</u>	<u>Women 25-54 (000)</u>	<u>Women 18-49 (000)</u>
“GMA3”	1,518,000	182,000	124,000
“The Talk”	1,354,000	171,000	111,000
“NBC News Daily”	935,000	148,000	102,000

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live + SD Current Week (w/o 9/12/22), Previous Week (w/o 9/5/22) and Year-Ago Week (w/o 9/13/21), or as dated. *Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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