**TV Ratings Climb As People Rediscover Live Linear Viewing**

As a result of people following the new “social distancing” guidelines and spending more time at home, the typical Daylight Saving Time slump was nonexistent this year. What’s more, broadcast networks have been posting across-the-board, week-to-week, Live+SD ratings increases the likes of which we had not seen in ages, and which had been considered a thing of the past amid the proliferation of streaming.

***Deadline Hollywood 3.18.20***

<https://deadline.com/2020/03/tv-ratings-climb-people-rediscover-live-linear-viewing-coronavirus-imposed-stay-at-home-1202887224/?utm_source=Listrak&utm_medium=Email&utm_term=Ratings+Climb+As+People+Rediscover+Live+Viewing&utm_campaign=Ratings+Climb+As+People+Rediscover+Live+Viewing>

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