Week of Nov. 10 Morning News Ratings: Today Leads in Both Categories



NBC News' Today continued its reign at the top of the morning show hierarchy, remaining America's most-watched morning show in total viewers and the Adults 25-54 demo for the week of November 10.

Today's three-week reign comes amid the carriage dispute between ABC News' parent company, Disney, and the pay-TV service YouTube TV. The two parties finally resolved their differences on Friday, after the airing of the morning broadcasts, at least on the East Coast. This resulted in Good Morning America's numbers being slightly affected, as they were unavailable on YouTube TV in 10 million pay-TV homes throughout the dispute.

As a result, GMA was retitled for the week of November 10; however, it, alongside its two morning competitors, saw week-to-week gains in total viewers. Of note, Today scaled above the 3 million total viewer barrier during the just-concluded

week.

GMA and Today also recorded viewership increases in the coveted Adults 25-54 demo, with CBS Mornings being the lone standout in the negative column.

Note: The weekly average of Good Morning America is based on the retitled broadcasts that aired from Monday (11/10/2025) through Friday (11/14/25).

According to national live+same-day big data plus program ratings from Nielsen, GMA averaged 2.735 million total viewers and 470,000 viewers in the A25-54 demo for the week of November 10. Compared to the previous week, ABC News' morning show was up by +1% in total viewers and +8% the demo. Looking at its performance to the same week in 2024 (Nov. 11), GMA was up by +3% in total viewers and +1% in the demo. Even with unavailability in some homes, it was the only morning show to grow in both measured categories in this yearly comparison.

Today remained at the top with total viewers and the demo, with 3.136 million and 646,000 viewers, respectively, for the just-concluded week. The broadcast posted strong numbers, with total viewers up +11% and the demo up +1% compared to the previous week. Looking at how it performed during the same week in 2024, Today was also up by +17% in total viewers but down by -4% in the demo.

CBS Mornings had 1.985 million total viewers and 293,000 viewers in the A25-54 demo. Compared to the previous week, CBS News' morning show was up by +3% in total viewers but had a double-digit fall of -13% in the A25-54 demo. During the same period in 2024, CBS Mornings experienced a -4% decline in total viewers and a -29% decline in the demo.

	ABC	**NBC**	**CBS**
• Total Viewers:	2,735,000	**3,136,000**	1,985,000
• A25-54:	470,000	**646,000**	293,000

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