

The logo for MIDiA. | Webinar. The word "MIDiA." is in a bold, white, sans-serif font, with a white arc over the "i". To its right is a vertical line followed by the word "Webinar" in a smaller, white, sans-serif font. The background is a dark blue world map with red circles of varying sizes indicating COVID-19 hotspots.

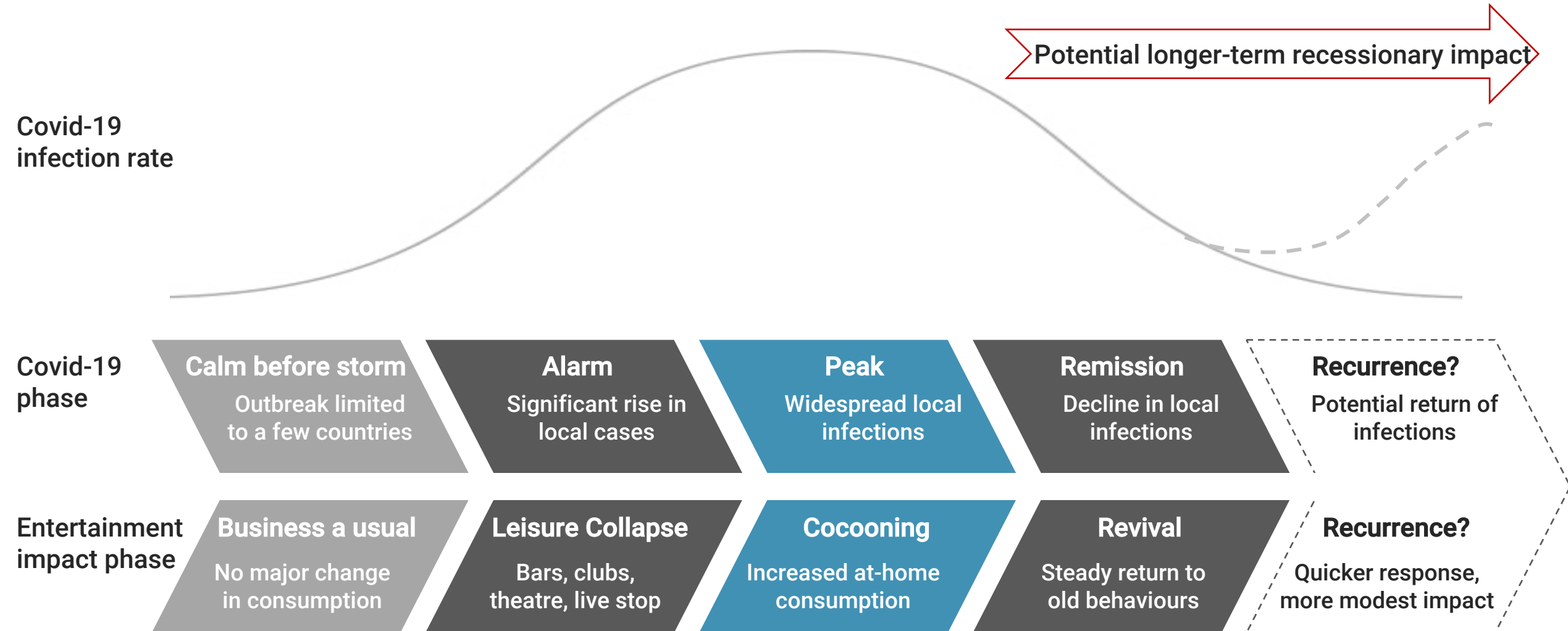
MIDiA. | Webinar

COVID-19 Impact on Entertainment Demand and Behaviours

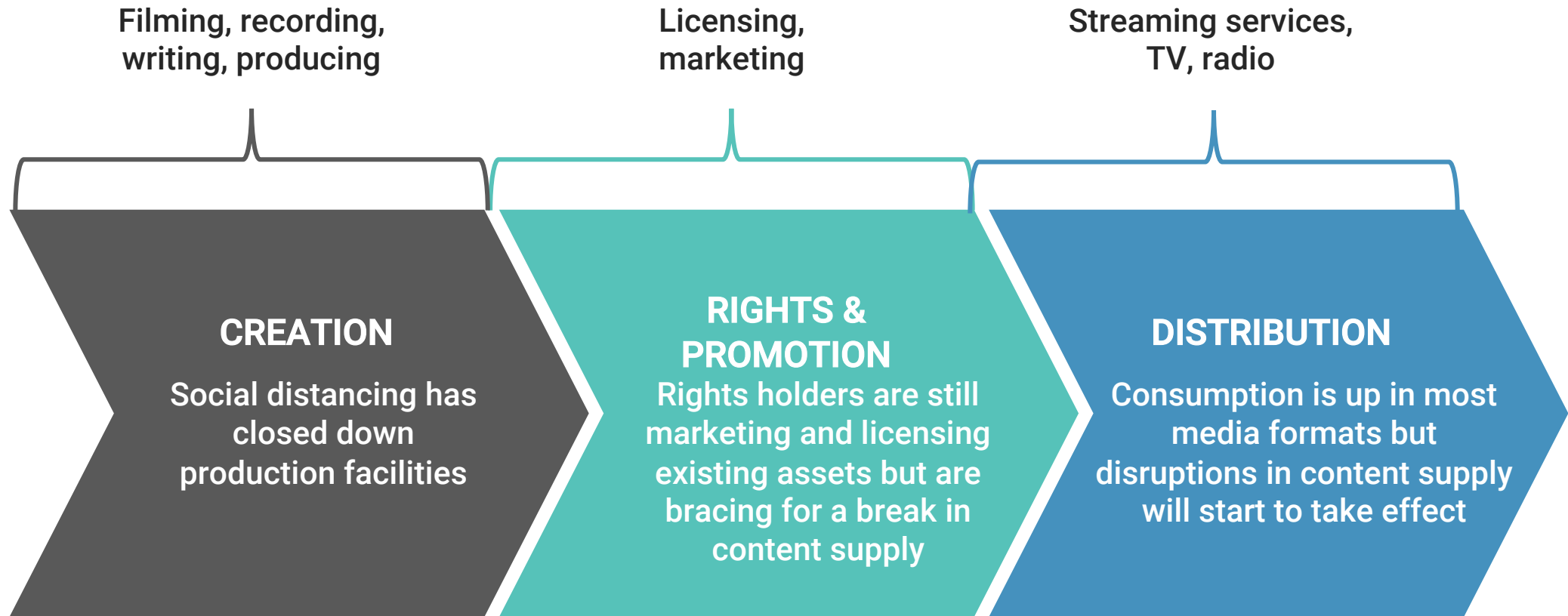
Wednesday 15th April 4PM BST

Covid-19's Impact on Leisure and Entertainment Will Follow Four Key Phases, but Recurrence Is a Strong Possibility

Conceptual View of the Key Phases of Covid-19 Impact on the Entertainment and Leisure Industries



Social Distancing Is Creating a Near-Term Consumption Boom but the Longer it Persists the More that Content Disruption Will Manifest

