

Coronavirus Impact on National TV Viewership: June 29-July 5



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 29, 2020	
TOP FIVE	
Network	% Change
NatGeo Wild	72%
Paramount	20%
FX	19%
Hallmark Movies & Mysteries	17%
Syfy	13%

Week of June 29, 2020	
BOTTOM FIVE	
Network	% Change
E!	-30%
Oxygen	-19%
Freeform	-18%
TNT	-16%
Hallmark Channel	-13%

Source: The Nielsen Co.

NatGeo Wild saw the most significant gain, with average weekly ratings increasing by 72 percent. The network can thank the *Incredible Dr. Pol* for this week's ratings boost, as 80 percent of telecasts consisted of reruns of the program.

Paramount and FX remained on the list of most impacted networks. Paramount increased 20 percent after placing on the Bottom Five during the week of June 22, while FX enjoyed its second week in a row on the Top-Five list.

Hallmark Movies & Mysteries increased 17 percent. This week marked the start of Christmas In July and its

Keepsake Christmas movie marathon. Christmas-themed movies will play on the network through July 19.

Syfy saw a WoW rise of 13 percent, with the largest audiences produced by the *Bourne* film series.

After last week's high from a *Las Vegas* marathon, E! dropped 30 percent. The network reintroduced reruns of *Sex & the City*, *Keeping Up with the Kardashians*, and *House*.

Oxygen Media declined 19 percent this week, seeming to lose viewers across most of its weekly programs. Monday was the only day of the week to hold WoW audience numbers flat, with

all other days reporting a decrease.

Freeform dropped 18 percent after gaining viewers on movies like *National Treasure: Book of Secrets*, *The Blind Side*, and *Jurassic World* the previous week.

TNT declined 16 percent, losing viewers on weekly programs such as *Supernatural* and *Charmed*. The previous week also saw heavy viewership across two separate airings of *Avengers: Infinity War*.

Hallmark impressions decreased by 13 percent. It's likely that Hallmark Movies & Mysteries may have stolen weekly viewers.

Media Spend by Category on Top/Bottom 5 Nets: June 29-July 5



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. NatGeo Wild	12	\$2,158	100%	223	\$56,649	156%	55	\$16,135	-15%	468	\$152,692	53%	1,069	\$202,478	8%
2. Paramount	58	\$82,291	-30%	212	\$77,533	-9%	52	\$51,196	-1%	409	\$608,994	-3%	2,002	\$1,503,455	-26%
3. FX	53	\$224,878	7949%	259	\$642,537	348%	42	\$25,497	-15%	144	\$334,207	-10%	1,927	\$2,623,947	11%
4. Hallmark Movies & Mysteries	228	\$721,023	79%	373	\$653,979	85%				308	\$521,399	-59%	2,055	\$1,779,922	26%
5. Syfy	143	\$97,627	84%	181	\$88,170	-18%	15	\$9,886	-26%	345	\$536,711	-17%	2,464	\$1,965,346	6%

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. E!	28	\$48,666	-10%	99	\$85,619	19%				201	\$388,795	-25%	2,489	\$1,415,751	-5%
2. Oxygen	57	\$44,317	5%	298	\$105,902	-29%				309	\$315,890	-22%	2,548	\$1,212,877	1%
3. Freeform	38	\$92,693	1%	392	\$732,192	92%	59	\$48,903	0%	191	\$306,017	-10%	1,694	\$1,845,795	0%
4. TNT	48	\$21,127	-8%	325	\$381,324	49%				374	\$1,708,283	23%	2,155	\$5,002,052	2%
5. Hallmark Channel	174	\$1,079,145	98%	282	\$927,598	53%				413	\$1,131,730	-36%	2,188	\$3,125,347	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](#).