

April 16, 2024

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

For the Week of April 8, 2024

**'GMA3: WHAT YOU NEED TO KNOW' RANKS NO. 1 ACROSS THE BOARD FOR 2ND WEEK
IN A ROW**

'GMA3' Leads NBC and CBS in Total Viewers for the 17th Consecutive Week

For the 3rd Straight Week, 'GMA3' Increases Week to Week Across the Board

**'GMA3' Draws Its Largest Overall Audience in 8 Weeks and Posts Its Best Women 25-54 Delivery
in 6 Months**

**On Monday, 'GMA3' Delivers Its Strongest Single-Day Telecast Numbers in Total Viewers and
Women 25-54 in More Than Two Years**



ABC News/Heidi Gutman*

"GMA3: What You Need to Know" ranked No. 1 in Total Viewers (1.518 million), Women 25-54 (174,000) and Women 18-49 (118,000) for the 2nd week in a row during the week of April 8, 2024, based on Live + Same Day Data from Nielsen Media Research, outperforming CBS' "The Talk" and "NBC News Daily" in overall viewers for the straight 17th week.

For the 3rd consecutive week, "GMA3" **improved on the previous week in Total Viewers (+1% - 1.518 million vs. 1.509 million) and Women 25-54 (+5% - 174,000 vs. 166,000).** "GMA3" **drew its largest**

overall audience in 8 weeks and posted its best Women 25-54 delivery in 6 months — since the weeks of 2/12/24 and 9/18/23, respectively.

On Monday (4/8/24), “GMA3” delivered its strongest single-day numbers in Total Viewers (2.130 million) and Women 25-54 (286,000) in more than 2 years and best performance in Women 18-49 (192,000) in 1 ½ years — since 3/28/22 and 10/28/22, respectively.

Season to date, **“GMA3” ranks No. 1 in Total Viewers (1.434 million) versus CBS’ “The Talk” (1.331 million) and “NBC News Daily” (1.193 million) for the 2nd season in a row.**

NOTE: On Monday (4/8/24), CBS’ “The Talk” was preempted and “NBC News Daily” was retitled to “NBC News Daily-ND” due to coverage of the total eclipse. In addition, on Tuesday (4/9/24) and Wednesday (4/10/24), “The Talk” was preempted due to UEFA Championship League Soccer. The retitled telecast is excluded from the weekly and season averages. CBS’ averages are based on two days (Thursday-Friday), while NBC’s weekly averages are based on four days (Tuesday-Friday).

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

Week of April 8, 2024:

<u>PROGRAM AVERAGES</u>	<u>TOTAL VIEWERS</u>	<u>WOMEN 25-54 (000)</u>	<u>WOMEN 18-49 (000)</u>
“GMA3”	1,518,000	174,000	118,000
“The Talk”	1,222,000	146,000	113,000
“NBC News Daily”	1,115,000	134,000	96,000

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live + SD Current Week (w/o 4/8/24), Previous Week (w/o 4/1/24) and Year-Ago Week (w/o 4/10/23), or as dated. Most Current Date Stream: 2023-2024 Season: 9/18/23 – 4/14/24 for “GMA3;” 9/25/23 – 4/14/24 for “NBC News Daily” and 10/9/23 – 4/14/24 for “The Talk and 2022-2023 Season for “GMA3” (9/12/22 – 4/16/23). Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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