

April 2, 2024

****Ratings Report for ABC News' "The View"**

For the weeks of March 18 and 25 and 1st Quarter 2024

'The View' Ranks No. 1 in Households and Total Viewers Among the Network and Syndicated Daytime Talk Shows and News Programs for the Week of March 18

'The View' Ranks No. 1 in Households and Total Viewers Among the Daytime Network Talk Shows and News Programs for the Week of March 25

Week to Week, 'The View' Sees Gains Across the Board and Posts Increases Year to Year in Total Viewers for the 7th Consecutive Week

Season to Date, 'The View' Delivers Largest Viewership in 3 Years, Ranking No. 1 in Households and Total Viewers Among All Network and Syndicated Daytime Talk Shows and News Programs for the 4th Consecutive Season

For the 1st Quarter, 'The View' Ranks No. 1 in Households and Total Viewers, Drawing its Largest Overall Audience in 3 Years



ABC/Jeff Lipsky*

Weeks of March 18 and 25, 2024:

For the week of March 18, 2024, the most recent week including syndication, "The View" ranked No. 1 in Households (1.64 rating) and Total Viewers (2.360 million) among all network and syndicated daytime talk shows and news programs, leading "Live with Kelly and Mark" (1.54 rating

and 2.300 million, respectively), NBC's "TODAY Third Hour" (1.30 rating and 1.934 million, respectively), "TODAY with Hoda & Jenna" (0.94 rating and 1.401 million, respectively), CBS' "The Talk" (0.84 rating and 1.230 million, respectively) and "NBC News Daily" (0.81 rating and 1.218 million, respectively).

For the week of March 25, 2024, "The View" ranked No. 1 in Households (1.60 rating) and Total Viewers (2.376 million) among the daytime network talk shows and news programs, leading NBC's "TODAY Third Hour" (1.33 rating and 1.973 million, respectively), "TODAY with Hoda & Jenna" (0.97 rating and 1.412 million, respectively), "NBC News Daily" (0.81 rating and 1.219 million, respectively) and CBS' "The Talk" (0.79 rating and 1.187 million, respectively). "The View" also **averaged 213,000 Women 25-54 and 153,000 Women 18-49**, based on Live + Same Day Data from Nielsen Media Research.

"The View" saw week-to-week gains in all key target demos: **Total Viewers (+1% - 2.376 million vs. 2.360 million), Women 25-54 (+13% - 213,000 vs. 188,000) and Women 18-49 (+31% - 153,000 vs. 117,000).**

For the 7th week running, "The View" **improved on the year-ago week in Total Viewers (+2% - 2.376 million vs. 2.330 million).**

Season to date, "The View" is **up in Total Viewers (+3% - 2.462 million vs. 2.392 million) versus the comparable weeks last season to a 3-year high** — since the 2020-2021 season.

Season to date, "The View" is **ranking No. 1 in Households and Total Viewers among all network and syndicated daytime talk shows and news programs for the 4th consecutive season.**

NOTE: On Friday (3/29/24), "The View" was retitled to "View" due to Good Friday. The retitled telecast is excluded from the weekly averages. "The View"'s weekly averages are based on four days (Monday-Thursday).

1st Quarter 2024:

ABC's "The View" delivered 2.512 million Total Viewers, 219,000 Women 25-54 and 142,000 Women 18-49 during the 1st quarter of 2024, based on Most Current Data from Nielsen Media Research.

For the 1st quarter, **The View" ranked No. 1 in Households (1.71 rating) and Total Viewers (2.512 million) among all network and syndicated daytime talk shows and news programs**, leading "Live with Kelly and Ryan" (1.64 rating and 2.438 million, respectively), NBC's "TODAY Third Hour" (1.39 rating and 2.041 million, respectively), "TODAY with Hoda & Jenna" (1.01 rating and 1.488 million, respectively), CBS' "The Talk" (0.87 rating and 1.314 million, respectively) and "NBC News Daily" (0.81 rating and 1.211 million, respectively).

For the 3rd quarter in a row, "The View" **improved on the previous quarter in Total Viewers (+3% - 2.512 million vs. 2.443 million), drawing its largest overall audience in 3 years** — since 1Q21.

"The View" **was up on the year-ago quarter in Total Viewers (+3% - 2.512 million vs. 2.436 million), seeing its most-watched 1st quarter in 3 years** — since 1Q21.

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live + SD Current Week (w/o 3/25/24), Previous Week (w/o 3/18/24) and Year-ago Week (w/o 3/27/23) or as dated. Most Current Data Stream: Season 2023-2024 (9/4/23-3/31/24) and Season 2022-2023 (9/5/22-4/2/23). Most Current Data Stream - 1Q24: 1/1/24 – 3/31/24, 1Q23: 12/26/22 – 3/26/23 and 4Q23: 9/25/23 – 12/31/23. Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Prior to 8/31/20, ratings do not include OOH viewing. Averages based on regular telecasts.

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ABC Media Relations

Lauri Hogan

lauri.l.hogan@abc.com

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