

Coronavirus Impact on National TV Viewership: July 27-Aug. 2



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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 July 27, 2020 | | Week of July 27, 2020 | |
|-----------------------|-----|-----------------------|------|
| TOP FIVE | | BOTTOM FIVE | |
| The Weather Channel | 42% | Freeform | -16% |
| Disney Channel | 24% | VH1 | -15% |
| TNT | 16% | Cartoon Network | -11% |
| Lifetime | 6% | National Geographic | -10% |
| Nickelodeon | 6% | Comedy Central | -9% |

Source: The Nielsen Co.

The Weather Channel was the week’s biggest gainer, up 42 percent with live coverage of Tropical Storm Isaias adding viewers during the week.

Disney Channel rose 24 percent, seeing audience levels increase across all days of the week. *Upside-Down Magic*, and movies *Moana*, *Up*, *Zootopia*, and *Ratatouille* posted the largest ratings of the week.

TNT increased 16 percent. The network gained viewers on NBA games, *NCIS: New Orleans*, and *The Alienist*.

Lifetime held its position in the top five for a second week in a row and was joined by Nickelodeon to complete

the list. Both networks increased by 6 percent WoW.

Freeform saw the largest ratings decline this week, dropping 17 percent. Shifts in movie selections seemed to influence this decline. Last week, the network saw large audiences for movies like *Pitch Perfect*, *The Blind Side*, and *Wonder*.

VH1 dropped 15 percent, seeing the largest losses occur on Wednesday (25 percent), Thursday (25 percent), and Friday (32 percent). *Fresh Prince of Bel-Air*, *Martin*, and *Wayans Bros.* were among the programs to see weekly viewership declines.

Cartoon Network declined 11 percent this week, with average ratings dropping across all weekly scheduled programs. Friday, Saturday, and Sunday ratings took the biggest hit in viewership.

National Geographic dropped 10 percent, faltering after last week’s gain of 14 percent placed it in the top five.

Comedy Central rounded out the bottom-ranked networks for the week, down 9 percent. Reruns of *The Office* and *South Park* typically represent more than 70 percent of weekly telecasts. These programs lost 12 percent and 7 percent, respectively, during the week of July 27.

Media Spend by Category on Top/Bottom 5 Nets: July 27-Aug. 2



| 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 | 108 | \$82,582 | -67% | 412 | \$343,250 | -5% | | | | 835 | \$572,649 | 7% | 1,583 | \$538,975 | -11% |
| 2. Disney Channel | | | | | | | | | | | | | | | |
| 3. TNT | 28 | \$2,217 | -30% | 297 | \$532,496 | 8% | | | | 266 | \$1,257,425 | -10% | 2,599 | \$5,977,116 | 10% |
| 4. Lifetime | 73 | \$475,216 | 592% | 188 | \$133,959 | 32% | 59 | \$295,733 | 15% | 374 | \$1,041,115 | 14% | 2,211 | \$2,426,000 | -3% |
| 5. Nickelodeon | 17 | \$43,789 | 372% | 19 | \$15,876 | -21% | | | | 24 | \$47,065 | -56% | 832 | \$1,442,109 | 5% |

| 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. Freeform | 11 | \$954 | -96% | 319 | \$412,035 | -10% | 60 | \$49,825 | 0% | 245 | \$423,186 | -20% | 2,432 | \$2,612,732 | 9% |
| 2. VH1 | 10 | \$50,082 | -39% | 185 | \$209,030 | -14% | | | | 307 | \$378,606 | 10% | 2,721 | \$1,704,149 | -10% |
| 3. Cartoon Network | 13 | \$26,237 | 42% | 78 | \$28,690 | -28% | | | | 206 | \$242,126 | -4% | 786 | \$532,545 | -22% |
| 4. National Geographic | 13 | \$6,790 | 160% | 153 | \$105,350 | 79% | 41 | \$61,451 | 3% | 468 | \$313,269 | 11% | 1,732 | \$738,488 | -1% |
| 5. Comedy Central | 48 | \$152,693 | -17% | 346 | \$147,586 | 12% | 27 | \$26,091 | -3% | 322 | \$430,610 | 1% | 2,850 | \$2,064,083 | -16% |

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