

# Coronavirus Impact on National TV Viewership: Aug. 3-9



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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 August 3, 2020		Week of August 3, 2020	
TOP FIVE		BOTTOM FIVE	
NBC Sports Network	115%	The Weather Channel	-20%
Freeform	30%	Disney Channel	-19%
FX	16%	MTV	-11%
BET	14%	History	-10%
Cartoon Network	10%	OWN	-10%

Source: The Nielsen Co.

NBC Sports Network was the week's biggest gainer, up 115 percent with live coverage of NHL playoff qualifiers and the NASCAR Cup Series.

Freeform rose 30 percent, seeing audience levels increase across all days of the week (except Friday). Movies that posted the largest ratings of the week included *Jumanji: Welcome to the Jungle*, *National Treasure: Book of Secrets*, and *National Treasure*.

FX increased 16 percent. The network gained viewers on their refreshed movie list including: *Equalizer*, *Jurassic World*, and *Furious 7*.

BET saw a 14-percent rise in viewership, influenced by better numbers for *Meet the Browns* and the

premiere of *Sunday Best*.

Cartoon Network rounded out the top five with an audience increase of 10 percent for the week, rebounding from its 11 percent loss last week.

The Weather Channel dropped 20 percent, seeing the largest losses occur Wednesday through Sunday. During these days, the network lost an average of 55 percent of household viewers. This decline comes after peak viewership across *Live Coverage: Tracking Isaiah* last week.

Disney Channel saw a 19-percent decrease during the week of August 3. Despite *Upside-Down Magic* remaining the top program for the past two weeks, it dropped 40 percent of its viewers this

week. The reduced frequency of shows like *Manic Moose Day* and *Breaking Barb* also hurt Disney's overall ratings.

MTV saw an 11-percent drop in weekly viewership, heavily influenced by *Ridiculousness*. The program represents about 83 percent of MTV's programming, and saw a 16-percent drop in viewership during the week of August 3.

History and Oprah Winfrey Network both lost 10 percent of their viewership. History fell due to reduced frequency of *American Pickers* and the WoW underperformance of *Pawn Stars*. OWN saw a 15-percent reduction in viewership for its top four programs: *Dr. Phil*, *20/20*, *Dateline*, and *Greenleaf*.

# Media Spend by Category on Top/Bottom 5 Nets: Aug. 3-9



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. NBC Sports Network	139	\$221,635	66%	175	\$78,827	-1%	50	\$22,917	-5%	235	\$124,293	-9%	1,371	\$577,344	-7%
2. Freeform	14	\$6,280	558%	342	\$458,009	11%	60	\$49,825	0%	302	\$582,627	38%	2,287	\$2,613,305	0%
3. FX	53	\$306,072	87%	150	\$308,367	0%	42	\$23,194	-9%	241	\$538,933	-4%	1,967	\$2,589,471	0%
4. BET	101	\$133,580	16%	504	\$539,947	-6%	2	\$1,292	-40%	499	\$661,976	57%	2,190	\$1,453,440	8%
5. Cartoon Network			-100%	26	\$5,509	-81%				88	\$87,860	-64%	639	\$321,680	-40%

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. The Weather Channel	123	\$166,934	102%	453	\$360,022	5%				770	\$496,575	-13%	1,680	\$619,637	14%
2. Disney Channel															
3. MTV	5	\$637	-60%	268	\$78,365	-23%				241	\$545,735	85%	2,650	\$1,617,534	-9%
4. History	15	\$15,948	-51%	402	\$624,458	24%	42	\$38,005	5%	743	\$1,924,591	14%	2,165	\$3,114,517	-3%
5. OWN	5	\$11,895	-60%	332	\$340,401	5%				489	\$886,577	1%	2,131	\$1,795,998	3%

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