

Coronavirus Impact on National TV Viewership: Aug. 10-16



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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 10, 2020	
TOP FIVE	
Discovery	26%
Nickelodeon	11%
AMC	11%
TBS	10%
Lifetime	8%

Week of August 10, 2020	
BOTTOM FIVE	
ESPN	-30%
NBC Sports Network	-21%
Freeform	-15%
Syfy	-9%
Travel Channel	-7%

Source: The Nielsen Co.

Discovery Channel saw the week's largest gain in impressions, up 26 percent. Celebrity appearances on Monday and Tuesday night specials added viewership, as *Off The Deep End with Will Smith* and *ShaqAttack* drew in the largest audiences of the week.

AMC and Nickelodeon tied, each with an 11-percent increase in viewership. AMC watched impressions jump about 35 percent across Saturday and Sunday, helped by its "Made for Men" film festival. This included movies like *The Godfather* trilogy, *GoodFellas*, and *A Bronx Tale*. Nickelodeon added movies like *Shrek*, *Ice Age*, and *The Karate Kid*, which seemed to boost audience levels.

TBS increased 10 percent this week, with the biggest gains happening on Saturday, thanks to reruns of *The Big Bang Theory*.

Lifetime added 8 percent, gaining on the premiere of movies *Beware of Mom* and *Psycho Sister-in-Law*, along with reruns of *King of Queens*.

ESPN saw the biggest drop of the week, declining 30 percent. This hit comes after last week's highly rated coverage of the PGA Championship. The network also lost viewers on NBA's regular season games, with average viewership for the programs declining 23 percent WoW.

Sports took another hit this week,

with NBC Sports Network declining 21 percent. This fall is not as concerning as ESPN's, as last week the *NHL Qualifiers* and the *NASCAR Cup Series* boosted network impressions by 115 percent.

Freeform jumped 15 percent, with average ratings dropping across all days of the week. Weekly changes in movie selections influenced the decline in viewership.

Syfy decreased 9 percent, with ratings dropping most significantly on Wednesday (22 percent) and Thursday (10 percent).

Travel Channel declined 7 percent WoW due to minor shifts in programming.

Media Spend by Category on Top/Bottom 5 Nets: Aug. 10-16



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. Discovery	96	\$129,022	82%	280	\$594,465	93%				303	\$876,960	-58%	2,374	\$5,603,668	25%
2. Nickelodeon	13	\$8,598	86%	23	\$15,289	7%				15	\$29,900	-56%	542	\$851,068	-29%
3. AMC	65	\$61,586	51%	387	\$341,147	16%	24	\$66,436	-8%	322	\$718,637	3%	2,675	\$2,577,810	-5%
4. TBS	7	\$6,527	-33%	226	\$296,793	-26%				488	\$1,640,692	-6%	2,732	\$4,420,160	1%
5. Lifetime	58	\$274,375	42%	86	\$71,834	-32%	55	\$280,932	-2%	493	\$1,519,871	11%	2,514	\$2,666,183	-2%

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. ESPN	14	\$73,608	-69%	99	\$352,429	-23%				207	\$1,415,015	25%	2,053	\$5,977,516	-3%
2. NBC Sports Network	84	\$162,379	-27%	172	\$89,562	14%	49	\$22,917	0%	202	\$105,594	-15%	1,632	\$645,767	10%
3. Freeform	8	\$790	-87%	341	\$460,694	1%	57	\$47,334	-5%	274	\$582,117	0%	2,270	\$2,432,199	-7%
4. Syfy	85	\$75,006	-15%	227	\$149,942	10%	14	\$8,952	0%	479	\$783,905	2%	2,379	\$1,675,663	-11%
5. Travel Channel	26	\$169,765	31%	181	\$183,416	58%	46	\$40,197	-8%	399	\$745,661	-29%	2,095	\$1,984,825	15%

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