

Week of March 24 Cable News Ratings: MSNBC and CNN Record Primetime Viewership Gains



This is TVNewser's basic cable network ranker and cable news report for the week of March 24, 2025.

The big news of the week was the Signal scandal involving the Trump administration, which CNN and MSNBC devoted a lot of airtime. This resulted in a ratings lift during primetime in total viewers and the Adults 25-54 demo for both networks.

Fox News on the other hand covered the news just not as extensively as its cable news rivals, but unlike them, it suffered week-to-week ratings declines in both measured categories during primetime and total day.

However, Fox News remained the most-watched cable news network during primetime and total day. It even had more total viewers in primetime than the broadcast nets, NBC and CBS.

NETWORKS:

According to Nielsen live plus same-day data for the week of March 24 saw FNC average 2.792 million total viewers and 323,000 A25-54 viewers during primetime. The network was down in total viewers by -3% and by -6% in the A25-54 demo relative to the week prior (the week beginning March 17).

Fox News averaged 1.744 million total viewers and 219,000 A25-54 viewers in total day viewing. Based on what it averaged in those measurements the week prior, it was down -2% in total viewers and -1% in the demo.

Despite the presence of the NCAA basketball tournaments airing on ESPN and TBS, Fox News finished first in total primetime viewers. It moved up one spot to third place in the demo among all basic cable networks. In total day, it remained in first position in total viewers and dropped to third in the total day demo.

MSNBC, in primetime, averaged 1,164,000 total viewers and 112,000 viewers in the A25-54 demo for the week that just concluded. The network saw gains of +2% in total viewers and +5% in the demo compared to its average the week prior.

During total day, MSNBC averaged 628,000 total viewers and 59,000 demo viewers. It was up in total viewers by +3% and flat in the demo compared to the network average the week before.

Among all basic cable networks, MSNBC moved to fourth in total primetime viewers but slid to No. 12 in the demo. During total day, the network remained in second place in total viewers and jumped to spots from 14th to 12th place in the total day demo.

CNN averaged 553,000 total primetime viewers and 107,000 A25-54 viewers in the demo during primetime for the week of March 24. It was up in total viewers by +6% and +8% in the demo compared to the previous week. In total day, the network had 423,000 total viewers and 77,000 viewers in the demo. It

gained +4% in total viewers and +5% in the demo.

In relation to all the cable networks, CNN went to seventh from ninth in total viewers. The network dropped from No. 12 to No. 15 in the primetime demo. During total day, it moved from No. 7 to No. 5 in total viewers and was also in fifth place in the demo.

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

- During primetime, Fox News was up by +39% in total viewers and +42% in the A25-54 demo. During total day, the network also saw gains of +33% in total viewers and +37% in the demo.
- MSNBC was down in total viewers by -5% and +4% in the demo. During total day, the network was down -26% in total viewers and -27% in the demo.
- In primetime, CNN saw gains of +3% in total viewers and +2% in the demo. During total day, it was down by -12% in total viewers and -8% in the demo.

PROGRAMMING:

Fox News continued to take 14 out of the 15 spots of the most-watched cable news shows of the week, with The Five leading the way with 4.047 million total viewers at 5 p.m. ET. The Five has now surpassed 4 million total viewers for the 19th consecutive week. MSNBC's The **Rachel Maddow** Show at 9 p.m. ET landed inside the top 10 at No. 8 with 2.160 million total viewers.

The Five regained its top position in the Adults 25-54 demo, averaging 429,000 demo viewers at 8 p.m. ET. Once again, Fox News occupied 14 out of the 15 top spots in the demo, with The Rachel Maddow Show taking the 14th spot with 202,00 viewers at 9 p.m. ET.

Prime Time

	Fox News	MSNBC	CNN
• Total Viewers:	2,792,000	1,164,000	553,000
• A25-54:	323,000	112,000	107,000

Total Day

	Fox News	MSNBC	CNN
• Total Viewers:	1,744,000	628,000	423,000
• A25-54:	219,000	59,000	77,000

Week 3-24-25 Cable Ranker by Adweek on Scribd

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