

Coronavirus Impact on National TV Viewership: June 8-14



By [Kaitlin Sumner](#), Supervisor, Research and Business Development, [Lockard & Wechsler Direct](#)

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 8, 2020	
TOP FIVE	
Network	% Change vs. previous week
Freeform	58%
BET	19%
Paramount	17%
TLC	14%
National Geographic	13%

Source: The Nielsen Co.

Week of June 8, 2020	
BOTTOM FIVE	
Network	% Change vs. previous week
CNN	-34%
MSNBC	-19%
Fox News Channel	-16%
Discovery	-11%
History	-10%

Freeform was the week's biggest gainer, rising 58 percent from the week of June 1. The network added significant impressions across various weekly movies, including *Ratatouille*, *Finding Dory*, *Mary Poppins*, *Shrek*, and *Finding Nemo*.

BET saw ratings increase 19 percent after being in last week's bottom five. The network saw the biggest increase on Tuesday, with program ratings up 25 percent.

Paramount increased 17 percent, as more viewers decided to tune in to feel-good reruns of *The Office*, *Two and a Half Men*, and *Mom*.

TLC rose 14 percent WoW. *90 Day Fiancé* has been a top program for the network in recent weeks and has continued to pull in strong numbers. A marathon of *Long Lost Family* on Saturday also attributed to the uptick in impressions.

National Geographic rose 13 percent this week.

Surviving the Mountain: St. Helens Disaster was the highest rated program of the week. Nat Geo also added marathons of *Life Below Zero: Port Protection* and *Wicked Tuna*.

After weeks of increased viewership due to coverage of unrest across the nation, news networks are finally seeing a decline in ratings. CNN, MSNBC, and Fox News all reported double-digit WoW decreases. Weekly losses occurred across all days of the week, with heaviest declines happening Monday, Tuesday, and Wednesday.

Discovery Channel dropped 11 percent WoW. Saturday (down 41 percent) suffered the biggest loss in viewers after the previous week gained in the same timeframe on a marathon of *Expedition Unknown*.

Experiencing its second week in a row in the bottom five, History channel declined 10 percent, seemingly due to regular shifts in programming

Media Spend by Category on Top/Bottom 5 Nets: June 8-14



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. Freeform	20	\$42,213	-45%	294	\$422,161	-13%	58	\$48,081	-3%	229	\$413,375	-13%	1,770	\$2,039,144	22%
2. BET	52	\$65,371	-32%	503	\$523,430	-14%	6	\$5,214	0%	462	\$623,118	10%	2,106	\$1,807,573	5%
3. Paramount	45	\$65,493	-34%	271	\$90,610	20%	51	\$48,113	-2%	519	\$697,068	-12%	2,379	\$2,284,630	-2%
4. TLC	42	\$58,318	-46%	186	\$371,954	-7%				545	\$2,004,165	7%	2,142	\$3,681,249	-1%
5. National Geographic	14	\$26,722	-31%	186	\$84,086	-2%	38	\$67,269	-10%	409	\$332,754	24%	1,570	\$713,497	14%

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	94	\$371,955	-11%	679	\$1,646,365	9%				609	\$1,444,669	7%	2,931	\$4,090,387	10%
2. MSNBC	87	\$243,627	-38%	158	\$354,988	-17%				599	\$2,223,876	21%	2,431	\$2,851,079	10%
3. Fox News Channel	146	\$928,054	-4%	961	\$4,412,110	9%				537	\$1,997,698	-3%	1,650	\$3,653,529	3%
4. Discovery	26	\$73,888	-26%	235	\$411,324	-37%				365	\$1,384,303	8%	2,319	\$5,346,074	-1%
5. History	56	\$141,381	-14%	319	\$418,666	-3%	42	\$50,016	5%	657	\$1,598,922	3%	2,211	\$3,532,268	-6%

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](#).