

April 1, 2025

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

For the Week of March 24, 2025

'GMA3: WHAT YOU NEED TO KNOW' OUTDELIVERS NBC IN TOTAL VIEWERS FOR THE WEEK AND FIRST QUARTER

'GMA3' Increases Week to Week in Both Key Women Demos, Grows Year to Year in Women 18-49 for the Second Week in a Row

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



ABC News*

"GMA3: What You Need to Know" averaged 1.337 million Total Viewers, 129,000 Women 25-54 and 102,000 Women 18-49 during the week of March 24, 2025, based on Live+Same Day Data from Nielsen Media Research, beating "NBC News Daily" in Total Viewers.

- **"GMA3" saw increases from the previous week in Women 25-54 (+8% - 129,000 vs. 119,000) and Women 18-49 (+16% - 102,000 vs. 88,000).**
- **For the second week in a row, "GMA3" grew year to year in Women 18-49 (+6% - 102,000 vs. 96,000).**
- **Season to date, "GMA3" ranks No. 1 in Total Viewers (1.399 million) versus CBS' "The Talk" (1.240 million) and "NBC News Daily" (1.228 million) for the 3rd straight season. In addition, "GMA3" is improving versus the comparable weeks last season in Women 18-49 (+7% - 106,000 vs. 99,000).**

1st Quarter 2025

“GMA3: What You Need to Know” averaged 1.449 million Total Viewers, 146,000 Women 25-54 and 104,000 Women 18-49 during the 1st quarter of 2025, based on Most Current Data from Nielsen Media Research, leading “NBC News Daily” in Total Viewers.

- **“GMA3” improved on the previous quarter in Total Viewers (+7% - 1.449 million vs. 1.356 million for 4Q24).**
- **“GMA3” saw gains on the year-ago quarter (1Q24) in Women 18-49 (+11% - 104,000 vs. 94,000).**

Emmy® Award-nominated “GMA3: What You Need to Know” is a one-hour program co-anchored by Eva Pilgrim and DeMarco Morgan, airing weekdays at 1:00 p.m. EDT|12:00 p.m. CDT on ABC. Catherine McKenzie is the executive producer.

Week of March 24, 2025:

<u>PROGRAM AVERAGES</u>	<u>TOTAL VIEWERS</u>	<u>WOMEN 25-54 (000)</u>	<u>WOMEN 18-49 (000)</u>
“GMA3”	1,337,000	129,000	102,000
“NBC News Daily”	1,098,000	161,000	117,000

1st Quarter 2025:

<u>PROGRAM AVERAGES</u>	<u>TOTAL VIEWERS</u>	<u>WOMEN 25-54 (000)</u>	<u>WOMEN 18-49 (000)</u>
“GMA3”	1,449,000	146,000	104,000
“NBC News Daily”	1,249,000	148,000	104,000

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live+SD Current Week (w/o 3/24/25), Previous Week (w/o 3/17/25) and Year-Ago Week (w/o 3/25/24), or as dated. Most Current Date Stream: 2024-2025 Season: 9/16/24-3/30/25 for “GMA3” and 9/23/24-3/30/25 for “NBC News Daily” and “The Talk.” Most Current Data Stream - 1Q25: 12/30/24 – 3/30/25, 4Q24: 9/23/24 – 12/29/24 and 1Q24: 1/1/24 – 3/31/24. Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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