

Week of June 23 Cable News Ratings: All Networks Record Declines

This is TVNewser's basic cable network ranker and cable news report for the week of June 23, 2025.

The calming of international tensions in the Middle East saw audiences decline as all three cable news networks experienced double-digit week-to-week drops in total viewers and the Adults 25-54 demo during primetime and total day.

Fox News remained the No. 1 news network in both categories across the board, with MSNBC and CNN splitting second place. MSNBC took the No. 2 spot in total viewers, while CNN earned that position in the advertiser-coveted demo.

NETWORKS:

According to Nielsen Live Plus same-day data for the week of June 23, FNC averaged 2.763 million total viewers and 350,000 A25-54 viewers during primetime. The network experienced decreases of -19% in total viewers and -26% in the demo compared to the week prior (the week beginning June 16).

Fox News averaged 1.776 million total viewers and 232,000 A25-54 viewers in total day viewing. Based on its average in those measurements from the previous week, it was down -11% in total viewers and -13% in the demo.

Fox News remained in first place in total primetime viewers and in the demo among all basic cable networks. In total day, it also remained in first place in total viewers and the total day demo.

MSNBC, in primetime, averaged 902,000 total viewers and 87,000 viewers in the A25-54 demo for the week that just concluded. The network was down -16% in total viewers and -26% in the demo compared to its average the week prior during primetime.

During the total day, MSNBC averaged 572,000 total viewers and 60,000 demo viewers, representing a decline of -10% in total viewers and in the demo compared to the previous week's network average.

Among all basic cable networks, MSNBC slipped to third place from second in total primetime viewers and dropped seven spots to the No. 14 position and tied with AMC in the demo. During total day, it remained in second place in total viewers and tied with HGTV in ninth place, dropping from seventh place in the total day demo.

CNN averaged 609,000 total primetime viewers and 126,000 A25-54 viewers in the demo during primetime for the week of June 23. It was down -27% in total viewers and -39% in the demo compared to the previous week.

In total day, the network had 453,000 total viewers and 84,000 viewers in the demo. This resulted in a -15% loss in total viewers and a -25% loss in the demo during this daypart.

Among all the cable networks, CNN slipped to fifth place from fourth in total viewers and fell three spots to the No. 6 position in the demo during primetime. It finished in third place during total day and slid to fifth place from fourth in the demo.

When looking at these networks' performance during the same period a year ago:

- During primetime, Fox News fell by -7% in total viewers and -14% in the A25-54 demo. During total day, the network saw gains of +13% in total viewers and in the

demo—the only network to record any positive momentum.

- MSNBC was down -30% in total viewers and -40% in the demo. During total day, the network was down -26% in total viewers and -29% in the demo.
- In primetime, CNN's total viewership decreased by -56% and its demo audience by -69%. During total day, it fell by -20% in total viewers and -35% in the demo. This was the same week in 2024 it aired the consequential presidential debate between **Joe Biden** and **Donald Trump**.

PROGRAMMING:

Fox News had 14 out of the 15 spots of the most-watched cable news shows of the week, with The Five continuing to lead the way with 4.006 million total viewers at 5 p.m. ET. MSNBC's **The Rachel Maddow Show** at 9 p.m. ET on Monday night was in the No. 13 position with 2.072 million total viewers.

Gutfeld! landed in the No. 1 spot, averaging 460,000 demo viewers at 10 p.m. ET. Fox News once again had 14 out of the 15 top spots in the demo, with MSNBC's **The Rachel Maddow Show** at 9 p.m. ET on Monday occupying the 14th spot with 214,000 viewers.

Prime Time

	Fox News	MSNBC	CNN
• Total Viewers:	2,763,000	902,000	609,000
• A25-54:	350,000	87,000	126,000

Total Day

	Fox News	MSNBC	CNN
• Total Viewers:	1,776,000	572,000	453,000
• A25-54:	232,000	60,000	84,000

Week 6-23-25 Cable Ranker by Adweek on Scribd

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