

Coronavirus Impact on National TV Viewership: Aug. 24-30



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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 August 24, 2020	
TOP FIVE	
The Weather Channel	183%
FX	39%
Fox Business Network	35%
Fox News Channel	34%
Lifetime	23%

Week of August 24, 2020	
BOTTOM FIVE	
ESPN	-41%
MSNBC	-24%
Paramount	-23%
TNT	-21%
CNN	-19%

Source: The Nielsen Co.

The Weather Channel earned its second consecutive week in the top five, this week with a massive 183-percent jump. Live coverage of Hurricane Laura and Hurricane Marco continued to significantly boost viewership.

FX increased 39 percent during the week of August 24. Movie selections seemed to dictate the increase in audience, with top-rated movies including *Deadpool*, *Deadpool 2*, *Hidden Figures*, and *Avatar*.

Fox Business Network and Fox News Channel increased 35 and 34 percent respectively. The 2020 Republican National

Convention was the most watched telecast across both networks and influenced the increase of average weekly viewership.

Lifetime saw a rebound in ratings after placing in the bottom five last week, rising 23 percent. The network added reruns of *Rizzoli & Isles* this week, specifically Monday — which, in turn, saw an 85-percent increase in average household impressions.

ESPN dropped 41 percent WoW, coming off of last week’s gains from the NBA Playoffs.

MSNBC declined 24 percent this week. The decrease comes after heightened

viewership of the 2020 Democratic National Convention during the week of August 17.

Paramount weekly ratings decreased 23 percent. The previous week saw increased viewership across a *Yellowstone* marathon, which led into a new episode on Aug. 23. TNT ratings, meanwhile, dropped 21 percent. Like ESPN, TNT backtracked from last week’s NBA Playoffs-influenced increases.

CNN declined 19 percent. Much like MSNBC, ratings dipped after viewers tuned in to the Democratic National Convention during the previous week.

Media Spend by Category on Top/Bottom 5 Nets: Aug. 24-30



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	93	\$121,984	149%	386	\$464,225	21%				749	\$591,840	10%	1,516	\$588,406	-13%
2. FX	25	\$69,508	-63%	127	\$165,387	-56%	42	\$24,797	5%	250	\$512,547	19%	1,994	\$3,338,544	10%
3. Fox Business Network	61	\$48,632	9%	543	\$430,359	18%	39	\$13,944	13%	618	\$251,782	6%	1,654	\$477,374	22%
4. Fox News Channel	70	\$533,637	-9%	1,003	\$5,399,375	24%				469	\$2,159,166	18%	1,766	\$5,313,665	35%
5. Lifetime	16	\$110,276	-32%	47	\$43,627	-12%	58	\$361,037	36%	427	\$1,377,155	-2%	2,646	\$3,830,732	35%

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. ESPN	58	\$598,841	533%	156	\$535,260	-3%				173	\$814,325	-26%	1,915	\$7,624,159	11%
2. MSNBC	73	\$285,391	48%	368	\$1,245,718	20%				357	\$1,545,459	-15%	2,197	\$3,594,585	11%
3. Paramount	40	\$86,538	-6%	219	\$108,097	-29%	48	\$61,768	27%	396	\$538,144	-5%	2,498	\$2,307,929	20%
4. TNT	20	\$283,263	5207%	288	\$713,286	62%				324	\$1,824,128	15%	2,273	\$6,773,189	11%
5. CNN	78	\$301,801	10%	641	\$2,029,416	15%				422	\$1,299,129	14%	2,465	\$5,037,489	9%

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