

May 6, 2025

****Ratings Report for ABC News' "GMA3: What You Need to Know"**

For the Week of April 28, 2025

**'GMA 3: WHAT YOU NEED TO KNOW' DRAWS ITS LARGEST AUDIENCE IN 4 WEEKS,
OUTDELIVERS NBC IN TOTAL VIEWERS**

'GMA3' Grows Week to Week and Year to Year in Total Viewers and Women 18-49

Season to Date, 'GMA3' Ranks No. 1 in Total Viewers for the 3rd Straight Season



ABC News*

"GMA3: What You Need to Know" averaged 1.261 million Total Viewers, 119,000 Women 25-54, and 93,000 Women 18-49 during the week of April 28, 2025, based on Live+Same Day Data from Nielsen Media Research, leading "NBC News Daily" in Total Viewers.

- **"GMA3" saw week-to-week gains in Total Viewers (+2% - 1.261 million vs. 1.239 million) and Women 18-49 (+4% - 93,000 vs. 89,000), drawing its largest overall audience in 4 weeks — since w/o 3/31/25.**
- **"GMA3" increased on the same week last year in Total Viewers (+1% - 1.261 million vs. 1.247 million) and Women 18-49 (+9% - 93,000 vs. 85,000), growing in the key Women demo for the 3rd straight week.**
- **Season to date, "GMA3" ranks No. 1 in Total Viewers (1.377 million) versus CBS' "The Talk" (1.240 million) and "NBC News Daily" (1.210 million) for the 3rd straight season. In addition, "GMA3" is improving versus the comparable weeks last season in Women 18-49 (+105% - 104,000 vs. 99,000).**

Emmy® Award-nominated “GMA3: What You Need to Know” is a one-hour program airing weekdays at 1:00 p.m. EDT|12:00 p.m. CDT on ABC.

Week of April 28, 2025:

<u>PROGRAM AVERAGES</u>	<u>TOTAL VIEWERS</u>	<u>WOMEN 25-54 (000)</u>	<u>WOMEN 18-49 (000)</u>
“GMA3”	1,261,000	119,000	93,000
“NBC News Daily”	1,127,000	145,000	95,000

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live+SD Current Week (w/o 4/28/25), Previous Week (w/o 4/21/25) and Year-Ago Week (w/o 4/29/24), or as dated. Most Current Date Stream: 2024-2025 Season: 9/16/24-4/27/25 for “GMA3” and 9/23/24-4/27/25 for “NBC News Daily” and “The Talk.” Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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