

Aug. 9, 2022

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

For the week of Aug. 1, 2022

**‘GMA3: WHAT YOU NEED TO KNOW’ RANKS NO. 1 IN TOTAL VIEWERS LEADING CBS’
‘THE TALK’ AND NBC’S ‘TODAY WITH HODA & JENNA’**

‘GMA3’ Hits a 6-Week High in Women 18-49

‘GMA3’ Improves Year to Year in Total Viewers and Women 18-49



*ABC News**

“GMA3: What You Need to Know” ranked No. 1 in Total Viewers during the week of Aug. 1, 2022, based on Live + Same Day Data from Nielsen Media Research, **leading both CBS’ “The Talk” and NBC’s “TODAY with Hoda & Jenna” for the 14th week in a row.**

“GMA3” also beat CBS’ “The Talk” in Women 25-54 and Women 18-49. “GMA3” posted double-digit increases week to week in Women 25-54 (+17% - 183,000 vs. 157,000) and Women 18-49 (+14% - 146,000 vs. 128,000), hitting a 6-week high in Women 18-49 — the since week of 6/20/22. “GMA3” improved year to year in Total Viewers (+10% - 1.576 million vs. 1.430 million) and Women 18-49 (+1% - 146,000 vs. 145,000).

Season to date, **“GMA3” ranks No. 1 in Total Viewers, leading CBS’ “The Talk” and NBC’s “TODAY with Hoda & Jenna.” “GMA3” also leads the CBS program in Women 25-54 and Women 18-49.**

“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.

NOTE: On Wednesday (8/3/22), Thursday (8/4/22) and Friday (8/5/22), CBS’ “The Talk” was retitled to “Talk.” On Thursday, NBC’s “TODAY with Hoda & Jenna” was retitled to “Tdy Hoda & Jenna” due to live coverage of the Brittney Griner verdict. The retitled telecasts are excluded from the weekly and season averages. “The Talk”’s weekly averages are based on two days (Monday-Tuesday), and “TODAY with Hoda & Jenna”’s weekly averages are based on four days (Monday-Wednesday and Friday).

Week of Aug. 1, 2022:

<u>PROGRAM AVERAGES</u>	<u>TOTAL VIEWERS</u>	<u>Women 25-54 (000)</u>	<u>Women 18-49 (000)</u>
“GMA3”	1,576,000	183,000	146,000
“The Talk”	1,429,000	155,155	108,000
“TODAY with Hoda & Jenna”	1,512,000	235,000	172,000

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live + SD Current Week (w/o 8/1/22), Previous Week (w/o 7/25/22) and Year-Ago Week (w/o 8/2/21). Most Current: 2021 -2022 Season (9/20/21 – 8/7/22) and 2020 -2021 Season (9/21/21 – 8/8/21). *Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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