



July 20, 2021

Ratings Report: Week of July 5, 2021 *(National Live + Same Day Program Ratings)*

'Live with Kelly and Ryan' Is the No. 1 Syndie Talker for the 9th Straight Week

'Live' Ranks as the Week's Most-Watched Daytime Talk Show

'Live' Is Daytime's No. 1 Talk Show in Women 25-54 for 70 Consecutive Weeks

'Live' Grows Year to Year for the 4th Week in a Row in Total Viewers

During the week of July 5, 2021, **"Live with Kelly and Ryan"** ranked as the **No. 1 syndicated talk show for the 9th straight week in Households (1.7 rating), Total Viewers (2.432 million) and Women 25-54 (0.7 rating).**

"Live with Kelly and Ryan" was the week's most-watched daytime – network or syndicated – talk show (2.432 million) and marked its **70th consecutive week** (including 13 weeks of ties) as the **No. 1 daytime talk show among Women 25-54** – since the week of 3/9/20.

For the 4th week in a row, "Live with Kelly and Ryan" improved year over year in Total Viewers (+10% - 2.432 million vs. 2.201 million on w/o 7/6/20) and also built over the same week last year in Households (+6% - 1.7 rating vs. 1.6 rating).

"Live with Kelly and Ryan" grew over the prior week by 6% in Households (1.7 rating vs. 1.6 rating) and by 5% in Total Viewers (2.432 million vs. 2.318 million) and held even week to week among Women 25-54 (0.7 rating).

In its 33rd season, **"Live with Kelly and Ryan"** ranks as the season's **No. 1 syndicated talk show for the first time ever across all key Nielsen measures, topping "Dr. Phil" by 6% in Households (1.8 rating vs. 1.7 rating), by 9% in Total Viewers (2.575 million vs. 2.373 million) and by 33% with Women 25-54 (0.8 rating vs. 0.6 rating).** In fact, **"Live with Kelly and Ryan" is the No. 1 daytime – network or syndicated – talk show this season among Women 25-54 (0.8 rating).**

On average for the season, **"Live with Kelly and Ryan" doubles "Ellen" among Women 25-54 (+100% - 0.8 rating vs. 0.4 rating) and leads by enormous double-digit margins in Households (+80% - 1.8 rating vs. 1.0 rating) and Total Viewers (+82% - 2.575 million vs. 1.411 million).**

About “Live with Kelly and Ryan”

“Live with Kelly and Ryan” is distributed in national syndication by Disney Media & Entertainment Distribution. The show is produced by WABC-TV in New York and executive produced by Michael Gelman, Kelly Ripa and Ryan Seacrest. Visit “Live” on the web (KellyandRyan.com), [Facebook](#), [Instagram](#), [Twitter](#) and Snapchat (@LiveKellyRyan).

Source: The Nielsen Company, National Live + Same Day Program Ratings, weeks of 7/5/21, 6/28/21, 7/6/20 and 2020-2021 season (9/7/20-7/11/21). Beginning 8/31/20, National Program Ratings also include Out of Home (OOH) viewing.

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