

# Coronavirus Impact on National TV Viewership: June 22-28



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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 22, 2020	
TOP FIVE	
Network	% Change vs. previous week
E!	68%
AMC	25%
Discovery	12%
FX	9%
Freeform	9%

Week of June 22, 2020	
BOTTOM FIVE	
Network	% Change vs. previous week
Paramount	-25%
TBS	-12%
MTV	-12%
Bravo	-11%
Nick Jr.	-9%

Source: The Nielsen Co.

E! saw the largest WoW gain in impressions, rising 68 percent from the week of June 15. The network aired a marathon of the TV series *Las Vegas*, which accounted for more than half of telecasts this week.

AMC increased 25 percent, helped by a *Lethal Weapon* marathon and movies like *Independence Day* and *The Day After Tomorrow*.

Discovery Channel increased 12 percent. The bump in ratings seemed to come from minor programming shifts, like removing reruns of *Dirty Jobs*, *Man vs. Wild*, and *Fast N Loud*, and instead adding episodes of *Alaskan Bush People* and *Dual Survival*.

FX and Freeform each showed a

9-percent uptick in ratings. Both properties gained impressions on their weekly movie selections. Freeform gained on *National Treasure: Book of Secrets*, *The Blind Side*, and *Jurassic World*. FX saw large audiences from the *Mission Impossible* film series. Both networks also enjoyed gains from separate *Jumanji* movies.

After two straight weeks as a top growth network, Paramount finally saw a shift back to normalcy, with ratings declining by 25 percent this week. Last week's high came from the season three premiere of *Yellowstone*.

TBS and MTV each declined 12 percent. Both saw slight declines across several of their standard weekly reruns. TBS lost on *The Big Bang Theory*,

*American Dad*, and *Everybody Loves Raymond*. MTV has been sticking to reruns of *Ridiculousness*, with the program representing more than 75 percent of total telecasts each week.

Bravo dropped 11 percent this week. Most weekly programs showed a WoW decline in average ratings. The week of June 15 also contained marathons of *Top Chef* and *Married to Medicine*, shows that were replaced during this week.

Nick Jr. completes the bottom five. Ratings fell during the weekdays, with Monday through Friday declining an average of 15 percent each day. Meanwhile, the weekend showed slight increases.

# Media Spend by Category on Top/Bottom 5 Nets: June 22-28



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. E!	28	\$53,877	8%	72	\$71,661	-22%				255	\$519,966	-17%	2,318	\$1,491,085	-1%
2. AMC	35	\$41,613	-5%	274	\$207,718	-11%	28	\$78,117	12%	177	\$404,047	-11%	2,476	\$2,673,642	-8%
3. Discovery	24	\$205,067	111%	263	\$438,839	29%				315	\$1,082,574	-16%	2,319	\$5,396,445	0%
4. FX	7	\$2,794	-78%	152	\$143,539	-37%	44	\$29,865	9%	214	\$373,048	-3%	1,733	\$2,346,526	-12%
5. Freeform	37	\$91,739	57%	299	\$380,844	-5%	60	\$49,136	0%	182	\$339,442	-34%	1,632	\$1,834,218	-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. Paramount	72	\$117,607	27%	256	\$85,440	-8%	52	\$51,501	2%	545	\$631,073	-4%	2,237	\$2,030,740	-7%
2. TBS			-100%	104	\$120,089	9%				467	\$1,395,102	-3%	2,597	\$4,407,794	-4%
3. MTV	3	\$2,771	0%	215	\$51,733	-56%				249	\$260,183	-2%	2,515	\$1,864,374	-6%
4. Bravo	60	\$377,441	-8%	78	\$88,476	-62%	9	\$4,509	13%	247	\$666,723	-29%	2,472	\$2,975,526	-2%
5. Nick Jr.	2	\$3,484	-44%	25	\$20,355	25%				89	\$40,202	-12%	750	\$356,055	-7%

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](#).