

Coronavirus Impact on National TV Viewership: May 4-10



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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 May 4th, 2020 | |
|-----------------------|----------------------------|
| TOP FIVE | |
| Network | % Change vs. Prior Week |
| Paramount | 24% |
| AMTV | 14% |
| A+E Network | 14% |
| Freeform | 12% |
| SyFy | 11% |

| Week of May 4th, 2020 | |
|-----------------------|----------------------------|
| BOTTOM FIVE | |
| Network | % Change vs. Prior Week |
| OWN | -10% |
| Comedy Central | -10% |
| Travel Channel | -8% |
| FX | -8% |
| Discovery | -7% |

Source: *The Nielsen Co.*

Paramount showed the biggest increase in weekly ratings for the week of May 4. A marathon of *Yellowstone* drew some of the highest audience levels for the network. Weekly movie airings also generated an overall increase of 18 percent WoW.

MTV changes over to AMTV during the early morning hours of the day (3-11 a.m.). The network seemed to gain early birds (or night owls) and increased viewership by 14 percent. Programming stayed consistent however, featuring reruns of *Catfish* and *Ridiculousness*.

A+E added viewers across most of its regular weekly programs, seeing increases on programs like *Live PD*, *Hoarders*, and *Accused: Guilty or Innocent*. A+E typically airs more than 30 reruns of *The First 48* in a given week and increased telecasts by 30 percent through the week of May 4.

Freeform has experienced elevated impression levels since the start of the pandemic, and enjoyed another increase in ratings during this week. Notable movies that attributed to this increase include *The Blind Side*, *The Parent Trap*, *Wonder*, and *Grown Ups*.

SyFy network has seen weekly ratings seesaw throughout the pandemic. It gained 11 percent this week, rising on movies that included *The Mummy Trilogy*, *The Scorpion King*, and *Wanted*.

OWN and Comedy Central tied in this week's bottom five, both decreasing 10 percent in weekly household viewership. OWN removed reruns of *House Hunters* and *Atlanta Child Murders*, programs that seemed to deliver above-average ratings during the previous week. Comedy Central's ratings dropped to the lowest they've been since the pre-pandemic time period.

Another two networks with similar percentage losses were Travel Channel and FX, both down 8 percent during the week of May 4. Travel Channel's ratings suffered early on in the pandemic, but have since normalized to pre-COVID levels. This week's decline seemed to be caused by regular shifts in weekly programming. On a different note, FX saw viewership decline for its third consecutive week. As a majority of its programming changes weekly, a turnaround in impressions for FX should come soon.

Despite its consistency in releasing new content weekly, Discovery Channel declined 7 percent. Reruns of *Naked & Afraid*, *Homestead Rescue*, *Cash Cab*, and *Mysteries of Abandoned* were limited compared to the previous week, seeming to contribute to the decline.

Media Spend by Category on Top/Bottom 5 Nets: May 4-10



| 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. Paramount | 75 | \$124,573 | 12% | 306 | \$102,859 | -19% | 51 | \$48,113 | 2% | 597 | \$829,386 | -7% | 2,401 | \$2,455,748 | -7% |
| 2. AMTV | | | | | | | | | | | | | | | |
| 3. A+E Network | 10 | \$10,408 | -70% | 245 | \$203,320 | -37% | 38 | \$68,494 | 3% | 630 | \$1,803,971 | 7% | 2,282 | \$3,305,547 | -11% |
| 4. Freeform | 14 | \$75,325 | -45% | 324 | \$482,886 | 28% | 58 | \$48,081 | -3% | 172 | \$391,203 | 18% | 2,168 | \$2,576,870 | 4% |
| 5. SyFy | 59 | \$68,055 | -8% | 320 | \$111,882 | 8% | 16 | \$11,686 | 0% | 529 | \$894,617 | 0% | 2,497 | \$2,424,994 | -2% |

| 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. OWN | 35 | \$188,266 | -23% | 383 | \$580,444 | -6% | | | | 306 | \$599,746 | 48% | 1,923 | \$1,821,938 | -18% |
| 2. Comedy Central | 68 | \$201,246 | -15% | 335 | \$194,895 | 17% | 28 | \$28,084 | 0% | 277 | \$520,829 | -12% | 2,959 | \$2,922,390 | 0% |
| 3. Travel Channel | 76 | \$125,932 | -41% | 144 | \$200,000 | -8% | 51 | \$47,103 | 0% | 569 | \$1,040,015 | 48% | 2,362 | \$2,253,566 | 4% |
| 4. FX | 47 | \$157,548 | 227% | 246 | \$647,940 | 100% | 43 | \$24,247 | 3% | 259 | \$531,255 | 15% | 2,240 | \$3,495,457 | -8% |
| 5. Discovery | 49 | \$348,403 | -18% | 370 | \$856,896 | -47% | | | | 427 | \$1,359,874 | 36% | 2,418 | \$5,651,544 | -8% |

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