

# Coronavirus Impact on National TV Viewership: July 6-12



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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 6, 2020	
TOP FIVE	
Hallmark Channel	23%
TLC	17%
TNT	16%
ESPN	13%
TBS	10%

Week of July 6, 2020	
BOTTOM FIVE	
Syfy	-27%
Hallmark Movies & Mysteries	-12%
Paramount	-11%
Fox News Channel	-5%
Discovery	-4%

Source: *The Nielsen Co.*

Hallmark Channel increased 23 percent and saw the most significant lift in weekly viewership. July 10 marked the start of its Christmas in July movie marathon, which generally boosts viewership across Hallmark properties.

TLC saw viewership increase by 17 percent this week, helped by a few program premieres of *Dr. Pimple Popper: Pop Ups*, *Counting On*, and *Say Yes to the Dress*.

TNT viewership rose 16 percent. The network gained impressions on reruns of *NCIS: New Orleans* and movies like

*Justice League*, *Wonder Woman*, and *Suicide Squad*.

ESPN was up 13 percent, with the largest audiences seen on the *UFC PPV Prelims*, *SportsCenter Late Night*, and MLS regular season games.

TBS rounded out the top five this week, gaining 10 percent in WoW viewership. The uptick comes from subtle programming shifts throughout the week, with Saturday and Sunday showing a nearly 40-percent lift from the week of June 29.

After placing in the top five last week,

Syfy, Hallmark Movies & Mysteries, and Paramount found themselves on the bottom five list. Movie selections seemed to influence most of the shifts in viewership.

Fox News dropped 5 percent this week, losing impressions on programs like *The Ingraham Angle*, *Fox & Friends*, and *Fox News at Night*.

Discovery Channel declined 4 percent, shifting programming away from *Expedition Unknown* and *Naked & Afraid* and into *Dirty Jobs*, *Fast N' Loud*, and *Airplane Repo*.

# Media Spend by Category on Top/Bottom 5 Nets: July 6-12



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. Hallmark Channel	108	\$488,320	-55%	329	\$847,255	-9%				676	\$1,778,725	57%	2,187	\$3,362,233	8%
2. TLC	60	\$151,029	-14%	223	\$564,153	17%				463	\$1,717,202	61%	2,481	\$4,497,121	-6%
3. TNT	37	\$13,560	-36%	352	\$420,922	10%				388	\$1,952,124	14%	2,224	\$5,249,097	5%
4. ESPN	41	\$502,172	-66%	189	\$1,026,118	-44%				132	\$820,845	60%	1,779	\$6,277,133	-17%
5. TBS	17	\$16,507	24%	192	\$232,561	89%				503	\$1,518,047	-8%	2,347	\$3,718,369	13%

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. Syfy	75	\$60,823	-38%	251	\$122,126	39%	14	\$8,952	-9%	396	\$678,670	26%	2,501	\$1,984,344	1%
2. Hallmark Movies & Mysteries	165	\$534,876	-26%	361	\$543,069	-17%				652	\$941,943	81%	2,065	\$1,860,134	5%
3. Paramount	50	\$69,991	-15%	258	\$101,798	31%	55	\$54,123	6%	415	\$748,137	23%	2,485	\$1,960,378	30%
4. Fox News Channel	128	\$1,006,065	-29%	1,015	\$4,707,160	-4%				592	\$2,322,943	35%	2,055	\$4,763,772	5%
5. Discovery	4	\$16,040	-82%	242	\$431,895	-27%				377	\$1,442,767	8%	2,407	\$4,896,091	-13%

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