

Jan. 22, 2025

****Ratings Report for ABC News' "The View"**

For the Week of Jan. 13, 2025

'THE VIEW' DELIVERS ITS HIGHEST VIEWERSHIP IN 4 YEARS, RANKING NO. 1 IN HOUSEHOLDS AND TOTAL VIEWERS AMONG ALL DAYTIME TALK SHOWS AND NEWS PROGRAMS FOR THE 5TH CONSECUTIVE SEASON, SEASON TO DATE



ABC/Jeff Lipsky*

For the week of Jan. 13, 2025, "The View" ranked No. 1 in Households (1.66 rtg.) and Total Viewers (2.410 million) among the daytime network talk shows and news programs, leading NBC's "TODAY Third Hour" (1.43 rtg. and 2.067 million, respectively), "TODAY with Jenna & Friends" (0.99 rtg. and 1.442 million, respectively) and "NBC News Daily" (0.84 rtg. and 1.207 million, respectively).

- In addition, "The View" averaged 183,000 Women 25-54 and 125,000 Women 18-49, based on Live+Same Day Data from Nielsen Media Research.
- Season to date, "The View" is up in Total Viewers (+5% - 2.572 million vs. 2.447 million) versus the comparable weeks last season to a 4-year high — since the 2020-2021 season.
- Season to date, "The View" is ranking No. 1 in Households (1.76 rtg.) and Total Viewers (2.572 million) among all daytime talk shows and news programs for the 5th straight season.

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live+SD Current Week (w/o 1/13/25), Previous Week (w/o 1/6/25) and Year-ago Week (w/o 1/15/24) or as dated. Daytime – Monday-Friday 9 a.m.-6 p.m. Most

Current Date Stream: 2024-2024 Season (9/2/24-1/19/25) and 2023-2024 Season (9/4/23-1/21/24). Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Prior to 8/31/20, ratings do not include OOH viewing. Averages based on regular telecasts.

*COPYRIGHT ©2024 Disney Enterprises, Inc. All photography is copyrighted material and is for editorial use only. Images are not to be archived, altered, duplicated, resold, retransmitted or used for any other purposes without written permission of ABC News. Images are distributed to the press to publicize current programming. Any other usage must be licensed.

ABC Media Relations

Lauri Hogan

lauri.l.hogan@abc.com

-- ABC --