



Nov. 9, 2021

Ratings Report: Week of Oct. 25, 2021 *(National Live+Same Day Program Ratings)*

**'Live with Kelly and Ryan' Hits a 6-Month Single-Day High
in Total Viewers with Friday's Annual Halloween Special**

'Live' Grows to Its Most-Watched Week Since Its Season Premiere

'Live' Matches Season Highs in Households and Women 25-54

'Live' Is the No. 1 Daytime Talk Show for the 8th Straight Week in Women 25-54

"Live's Out of this World Halloween" special on Friday (10/29/21) marked the show's most-watched telecast (2.667 million) on any day in 6 months – since its "After Oscar® Show" in April (on 4/26/21). This year's annual Halloween broadcast also tied single-day season highs in both Households (1.8 rating) and Women 25-54 (0.8 rating).

With its Halloween 2021 broadcast, **"Live with Kelly and Ryan" was Friday's No. 1 daytime talk show – network or syndicated – in Total Viewers (2.667 million).**

During the week of Oct. 25, 2021, **"Live with Kelly and Ryan" grew week to week in Total Viewers (+2% - 2.438 million vs. 2.393 million) to score its most-watched week since its premiere week – since the week of 9/6/21. In addition, "Live" built over the prior week by 17% among Women 25-54 (0.7 rating vs. 0.6 rating) and held even in Households (1.7 rating) to match season highs in both Nielsen measures.**

"Live with Kelly and Ryan" ranked as the No. 1 daytime talk show of the week among Women 25-54, topping "Dr. Phil" by 17% (0.7 rating vs. 0.6 rating). In fact, "Live" ranked or tied as the No. 1 daytime talk show for the 8th consecutive week among Women 25-54. "Live" tied "Dr. Phil" and "The View" as the week's No. 1 daytime talk show in Households (1.7 rating).

On average for the 2021-2022 season to date, **"Live with Kelly and Ryan" stands as the No. 1 daytime talk show among Women 25-54 (0.7 rating), beating "Dr. Phil" by 17% (0.6 rating).**

“Live with Kelly and Ryan” outdelivers the final season of “Ellen” by enormous double-digit margins in Households (+70% - 1.7 rating vs. 1.0 rating), Total Viewers (+75% - 2.416 million vs. 1.378 million) and Women 25-54 (+75% - 0.7 rating vs. 0.4 rating).

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 10/25/21, 10/18/21 and 2021-2022 season (9/6-10/31/21).

Media Contact:

Kim Harbin

“Live with Kelly and Ryan”

kim.harbin@disney.com

###