

Coronavirus Impact on National TV Viewership: July 13-19



By [Kaitlin Sumner](#), Supervisor, Research and Business Development, [Lockard & Wechsler Direct](#)

Among the top 50 Nielsen-rated cable networks, here are the stations that experienced the highest increases and decreases in week-over-week (WoW) TV household viewership:

Week of July 13, 2020	
TOP FIVE	
Hallmark Channel	12%
Lifetime	11%
TBS	9%
FX	6%
Lifetime Movie Network	6%

Week of July 13, 2020	
BOTTOM FIVE	
Comedy Central	-15%
Cartoon Network	-12%
Animal Planet	-11%
Oxygen	-10%
VH1	-10%

Source: The Nielsen Co.

Movies seemed to drive gains during the week of July 13, with top growth networks most impacted by movie selections.

Continuing *Christmas in July*, Hallmark Channel saw a 12-percent WoW increase in ratings. This marks its second week in a row as a top growth network.

Lifetime increased 11 percent, gaining big from movies like *The Story Begins*, *Murder in the Vineyard*, and *My Wife's Secret Life*.

TBS also enjoyed its second consistent week in the top five, rising 9 percent. Weekly programming stayed consistent, while the network seemed

to gain viewers on movies like *Central Intelligence*, *Black Panther*, and *Star Wars: Last Jedi*.

FX and Lifetime Movie Network both increased 6 percent this week. Again, influenced by weekly movie selections, FX saw heightened viewership on *Jumanji: Welcome to the Jungle*, *Transformers: The Last Knight*, and *The Martian*. LMN's top movies included *My Stepfather's Secret*, *The Wrong House Sitter*, and *My Husband's Double Life*.

Comedy Central declined 15 percent this week, with the biggest WoW drop observed on Friday and Saturday. Average impressions declined on weekly programs

like *South Park*, *Cleveland Show*, and *The Office*.

Cartoon Network fell 12 percent WoW. The network greatly decreased the number of *Teen Titans Go* airings and replaced them with reruns of *Amazing World of Gumball*.

Animal Planet dropped 11 percent this week, decreasing airings of *Crikey! It's the Irwins*, *I Was Prey*, and *Treehouse Masters*. The week of July 13 instead refocused on programs of *My Cat From Hell*.

Oxygen and VH1 each declined 10 percent this week, seeming to lose viewership due to regular shifts in weekly programming.

Media Spend by Category on Top/Bottom 5 Nets: July 13-19



TOP FIVE	Short-Form Products			Lead-Generation			Long-Form			Brand/DR (with phone number)			Brand/DR (web, mobile, SMS)		
	Units	Spend	WoW % Change	Units	Spend	WOW % Change	Units	Spend	WOW % Change	Units	Spend	WOW % Change	Units	Spend	WOW % Change
1. Hallmark Channel	155	\$821,635	68%	287	\$691,220	-18%				628	\$1,673,122	-6%	2,257	\$3,521,780	5%
2. Lifetime	52	\$142,869	-16%	185	\$86,740	-24%	55	\$274,192	-4%	408	\$1,136,172	0%	2,226	\$2,518,225	-7%
3. TBS	5	\$4,196	-75%	121	\$133,766	-42%				549	\$1,613,046	6%	2,952	\$4,770,206	28%
4. FX	34	\$115,145	84%	158	\$238,197	-27%	42	\$24,765	1%	138	\$299,742	-14%	1,978	\$2,730,829	2%
5. Lifetime Movie Network	72	\$345,208	-9%	499	\$590,388	-12%	26	\$32,588	-7%	559	\$789,270	-17%	1,904	\$1,198,673	-9%

BOTTOM FIVE	Short-Form Products			Lead-Generation			Long-Form			Brand/DR (with phone number)			Brand/DR (web, mobile, SMS)		
	Units	Spend	WoW % Change	Units	Spend	WOW % Change	Units	Spend	WOW % Change	Units	Spend	WOW % Change	Units	Spend	WOW % Change
1. Comedy Central	33	\$101,192	132%	342	\$180,995	1%	28	\$26,937	0%	305	\$430,985	-24%	3,062	\$2,837,981	14%
2. Cartoon Network	28	\$23,448	-24%	78	\$35,907	-3%				119	\$144,512	18%	834	\$636,480	19%
3. Animal Planet	28	\$33,714	-41%	275	\$304,034	-23%				347	\$810,703	-6%	3,154	\$3,335,429	15%
4. Oxygen	51	\$43,494	32%	301	\$127,421	-15%				642	\$642,602	4%	2,355	\$1,094,190	-18%
5. VH1	14	\$48,522	-41%	244	\$247,704	-16%				272	\$464,130	15%	2,547	\$1,995,348	-2%

Copyright 2020, DRMetrix LLC. DRMetrix's charts show the ad units and estimated spend on the selected networks for different classifications of the direct-to-consumer television industry as follows. **Traditional Direct Response (DR) Campaigns** (campaigns using differing phone, web, or SMS codes in order to better track consumer results back to specific networks, dayparts, and TV creatives) include: **Short-Form Products:** Traditional call-to-order \$19.95 types of campaigns; **Lead-Generation:** Campaigns that don't advertise the full price of the product or service (i.e.: "call for free information"); **Long-Form:** Traditional 28.5-minute late-night advertisements. **Brand/Direct Campaigns** (Campaigns using a single vanity phone or URL which makes it more challenging to measure the immediate impact of television) include: **Vanity 800:** Campaigns using a vanity 800-number call-to-action; **Web/Mobile/SMS:** Campaigns that use a vanity web, mobile app, or SMS call-to-action. To learn more about these classifications, and historical trends over the past five years, please download DRMetrix's latest [industry study](#). You can also find DRMetrix's daily tracker of the effects of the coronavirus on the industry by [clicking here](#).