

Jan. 14, 2025

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

*For the Week of Jan. 6, 2025*

**'GMA3: WHAT YOU NEED TO KNOW' POSTS HIGHEST-RATED WEEK IN 2 YEARS,  
OUTDELIVERING NBC FOR 17<sup>th</sup> WEEK IN A ROW**

**With 1.7 Million Viewers, 'GMA3' Sees Double-Digital Growth Week to Week and Year to Year  
Across the Board**



ABC News\*

**"GMA3: What You Need to Know" averaged 1.676 million Total Viewers, 182,000 Women 25-54 and 125,000 Women 18-49 during the week of Jan. 6, 2025, based on Live+Same Day Data from Nielsen Media Research, beating "NBC News Daily" in overall viewers for the 17<sup>th</sup> week in a row.**

- **"GMA3" saw double-digit gains week to week in Total Viewers** (+12% - 1.676 million vs. 1.494 million), **Women 25-54** (+12% - 182,000 vs. 163,000) **and Women 18-49** (+14% - 125,000 vs. 110,000). "GMA3" delivered its most-watched week in 2 years and turned in its top performance in both key Women demos in 1 ½ years — since the weeks of 1/16/23, 7/17/23 and 8/7/23, respectively.
- **"GMA3" also turned in double-digit increases year to year across the board: Total Viewers** (+13% - 1.676 million vs. 1.485 million), **Women 25-54** (+32% - 185,000 vs. 138,000) **and Women 18-49** (+34% - 125,000 vs. 93,000).
- **"GMA3" delivered its four most-watched telecasts on Monday** (1.796 million on 1/6/25), **Wednesday** (1.739 million on 1/8/25), **Thursday** (1.719 million on 1/9/25) **and Friday** (1.746 million on 1/10/25) **in 9 months** — since 4/8/24.

- Season to date, **“GMA3” ranks No. 1 in Total Viewers** (1.380 million) **versus CBS’ “The Talk”** (1.240 million) **and “NBC News Daily”** (1.235 million) **for the 3<sup>rd</sup> straight season.** In addition, **“GMA3” is improving versus the comparable weeks last season in Women 18-49** (+7% - 108,000 vs. 101,000).

Emmy® Award-nominated “GMA3: What You Need to Know” is a one-hour program co-anchored by Eva Pilgrim and DeMarco Morgan with Dr. Darien Sutton, airing weekdays at 1:00 p.m. EST|12:00 p.m. CST on ABC. Catherine McKenzie is the executive producer.

NOTE: On Thursday (1/9/25), “NBC News Daily” was retitled to “NBC News Daily-ND.” The retitled telecast is excluded from the weekly and season averages. NBC’s weekly averages are based on four days (Monday and Wednesday-Friday).

#### **Week of Jan. 6, 2025:**

<b><u>PROGRAM AVERAGES</u></b>	<b><u>TOTAL VIEWERS</u></b>	<b><u>WOMEN 25-54 (000)</u></b>	<b><u>WOMEN 18-49 (000)</u></b>
<b>“GMA3”</b>	<b>1,676,000</b>	<b>182,000</b>	<b>125,000</b>
<b>“NBC News Daily”</b>	<b>1,596,000</b>	<b>169,000</b>	<b>129,000</b>

Source: The Nielsen Company, NTI Total Viewers, Women 25-54 and Women 18-49 Live+SD Current Week (w/o 1/6/25), Previous Week (w/o 12/30/24) and Year-Ago Week (w/o 1/8/24), or as dated. Most Current Date Stream: 2024-2025 Season: 9/16/24-1/12/25 for “GMA3” and 9/23/24-1/12/25 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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#### **ABC News Media Relations**

Brooks Lancaster

[brooks.lancaster@abc.com](mailto:brooks.lancaster@abc.com)

Jordan Littlejohn

[jordan.littlejohn@abc.com](mailto:jordan.littlejohn@abc.com)

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