

Coronavirus Impact on National TV Viewership: May 11-17



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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 11, 2020	
TOP FIVE	
Network	% Change vs. Prior Week
Sundance	13%
FX	12%
MSNBC	7%
USA	7%
TV Land Classic	3%

Week of May 11, 2020	
BOTTOM FIVE	
Network	% Change vs. Prior Week
AMC	-20%
Paramount	-18%
Adult Swim	-11%
SyFy	-7%
AMTV	-7%

Source: The Nielsen Co.

During the week of May 11, network gains were minimal compared to earlier weeks in the pandemic.

Sundance was the week's biggest winner, increasing 13 percent WoW. The network seemed to gain viewers on the weekend's *Best of The West*, a Western movie collection.

FX rose 12 percent, seeming to gain impressions on movies like *Jurassic World*, *Furious 7*, and *Ride Along II*.

News network MSNBC made it to the top five this week, gaining 7 percent. We have not seen a news network in the top five since mid-March, when news viewership really began to take off. Audience numbers for news networks have since seemed to plateau in April, through to May. Some of the

top telecasts for MSNBC included Elizabeth Warren's interview on *The Rachel Maddow Show*, Joe Biden and Stacey Abrams on *The Last Word*, and the Senate Coronavirus Hearings.

USA Network also gained 7 percent this week, adding viewers on weekly movies, which this week featured *Boo! A Madea Halloween*, *Boo2! A Madea Halloween*, and *The Hitman's Bodyguard*. USA also saw audience growth on Monday night's *WWE Raw*, which remains the network's highest rated program.

TV Land Classic rounded out the top five with a slight gain of 3 percent. The network saw small viewership increases on *Gunsmoke*, *The Andy Griffith Show*, and

Bonanza.

This week's biggest loser was AMC, dropping 20 percent from the week of May 4. Though it increased its weekly movie count, which typically represents around 50 percent of telecasts, average audience sizes did not follow suit.

Paramount and Adult Swim also showed double-digit weekly losses, down 18 percent and 11 percent respectively. Paramount impressions dropped after last week's high, while Adult Swim seemed to lose viewers across all weekly programming.

SyFy and AMTV tied with 7-percent losses in weekly viewership. Both networks followed Paramount in last week's top five and fell back to their regular audience levels.

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. Sundance	78	\$39,579	-51%	492	\$178,966	-12%				459	\$293,962	21%	2,548	\$797,738	2%
2. FX	33	\$38,368	-76%	183	\$306,902	-53%	44	\$25,014	3%	200	\$409,578	-23%	2,256	\$3,462,914	-1%
3. MSNBC	83	\$125,634	-58%	204	\$364,965	-49%				624	\$2,037,300	-7%	2,439	\$3,164,148	-4%
4. USA	13	\$14,234	79%	256	\$358,610	-18%	5	\$29,138	25%	578	\$1,690,712	11%	2,142	\$3,628,185	4%
5. TV Land Classic	78	\$189,533	55%	709	\$1,045,701	-3%	29	\$88,454	-3%	563	\$1,308,426	-10%	1,851	\$1,992,167	10%

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. AMC	55	\$85,386	-17%	423	\$639,912	45%	29	\$81,181	12%	378	\$878,252	-13%	2,524	\$3,247,934	-6%
2. Paramount	67	\$103,016	-17%	285	\$128,914	25%	51	\$48,113	0%	561	\$829,039	0%	2,200	\$2,269,426	-8%
3. Adult Swim				78	\$167,750	-47%				83	\$465,665	19%	914	\$3,638,824	-3%
4. SyFy	69	\$78,720	16%	306	\$92,577	-17%	16	\$11,686	0%	514	\$939,275	5%	2,475	\$2,404,223	-1%
5. AMTV															

Copyright 2020, DRMetrix LLC. DRMetrix's charts show the ad units and estimated spend on the selected networks for different classifications of the direct-to-consumer television industry as follows. **Traditional Direct Response (DR) Campaigns** (campaigns using differing phone, web, or SMS codes in order to better track consumer results back to specific networks, dayparts, and TV creatives) include: **Short-Form Products:** Traditional call-to-order \$19.95 types of campaigns; **Lead-Generation:** Campaigns that don't advertise the full price of the product or service (i.e.: "call for free information"); **Long-Form:** Traditional 28.5-minute late-night advertisements. **Brand/Direct Campaigns** (Campaigns using a single vanity phone or URL which makes it more challenging to measure the immediate impact of television) include: **Vanity 800:** Campaigns using a vanity 800-number call-to-action; **Web/Mobile/SMS:** Campaigns that use a vanity web, mobile app, or SMS call-to-action. To learn more about these classifications, and historical trends over the past five years, please download DRMetrix's latest [industry study](#). You can also find DRMetrix's daily tracker of the effects of the coronavirus on the industry by [clicking here](#).