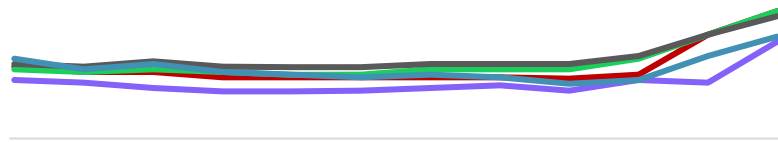


The COVID Bounce: COVID-19's Impact on Entertainment Demand

Google Search Term Popularity, January to March 2020, Global

STREAMING VIDEO

Netflix
Disney+
Apple TV+
Amazon Prime Video
Amazon Prime



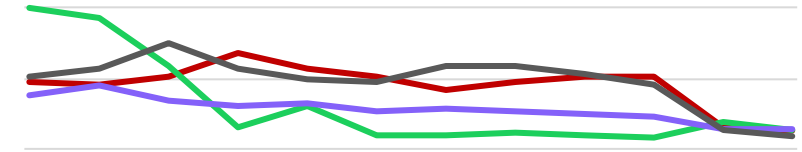
STREAMING MUSIC

Spotify
Apple Music
Amazon Music



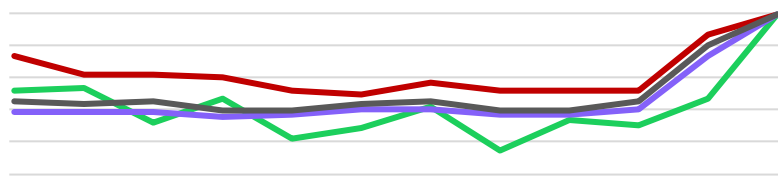
SPORTS

NBA
NFL
Football
Premiership



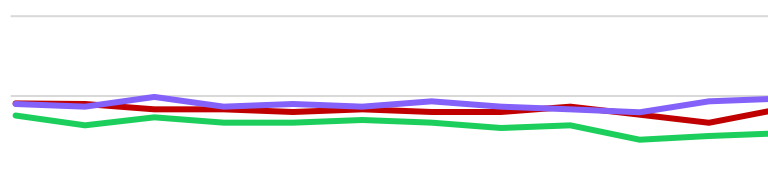
VIDEO DEMAND

TV shows to watch
Games to play
Shows for kids to watch
Movies to watch



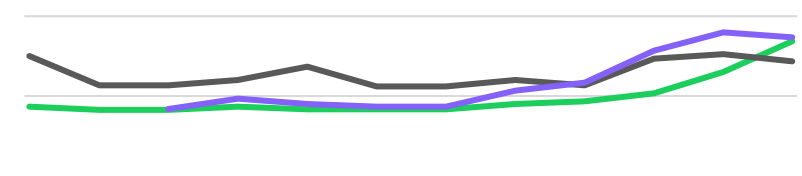
MUSIC DEMAND

Music to listen to
Playlists to listen to
Podcasts to listen to



LEADERS

Boris Johnson
Donald Trump
Coronavirus



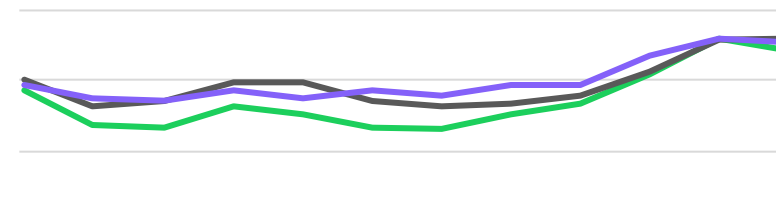
GAMES

Minecraft
PlayStation
Xbox
Grand Theft Auto



NEWS

CNN
Fox News
BBC



