

Coronavirus Impact on National TV Viewership: April 6-12



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

Among the top 80 Nielsen-rated networks, here are the stations that experienced the biggest changes in week-over-week (WoW) TV household viewership:

Week of April 6, 2020	
TOP FIVE	
Network	% Change Vs. Prior Week
The Weather Channel	42%
Discovery Channel	25%
AMC	17%
Travel Channel	14%
truTV	13%

Source: The Nielsen Co.

Week of April 6, 2020	
BOTTOM FIVE	
Network	% Change vs. Prior Week
Bravo	-19%
ESPN	-17%
NBC Sports Network	-17%
BET	-14%
OWN	-13%

During the week of April 6, The Weather Channel was the top growth network. The 42-percent weekly gain was influenced by live coverage of severe weather. Discovery Channel was able to gain 25 percent in weekly viewership, assisted by additional airings of *Naked & Afraid*, *Expedition Unknown*, and *Deadliest Catch*. Despite loading up on reruns of some of their top programs, the network continues to air a wide range of various programs.

Rebounding from last week's bottom-five appearance, AMC increased household viewership by 17 percent. It made room for even more movies this week, gaining on titles like *Under Siege*, *The Hunger Games*, *Killers*, and *Star Trek*.

Travel Channel was also able to make up for the previous week's losses, increasing 14 percent WoW. Sticking with hauntings and horror, the network gained viewership on programs like *Alaska Triangle Repack*, *Paranormal Caught on Camera*, *These Woods Are Haunted*, and *Dead Files*.

truTV rounded out the top five networks in terms of weekly growth. The network added airings of *Inside Jokes*, *World's Dumbest*, and *The Carbonaro Effect*, while significantly reducing airings of *Impractical Jokers*.

Bravo was the week's biggest loser. It reduced *Below Deck* reruns while adding airings of *Real Housewives of New Jersey*, *NYC Prep*, and *Spy Games*.

In its sixth consecutive week of impression losses, ESPN showed a 17-percent decline during the week of April 6. Struggling for new content, the network aired the first ever *NBA Horse Challenge*, where eight NBA and WNBA players and basketball legends participated in a single-elimination shooting competition. Last week, NBC Sports Network made the top five, thanks to reruns of NFL regular season games. After shifting to reruns of the NASCAR Cup Series, viewership declined 17 percent.

BET was another network to struggle after earning significant weekly gains during the week of March 30. The network added airings of *College Hill*, *Meet the Browns*, and *Real Husbands of Hollywood*.

OWN rounded out the bottom five networks of the week. It reduced its heavy volume of *Dr. Phil* airings, adding reruns of *Sweetie Pies*, *The Oprah Winfrey Show*, and *Belief*.

Media Spend by Category on Top/Bottom 5 Nets: April 6-12



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. The Weather Channel	71	\$50,198	-46%	325	\$267,803	-47%				628	\$562,172	-8%	2,293	\$989,148	4%
2. Discovery Channel	102	\$280,307	-19%	259	\$471,292	-48%				502	\$2,272,763	60%	2,026	\$5,796,112	-26%
3. AMC	41	\$164,187	142%	380	\$376,388	-20%	29	\$93,078	-11%	462	\$1,360,606	79%	2,322	\$3,315,393	-26%
4. Travel Channel	52	\$95,084	26%	147	\$186,007	-54%	52	\$53,950	-9%	518	\$929,367	-16%	1,930	\$1,998,580	-34%
5. truTV	15	\$19,609	-71%	372	\$146,035	-34%	34	\$25,489	-11%	534	\$633,157	3%	2,881	\$1,967,056	-23%

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. Bravo	91	\$554,018	-49%	82	\$455,824	-54%	10	\$7,081	-11%	428	\$1,422,598	3%	2,142	\$2,637,853	-18%
2. ESPN	204	\$2,577,855	-64%	358	\$3,045,743	-55%				142	\$1,054,249	64%	1,912	\$8,931,993	-12%
3. NBC Sports Network	239	\$549,096	-1%	296	\$168,554	12%	51	\$22,476	-5%	269	\$168,858	0%	1,307	\$592,869	5%
4. BET	53	\$48,573	429%	514	\$610,671	-8%	6	\$4,986	-8%	538	\$916,401	35%	2,283	\$1,989,362	-35%
5. OWN	38	\$86,662	-64%	407	\$530,570	-27%				423	\$847,591	-3%	1,339	\$1,411,200	-27%

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