

Coronavirus Impact on National TV Viewership: April 13-19



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Here are the stations that experienced the biggest changes in week-over-week (WoW) TV household viewership:

Week of April 13, 2020	
TOP FIVE	
Network	% Change vs. Prior Week
Bravo	32%
OWN	25%
ESPN	22%
DIY Network	17%
FXX	16%

Week of April 13, 2020	
BOTTOM FIVE	
Network	% Change vs. Prior Week
ESPN2	-31%
MTV	-26%
BBC America	-23%
Lifetime	-16%
Cartoon Network	-15%

Bravo is the top growth network this week, which also marks the network's highest-rated week since the start of the pandemic. Bravo gained on new episodes of *Real Housewives of Atlanta*, *Vanderpump Rules*, and *Below Deck Sailing Yacht*, along with the season premiere of *Real Housewives of Beverly Hills*.

Ratings were up on nearly all seven days of the week for OWN, with Tuesday, April 14 putting up the biggest numbers. The highest rated telecasts included a new episode of *If Loving You Is Wrong* followed directly by *COVID19: Deadly Impact*, an hour long special hosted by Oprah Winfrey.

ESPN has seen weekly ratings deteriorate since the postponement of live sports. Though ratings are half of what they were pre-pandemic, the network saw viewership increase 22 percent. Sunday was its biggest day of the week, as ESPN debuted the highly anticipated documentary *The Last Dance* along with new episodes of *Peyton's Places*.

DIY Network has enjoyed persistent weekly growth, continuing the trend this week. The boost in viewers can be attributed to the addition of new content, which includes new episodes of *Barnwood Builders*, *Maine Cabin Masters*, and *House Hunters Renovation*.

FXX rounded out the top five gainers of the week. Garnering similar

weekly ratings on its usual reruns of *Family Guy*, *The Simpsons*, *Mom*, and *It's Always Sunny in Philadelphia*, FXX added impressions with a few *Mission: Impossible* movies.

ESPN2 suffered the biggest decline in weekly ratings. The network seemed to do better last week, with reruns of classic boxing matches and popular documentaries. But this week was ESPN2's lowest-rated week since the outbreak of COVID-19.

MTV had been posting strong weekly viewership numbers in recent weeks but took a turn during the week of April 13. With no major changes to its weekly programming, audiences seemed to shift away from the network during the back half of the week.

BBC America saw delivery drop 23 percent week-over-week. The network seemed to do better during the previous week, which included a James Bond movie marathon and the *Ocean's* trilogy.

Unable to match the large audiences drawn by the movies *The Clark Sisters* and *Twist of Faith* during the previous week, Lifetime watched impressions decline 16 percent.

Cartoon Network dropped 15 percent WoW. The network seemed to lose weekly ratings on most content, including new airings vs. reruns.

Media Spend by Category on Top/Bottom 5 Nets: April 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. Bravo	89	\$710,734	28%	115	\$543,110	19%	8	\$4,926	-30%	418	\$1,206,462	-15%	2,328	\$2,993,948	13%
2. OWN	11	\$70,179	-19%	399	\$482,731	-9%				521	\$1,028,384	21%	1,644	\$1,575,802	12%
3. ESPN	225	\$3,150,444	22%	402	\$4,032,361	32%				220	\$1,272,081	21%	2,082	\$9,279,645	4%
4. DIY Network	114	\$33,079	53%	224	\$147,774	61%	33	\$8,038	-15%	566	\$317,683	7%	2,059	\$1,125,928	0%
5. FXX	103	\$116,511	-15%	123	\$74,102	-34%	58	\$13,630	-9%	316	\$212,154	17%	2,553	\$1,513,695	-3%

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. ESPN2	128	\$238,781	-64%	211	\$276,422	-39%				127	\$190,425	56%	1,640	\$1,492,258	8%
2. MTV	57	\$14,469	6%	285	\$137,614	0%				334	\$426,936	-21%	3,294	\$2,667,279	-2%
3. BBC America	14	\$12,142	-79%	438	\$316,568	38%				372	\$201,080	-45%	2,632	\$979,262	0%
4. Lifetime	63	\$387,274	133%	251	\$189,422	2%	48	\$225,304	-8%	449	\$1,100,134	-9%	1,967	\$2,313,517	-4%
5. Cartoon Network				176	\$44,524	27%				183	\$229,468	56%	717	\$514,353	-1%

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