

# Coronavirus Impact on National TV Viewership: Aug. 17-23



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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 17, 2020	
TOP FIVE	
ESPN	63%
TNT	62%
NBC Sports Network	44%
The Weather Channel	38%
CNN	28%

Source: The Nielsen Co.

Week of August 17, 2020	
BOTTOM FIVE	
Discovery	-28%
FX	-27%
TBS	-8%
Lifetime	-8%
OWN	-8%

ESPN (63 percent) and TNT (62 percent) saw the largest increases in WoW viewership during the week of August 17, which saw the opening of the NBA Playoffs, featured across both networks.

NBC Sports Network reported a 44-percent WoW gain in impressions. Coverage of the *NASCAR Cup Series* and *NASCAR Xfinity Race* were the top telecasts of the week.

The Weather Channel increased 38 percent. As is common when significant weather is overhead, viewers tracking the status of both Hurricane Laura and

Hurricane Marco are responsible for the increase in viewership.

CNN saw a 28-percent gain in impressions this week, with viewers tuning in to four-day coverage of the Democratic National Convention.

Discovery Channel dropped 28 percent after placing as the top growth network last week. The lift during the week of August 10 came from specials that included the celebrity appearances from Will Smith, Shaquille O’Neal, and more.

FX declined 27 percent WoW, influenced by shifts in movie selections.

*Jumanji: Welcome to the Jungle* was the most watched movie last week and is frequently top rated when included in a network’s weekly lineup.

TBS, LifetimeTV, and OWN tied this week, with each network declining 8 percent in viewership. The TBS programming lineup remained consistent week over week, yet average viewership declined across nearly all programs. Lifetime lost viewers due to shifts in weekly movies and declines in regularly scheduled programming. OWN saw a drop after increased viewers on last week’s airings of *Greenleaf*.

# Media Spend by Category on Top/Bottom 5 Nets: Aug. 17-23



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. ESPN	23	\$94,640	29%	169	\$552,259	57%				222	\$1,095,401	-23%	2,200	\$6,801,776	12%
2. TNT	11	\$5,338	-71%	212	\$439,801	-5%				345	\$1,589,675	-1%	2,314	\$5,995,961	5%
3. NBC Sports Network	81	\$174,489	7%	163	\$87,997	-2%	47	\$22,344	-3%	240	\$112,811	7%	1,406	\$542,961	-18%
4. The Weather Channel	42	\$48,940	-58%	398	\$383,836	4%				807	\$537,146	23%	1,831	\$672,782	18%
5. CNN	78	\$274,084	-29%	744	\$1,769,411	-12%				444	\$1,138,392	-18%	2,573	\$4,551,088	-15%

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. Discovery	53	\$76,461	-41%	263	\$519,520	-13%				415	\$1,560,825	78%	2,347	\$5,336,371	-5%
2. FX	47	\$188,311	98%	181	\$376,285	-16%	41	\$23,556	-4%	241	\$432,073	-9%	2,012	\$3,002,710	-3%
3. TBS	7	\$4,362	-33%	220	\$291,542	-2%				499	\$1,494,919	-9%	2,564	\$4,514,590	-2%
4. Lifetime	33	\$163,189	-41%	66	\$49,704	-31%	55	\$264,841	-6%	493	\$1,398,461	-8%	2,502	\$2,795,064	4%
5. OWN	22	\$37,575	111%	311	\$301,857	-2%				493	\$734,398	-18%	2,132	\$1,869,945	10%

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