

# Coronavirus Impact on National TV Viewership: April 20-April 26



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

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

Week of April 20, 2020	
TOP FIVE	
Network	% Change vs. Prior Week
NFL Network	218%
ESPN	199%
ESPN2	86%
American Heroes Channel	23%
MTV	16%

Week of April 20, 2020	
BOTTOM FIVE	
Network	% Change vs. Prior Week
SyFy	-27%
FXM	-27%
Comedy Central	-17%
FXX	-16%
Motor Trend	-14%

Source: The Nielsen Co.

For a change, sports networks produced high audience levels, as many viewers tuned in to coverage of the 2020 NFL Draft. NFL Network (up 218 percent), ESPN (up 199 percent), and ESPN2 (up 86 percent) all aired the draft and enjoyed significant week-over-week gains in impressions.

Outside of sports, American Heroes Channel increased 23 percent. The boost in viewers was attributed to airings of *World War II in Color*, *UFOS: Uncovering the Truth*, and *Nazi Fugitives* being some of the week's highest rated programs.

MTV made a turnaround from the bottom five last week, increasing 16 percent. The network seemed to gain viewers across all new weekly

content (*Jersey Shore: Family Vacation*, *Teen Mom*, *The Challenge: Total Madness*, etc.). It also doubled its weekly movie count and saw more viewers from movies like those part of the *Friday* film franchise.

SyFy was the week's biggest loser, with average weekly impressions declining 27 percent. Last week, the network showed stronger audience numbers for various movies like *Doctor Strange*, *Iron Man*, and *Star Trek: Beyond*. Movie occurrences were cut in half during the week of April 20 and replaced with a *Battlestar Galactica* marathon, which accounted for 46 percent of telecasts.

FX Movie Channel (FXM) also lost 27 percent,

due to weekly movie lineup changes. *Hacksaw Ridge*, *The Martian*, and *Dracula Untold* drew some of the largest audiences last week.

Comedy Central declined 17 percent, though it made no significant changes to its usual weekly lineup. The network likely lost viewers to the 2020 NFL Draft coverage.

Just like FXM, FXX saw a decline in its usual movie audiences. FXX is another male-skewing network that may have lost viewers to the 2020 NFL Draft.

MotorTrend declined 14 percent this week after loading up on reruns of *Restoration Garage*, *How It's Made: Dream Cars*, *Fantomworks*, and *AutoBiography*.

# Media Spend by Category on Top/Bottom 5 Nets: April 20-April 26



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. NFL Network	83	\$104,880	-32%	89	\$88,400	-46%				271	\$212,975	28%	2,163	\$1,249,239	-20%
2. ESPN	95	\$716,781	-77%	345	\$2,122,959	-47%				206	\$1,424,249	12%	2,260	\$9,674,315	4%
3. ESPN2	146	\$308,018	23%	229	\$317,666	12%				124	\$203,688	5%	1,777	\$1,574,535	3%
4. American Heroes Channel	450	\$225,205	12%	610	\$238,796	21%				670	\$477,236	22%	1,189	\$417,846	-16%
5. MTV	12	\$5,290	-68%	351	\$177,026	26%				291	\$592,665	34%	2,916	\$2,157,255	-20%

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. SyFy	59	\$70,700	24%	326	\$108,966	-11%	11	\$10,226	40%	520	\$1,069,927	19%	2,183	\$2,067,555	2%
2. FXM	8	\$11,779	-36%	226	\$35,085	-16%				186	\$57,003	59%	1,266	\$265,055	5%
3. Comedy Central	57	\$160,989	-58%	425	\$230,377	-34%	28	\$28,084	0%	348	\$664,256	24%	2,767	\$3,078,213	21%
4. FXX	63	\$40,906	-65%	115	\$53,419	-28%	57	\$13,390	-2%	294	\$288,422	36%	2,399	\$1,411,885	-7%
5. Motor Trend	54	\$50,496	18%	353	\$170,529	-16%				477	\$359,210	-9%	2,227	\$971,441	9%

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