

Coronavirus Impact on National TV Viewership: March 30-April 5



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From the start of the coronavirus outbreak, news networks have seen the largest increases in viewers, specifically during daytime. Searching for updates to an ever-evolving crisis, audiences look to news outlets for potential answers. CNN and Fox News Channel have been the driving forces of such high increases.

Though news networks have continued to maintain their lead, as most of us begin to settle into our new stay-at-home routines, let's look at the most recent weekly changes in consumer viewing habits. Among the top 80 Nielsen-rated networks, here are the stations that showed the biggest changes in week-over-week (WoW) TV household viewership:

Week of March 30, 2020	
TOP FIVE	
Network	% Change vs. Prior Week
Nat Geo Wild	41%
Animal Planet	34%
NBC Sports Network	31%
ESPN2	22%
BET	17%

Week of March 30, 2020	
BOTTOM FIVE	
Network	% Change vs. Prior Week
AMC	-20%
Nickelodeon	-16%
FX	-16%
INSP	-15%
Travel Channel	-15%

Source: The Nielsen Co.

During the week of 3/30, top growth network Nat Geo Wild decided to load up on episodes of *The Incredible Dr. Pol*, increasing occurrences from 27 percent to 72 percent. This change seemed to pay off, according to Nielsen.

In theme with increased viewership on animal content, Animal Planet's big weekly increase came as the network heaved up on airings of *My Cat from Hell* and saw major impression gains from *The Zoo*. Close to half of all telecasts were *The Zoo*, *Secret Life of The Zoo*, or *The Zoo: San Diego*.

Though sports networks have been struggling recently, NBC Sports Network was able to increase its weekly viewership thanks to reruns of NFL regular season games, which replaced the NHL play-off reruns during the week prior. Another sports network that showed a rebound was ESPN2. The

network increased airings of *Peyton's Places* by 5x, which delivered the highest program ratings on the network this week.

BET ranks fifth amongst the week's gainers. The network added viewers after increasing its reruns of *Martin*, *The Fresh Prince of Bel Air*, *The Parkers*, and *House of Payne*. *Meet the Browns* was removed from the schedule this week and seemed to deliver lower than average ratings during the previous week.

AMC was the week's biggest loser. With a majority of airtime taken up by movies, the network did add additional reruns of *The Walking Dead*, *The Three Stooges*, and *Lodge 49*. These changes, however, did not keep viewers tuned in.

Nickelodeon nearly doubled occurrences of *Loud House*, while also significantly decreasing

SpongeBob airings, which went from 42 percent of telecasts during the previous week to just 30 percent of Nick's airings during this week.

FX lost 16 percent of impressions WoW. Running mostly movies, the network drew its highest audiences with *Hidden Figures*, *Pitch Perfect 2*, and *Jurassic World* during the previous week. Meanwhile, INSP network declined 15 percent WoW with no significant changes to its usual programming. The network did decrease the number of *Gun-smoke* airings, dropping 21 percent WoW.

The travel has suffered when it comes to consumer impressions, and we saw the same this week on the Travel Channel. Recently, the network has focused programming on topics like hauntings, horror, and the unknown, steering clear from travel- or cooking-related content.

Media Spend by Category on Top/Bottom 5 Nets: March 30-April 5



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. Nat Geo Wild	40	\$21,941	1,556%	177	\$52,855	27%	56	\$27,613	-11%	529	\$217,103	-1%	1,518	\$365,302	33%
2. Animal Planet	82	\$121,762	-46%	485	\$1,045,623	53%				346	\$1,133,666	-14%	2,723	\$4,392,027	29%
3. NBC Sports Network	277	\$556,558	154%	232	\$150,115	90%	48	\$23,574	6%	277	\$168,478	-43%	1,213	\$563,432	22%
4. ESPN2	340	\$1,334,763	220%	330	\$648,559	137%				82	\$142,978	-68%	1,468	\$1,685,930	-6%
5. BET	6	\$9,180	506%	546	\$660,418	3%	5	\$5,431	0%	422	\$676,936	-22%	2,948	\$3,063,220	12%

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. AMC	30	\$67,846	-22%	403	\$468,282	-17%	30	\$104,975	2%	258	\$758,198	-43%	2,599	\$4,451,800	35%
2. Nickelodeon				16	\$31,906	-23%				45	\$126,418	-5%	389	\$882,783	3%
3. FX	98	\$809,168	160%	213	\$861,507	99%	41	\$29,095	-11%	260	\$632,120	-12%	2,528	\$4,738,034	26%
4. INSP	518	\$1,359,511	17%	816	\$1,664,887	14%	4	\$6,189	7%	264	\$303,134	-51%	246	\$175,515	-13%
5. Travel Channel	25	\$75,731	-38%	238	\$406,850	93%	50	\$59,080	0%	532	\$1,101,268	12%	2,295	\$3,022,547	24%

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