

Coronavirus Impact on National TV Viewership: May 18-24



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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 May 18, 2020	
TOP FIVE	
Network	% Change vs. previous week
TNT	24%
SyFy	21%
E!	13%
Paramount	12%
AMC	12%

Week of May 18, 2020	
BOTTOM FIVE	
Network	% Change vs. previous week
CNN	-13%
GSN	-10%
History	-9%
BET	-9%
Lifetime	-9%

Source: The Nielsen Co.

TNT saw the biggest WoW increase in ratings, up 24 percent during the week of May 18. The network saw most of this increase from Sunday’s live coverage of *The Match: Champions for Charity*, a special golf event featuring Tom Brady, Phil Mickelson, Peyton Manning, and Tiger Woods. TBS, HLN, and TruTV also televised the event and benefitted from weekly audience gains.

SyFy added 21 percent in weekly viewership, pulling in higher than average ratings across the *Harry Potter* film series.

E! had its first week in the top five, showing a weekly gain of 13 percent. The network ran a *Sex and the City* marathon during the week — the program accounted

for more than 50 percent of total telecasts.

Paramount network increased 12 percent, with audience levels swaying due to weekly movie changes. Several Indiana Jones movies were top rated this week, including *Raiders of the Lost Ark*, *The Last Crusade*, and *Temple of Doom*.

Matching Paramount and rounding out the top five was AMC, up 12 percent this week. *The Godfather* series, *Tombstone*, and *Fury* movies garnered the highest ratings of the week for the network.

Though news networks have continued to remain dominant for TVHH viewing, CNN was this week’s biggest loser, dropping 13 percent from the previous week. Ratings declined

across most weekly programs, as some viewers started to shift away from news.

GSN declined 10 percent. Like CNN, all regular programming saw a loss in viewers. GSN’s schedule remains unvarying, with no changes to weekly programming. Sunday showed the most significant weekly loss, as viewers likely shifted to the aforementioned *The Match: Champions for Charity*.

History, BET, and Lifetime completed the bottom five, all declining 9 percent from the prior week. History shifted programming to include *Ancient Aliens*, *Hangar 1*, and *Alone*. BET and Lifetime saw ratings decline due to regular programming shifts and movie changes.

Media Spend by Category on Top/Bottom 5 Nets: May 11-17



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. TNT	45	\$16,209	-69%	260	\$262,577	-22%				423	\$1,500,784	-23%	2,332	\$6,731,022	5%
2. SyFy	85	\$78,741	0%	270	\$130,425	41%	15	\$11,686	0%	468	\$871,442	-7%	2,252	\$2,050,908	-15%
3. E!	29	\$45,023	11%	77	\$75,117	-9%				301	\$809,687	-5%	2,677	\$2,066,719	29%
4. Paramount	61	\$94,996	-8%	260	\$130,554	1%	52	\$49,057	2%	554	\$752,976	-9%	2,389	\$2,268,163	0%
5. AMC	45	\$34,494	-60%	324	\$325,309	-49%	27	\$75,582	-7%	303	\$636,144	-28%	2,674	\$3,434,046	6%

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. CNN	81	\$281,834	14%	600	\$1,576,160	18%				576	\$1,334,666	4%	3,399	\$4,687,007	15%
2. GSN	170	\$329,835	52%	589	\$804,611	39%	52	\$43,798	33%	535	\$588,518	13%	1,519	\$768,310	49%
3. History	42	\$81,076	2%	305	\$449,377	-33%	39	\$46,444	-5%	523	\$1,149,688	-21%	2,617	\$4,311,075	-1%
4. BET	19	\$44,524	-39%	527	\$449,523	-21%	9	\$7,821	29%	380	\$519,201	-9%	2,453	\$2,066,398	8%
5. Lifetime	23	\$129,078	-28%	160	\$213,783	36%	54	\$242,224	-8%	385	\$761,279	-30%	2,401	\$2,616,816	7%

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