

May 13, 2025

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

For the Week of May 5, 2025

**'GMA3: WHAT YOU NEED TO KNOW' DRAWS ITS LARGEST AUDIENCE IN 5 WEEKS,
OUTDELIVERS NBC IN TOTAL VIEWERS AND ADULTS 18-49**

'GMA3' Grows Week to Week in Total Viewers for 3rd 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 1.279 million Total Viewers, 116,000 Women 25-54, and 86,000 Women 18-49 during the week of May 5, 2025, based on Live+Same Day Data from Nielsen Media Research, leading "NBC News Daily" in Total Viewers and Women 18-49.

- **For the 3rd consecutive week, "GMA3" grew from the previous week in Total Viewers (+1% - 1.279 million vs. 1.261 million), drawing its largest overall audience in 5 weeks — since w/o 3/31/25.**
- **"GMA3" increased its Total Viewer lead over "NBC News Daily" week to week by 70% (228,000 vs. 134,000) to its largest in 6 weeks — since w/o 3/24/25.**
- **Season to date, "GMA3" ranks No. 1 in Total Viewers (1.375 million) versus CBS' "The Talk" (1.240 million) and "NBC News Daily" (1.206 million) for the 3rd straight season. In addition, "GMA3" is improving versus the comparable weeks last season in Women 18-49 (+5% - 104,000 vs. 99,000).**

NOTE: On Thursday (5/8/25), “GMA3” and “NBC News Daily” were preempted. ABC’s and NBC’s weekly averages are based on four days (Monday-Wednesday and Friday).

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 5, 2025:

<u>PROGRAM AVERAGES</u>	<u>TOTAL VIEWERS</u>	<u>WOMEN 25-54 (000)</u>	<u>WOMEN 18-49 (000)</u>
“GMA3”	1,279,000	116,000	86,000
“NBC News Daily”	1,051,000	128,000	83,000

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live+SD Current Week (w/o 5/5/25), Previous Week (w/o 5/5/25) and Year-Ago Week (w/o 5/6/24), or as dated. Most Current Date Stream: 2024-2025 Season: 9/16/24-5/11/25 for “GMA3” and 9/23/24-5/11/25 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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