

Coronavirus Impact on National TV Viewership: June 15-21



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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 June 15, 2020	
TOP FIVE	
Network	% Change vs. previous week
Paramount	42%
DIY Network	19%
Investigation Discovery	15%
ESPN	8%
MSNBC	7%

Week of June 15, 2020	
BOTTOM FIVE	
Network	% Change vs. previous week
FX	-20%
A+E	-18%
Freeform	-13%
WE TV	-11%
CNBC	-8%

Source: The Nielsen Co.

Paramount Network enjoyed its second week in the top five, this time increasing 42 percent from the previous week. Season three of *Yellowstone* premiered and was simulcast across CMT, TV Land, and Pop. Reaching a total of 6.6MM viewers, the program set a record as the most-watched cable premiere of the year. Paramount also aired *Yellowstone* reruns leading into the premiere, adding to the overall gain in impressions.

DIY's ratings jumped 19 percent this week. The network added airings of *Main Cabin Masters*, *Flea Market Flip*, and *Pool Kings*.

Investigation Discovery increased 15 percent WoW. Tuesday and Wednesday pulled in the biggest increases in

viewership, with top programs including *The Case That Haunts Me*, *Still a Mystery*, and *Web of Lies*.

ESPN rose 8 percent. *UFC Fight Night*, Top Rank Boxing, and various ESPN documentaries aided in keeping viewers tuned in to the network. ESPN also aired the virtual ESPY Awards on Sunday night.

MSNBC showed a 7-percent uptick in ratings this week, rebounding after its double-digit decrease last week.

FX was the week's biggest loser, dropping 20 percent WoW. The loss comes from regular shifts in programming and weekly movies.

A+E lost 18 percent this week. Traditionally strong with reruns of *The First 48*, the network removed about

50 percent of those weekly telecasts, a move that seemingly led to the decline in viewership.

Freeform dropped 13 percent due to fluctuations in programming. During the week of June 8, the network saw strong audience numbers on movies like *Ratatouille*, *Finding Dory*, and *Mary Poppins*.

WETV saw a decrease of 11 percent, with *Law & Order* and *Criminal Minds* showing slight declines in weekly viewership.

CNBC completed the bottom five, declining 8 percent. The network lost viewers on nearly all days of the week, with only Sunday viewership remaining flat WoW.

Media Spend by Category on Top/Bottom 5 Nets: June 15-21



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. Paramount	59	\$92,347	40%	254	\$92,989	3%	51	\$50,510	0%	523	\$654,539	-5%	2,323	\$2,188,888	-3%
2. DIY Network	73	\$18,109	16%	173	\$51,980	-29%	35	\$8,250	0%	361	\$248,812	1%	2,166	\$1,003,245	1%
3. Investigation Discovery	12	\$16,181	-2%	171	\$109,841	-44%				483	\$2,289,847	7%	1,854	\$3,569,430	1%
4. ESPN	32	\$206,014	-67%	164	\$569,713	-29%				151	\$706,215	-4%	1,937	\$7,031,150	-9%
5. MSNBC	82	\$206,065	-17%	205	\$434,216	19%				571	\$2,195,208	-4%	2,581	\$3,187,271	7%

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. FX	10	\$12,905	-84%	157	\$227,552	-35%	42	\$27,446	-8%	215	\$383,662	10%	1,973	\$2,659,068	-11%
2. A+E	18	\$41,060	9%	164	\$183,643	-20%	36	\$65,896	-8%	573	\$1,452,457	-10%	2,382	\$3,215,461	1%
3. Freeform	25	\$58,285	40%	298	\$399,713	-3%	60	\$49,136	3%	265	\$511,700	27%	1,885	\$2,123,959	4%
4. WE TV	54	\$49,159	21%	245	\$112,820	-45%	68	\$106,889	8%	387	\$504,631	3%	2,123	\$1,379,258	17%
5. CNBC	69	\$18,998	-24%	302	\$116,802	4%	35	\$123,804	1%	326	\$431,772	9%	1,994	\$1,053,554	-1%

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