

Oct. 3, 2023

**\*\*Ratings Report for ABC News' "Good Morning America"**

*For the week of Sept. 25, 2023*

**'GOOD MORNING AMERICA' OPENS 2023-2024 SEASON AS AMERICA'S NO. 1 MORNING  
NEWSCAST IN TOTAL VIEWERS**

**'GMA' Wins Premiere Week for 12<sup>th</sup> Straight Season**



*ABC News/Heidi Gutman \**

**"Good Morning America" opened the 2023-2024 season ranked as America's No. 1 morning newscast in Total Viewers** (2.907 million) for the week of Sept. 25, 2023, based on Live + Same Day Data from Nielsen Media Research. **"GMA" won premiere week for the 12<sup>th</sup> straight season** — since the 2012-2013 season. **"GMA" outperformed NBC's "Today" (2.779 million) by 128,000.**

During the week, **"GMA" (2.907 million, 598,000 and 405,000, respectively) beat "CBS Mornings" (2.191 million, 439,000 and 304,000, respectively) in Total Viewers (+719,000), Adults 25-54 (+159,000) and Adults 18-49 (+101,000).**

NOTE: On Friday (9/29/23), NBC's "Today" was retitled to "Today-TS." The retitled telecast is excluded from the weekly averages. NBC's weekly averages are based on four days (Monday-Thursday).

Emmy® Award-winning "GMA," featuring the anchor team of Robin Roberts, George Stephanopoulos, Michael Strahan and chief meteorologist Ginger Zee, airs live Monday-Friday (7:00-9:00 a.m. EDT) on ABC. Simone Swink is the executive producer.

## MORNING NEWS (Week of Sept. 25, 2023):

	<u>TOTAL VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	2,907,000	0.5/11; 598,000	0.3/10; 405,000	2.0/13
TODAY	2,779,000	0.6/13; 709,000	0.4/13; 514,000	1.9/12
CBS MORNINGS	2,191,000	0.4/8; 439,000	0.2/ 8; 304,000	1.5/10

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live + SD Current Week (w/o 9/25/23), Previous Week (w/o 9/18/23) and Year-Ago Week (w/o 9/19/22). Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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