

May 20, 2025

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

For the Week of May 12, 2025

'GMA3: WHAT YOU NEED TO KNOW' OUTDELIVERS NBC IN TOTAL VIEWERS AND WOMEN 18-49

'GMA3' Grows Week to Week in Women 18-49

Season to Date, 'GMA3' Ranks No. 1 in Total Viewers for the 3rd Straight Season



ABC News*

"GMA3: What You Need to Know" averaged 1.184 million Total Viewers, 112,000 Women 25-54, and 90,000 Women 18-49 during the week of May 12, 2025, based on Live+Same Day Data from Nielsen Media Research, leading "NBC News Daily" in Total Viewers and Women 18-49.

- **"GMA3" was up week to week in Women 18-49 (+5% - 90,000 vs. 86,000).**
- **Season to date, "GMA3" ranks No. 1 in Total Viewers (1.369 million) versus CBS' "The Talk" (1.240 million) and "NBC News Daily" (1.201 million) for the 3rd straight season. In addition, "GMA3" is improving versus the comparable weeks last season in Women 18-49 (+4% - 103,000 vs. 99,000).**

Emmy® Award-nominated "GMA3: What You Need to Know" is a one-hour program airing weekdays at 1:00 p.m. EDT|12:00 p.m. CDT on ABC. Simone Swink is the senior executive producer.

Week of May 12, 2025:

<u>PROGRAM AVERAGES</u>	<u>TOTAL VIEWERS</u>	<u>WOMEN 25-54 (000)</u>	<u>WOMEN 18-49 (000)</u>
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"GMA3"	1,184,000	112,000	90,000
"NBC News Daily"	1,063,000	129,000	79,000

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live+SD Current Week (w/o 5/12/25), Previous Week (w/o 5/5/25) and Year-Ago Week (w/o 5/13/24), or as dated. Most Current Date Stream: 2024-2025 Season: 9/16/24-5/18/25 for "GMA3" and 9/23/24-5/18/25 for "NBC News Daily" and "The Talk." Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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ABC News Media Relations

Brooks Lancaster

brooks.lancaster@abc.com

Jordan Littlejohn

jordan.littlejohn@abc.com

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