



Oct. 26, 2023

Ratings Report for Week of Oct. 9, 2023

National Live+Same Day Program Ratings

**'Live with Kelly and Mark' Scores Its Strongest Week Since April
in Households and Total Viewers**

'Live' Grows Week to Week Across All Key Nielsen Measures

'Live' Improves Year Over Year for 5th Time in 6 Weeks in Total Viewers

**'Live' Ranks as Week's No. 1 Daytime Talk Show
and No. 1 Entertainment Talk Show**

'Live' Posts Its Highest-Rated Single-Day Telecast in Nearly 6 Months in Homes

'Live' Is Growing Its Audience by 5% Over Comparable Weeks Last Season

During the week of Oct. 9, 2023, "Live with Kelly and Mark" scored its strongest week in both **Households** (1.61 rating) and **Total Viewers** (2.377 million) since **April** – since the weeks of 4/24/23 and 4/17/23. "Live" delivered week-to-week gains across all key Nielsen measures: Households (+7% - 1.61 rating vs. 1.51 rating), Total Viewers (+5% - 2.377 million vs. 2.265 million) and Women 25-54 (+4% - 0.51 rating vs. 0.49 rating).

"Live with Kelly and Mark" grew over the same week last season (10/10/22) in both Households (+2% - 1.61 rating vs. 1.57 rating) and Total Viewers (+5% - 2.377 million vs. 2.272 million). In fact, "Live" improved year over year for the 5th time in 6 weeks in Total Viewers.

"Live with Kelly and Mark" ranked as the **week's No. 1 daytime talk show – network or syndicated** – in Households (1.61 rating), Total Viewers (2.377 million) and Women 25-54 (0.51 rating). "Live" also stood as the **No. 1 entertainment talk show of the week** across all key Nielsen measures, **topping all daytime and late-night entertainment talk shows**.

The **Wednesday** (on 10/11/23) and **Thursday** (on 10/12/23) broadcasts of "Live" tied as the show's **highest-rated telecast on any day in nearly 6 months in Households** (1.65 rating) – since Friday, 4/21/23.

On average for the 2023-2024 season, **“Live with Kelly and Mark” is improving over the comparable weeks last season by 5% in Total Viewers** (2.268 million vs. 2.169 million) **to stand as one of only three syndicated talk shows to see yearly growth.**

“Live with Kelly and Mark” stands as the **No. 1 daytime talk show of the season among Women 25-54** (0.52 rating). In fact, “Live” ranks as the **No. 1 daytime talk show for the 5th season in a row** with Women 25-54.

“Live with Kelly and Mark” is also the **season’s No. 1 entertainment talk show across all key Nielsen measures:** Households (1.51 rating), Total Viewers (2.268 million) and Women 25-54 (0.52 rating).

About “Live with Kelly and Mark”

“Live with Kelly and Mark” is distributed in national syndication by Disney Entertainment. The show is produced by WABC-TV in New York and executive produced by Michael Gelman and Kelly Ripa. Visit “Live” on the web (LivewithKellyandMark.com), [Facebook](#), [Instagram](#) and [TikTok](#) (@LiveKellyandMark).

Source: The Nielsen Company, National Live+Same Day Program Ratings, weeks of 10/9/23, 10/2/23 and 10/10/22 and 2023-24 season (9/4-10/15/23).

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