

Coronavirus Impact on National TV Viewership: June 1-7



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 1, 2020	
TOP FIVE	
Network	% Change vs. previous week
The Weather Channel	32%
DIY Network	17%
VH1	11%
Cartoon Network	8%
CNBC	8%

Week of June 1, 2020	
BOTTOM FIVE	
Network	% Change vs. previous week
Science	-23%
BET	-16%
History	-16%
AMC	-16%
A+E	-15%

Source: The Nielsen Co.

The Weather Channel saw the largest WoW increase, with impressions up 32 percent. This boost comes from coverage and tracking of Tropical Storm Cristobal from the Gulf Coast across the central United States.

DIY Network increased 17 percent in the week of June 1. The network saw higher than average ratings on programs like *Maine Cabin Masters*, *Building off the Grid*, and *Pool Kings*.

VH1 added 11 percent, pulling back on *Martin* reruns, and increasing airings of *Nick Cannon Presents: Wild 'n Out*.

Cartoon Network decreased *Teen Titans Go* airings and increased *Amazing World of Gumball*, which helped influence the 8-percent increase in viewership.

CNBC also experienced an 8-percent jump in

weekly ratings. The network saw a boost on *Shark Tank*, *Undercover Boss*, and *Dateline*.

Science was the biggest loser this week, with WoW impressions declining 23 percent. The decline comes after the network's live coverage of *Space Launch Live: America Returns to Space*, during the week of May 25.

BET, History, and AMC each saw a 16-percent decline in weekly ratings. BET experienced decline across most weekly telecasts. History ratings fell back down after the prior week saw a 27-percent gain thanks to the miniseries *Grant*. AMC lost due to changes in weekly movie selections.

A+E rounds out the bottom five for the week — its second consecutive week in the bottom five. The network seems to be suffering without new episodes of *Live PD*.

Media Spend by Category on Top/Bottom 5 Nets: June 1-7



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	34	\$16,156	-69%	380	\$251,855	-16%				714	\$427,899	32%	1,709	\$573,993	-26%
2. DIY Network	55	\$13,568	-72%	257	\$86,077	-27%	34	\$8,282	-3%	304	\$192,113	1%	2,171	\$1,091,702	-3%
3. VH1	8	\$24,546	-37%	221	\$201,995	-27%				282	\$496,740	-7%	2,684	\$2,143,904	14%
4. Cartoon Network				29	\$7,836	-35%				181	\$247,373	16%	786	\$573,185	5%
5. CNBC	81	\$25,153	-25%	332	\$155,981	0%	34	\$116,122	3%	307	\$420,629	31%	1,964	\$1,029,567	-22%

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. Science	51	\$87,975	-65%	400	\$490,450	10%				215	\$270,252	-2%	1,712	\$1,379,461	-10%
2. BET	70	\$96,733	-51%	567	\$611,773	-12%	6	\$5,214	-8%	425	\$564,091	49%	2,045	\$1,725,736	-2%
3. History	59	\$164,497	66%	314	\$432,108	-39%	40	\$47,634	11%	655	\$1,558,340	87%	2,374	\$3,766,536	-13%
4. AMC	50	\$87,588	28%	311	\$472,471	46%	28	\$78,381	8%	292	\$775,819	107%	2,618	\$3,243,173	-17%
5. A+E	26	\$69,180	54%	242	\$609,707	112%	40	\$72,099	-2%	597	\$1,586,586	59%	2,369	\$3,501,114	1%

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](#).