Self Isolating Is Creating a Boom Period for Video Messaging and Games

Most Downloaded Apps End March 2020, Australia, Canada, France, Germany, Italy, Netherlands, Spain, UK, US

Ranking		App
1		Zoom
2		Houseparty
3		TikTok
4		Save the Girl!
5		Disney+
6		Perfect Cream
7		Home Restoration
8		WhatsApp
9		Park Master
10		Microsoft Teams

Increased Consumption of Games, News, TV and Radio Have Had the Most Impact on Other Media Consumption During Early Stages of COVID-19

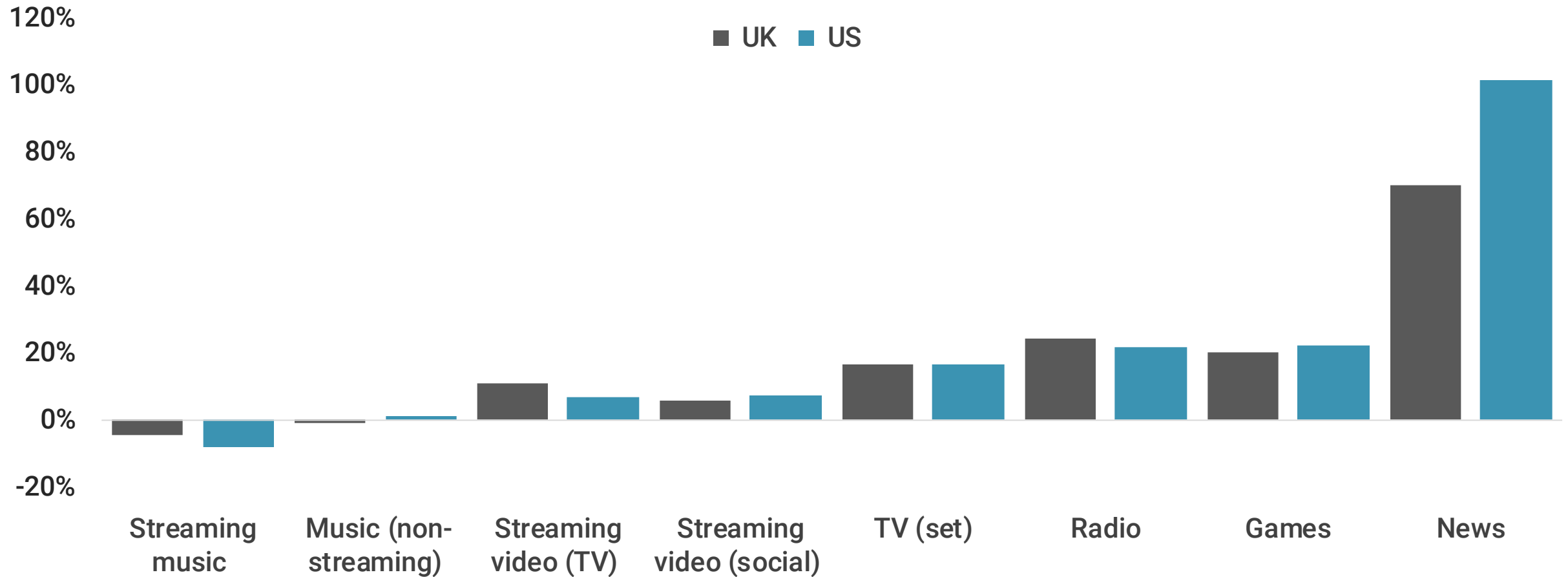
Conceptual View of how Much Different Forms of Media Consumption have Impacted Others During the Early Stages of COVID-19

Media consumption that impacts other forms of consumption

		Radio	Music (non-streaming)	Streaming music	TV (set)	Streaming video (TV)	Streaming video (social)	Games	News
Media consumption that is impacted by other forms of consumption	Radio	HIGH	LOW	MEDIUM	HIGHEST	HIGH	LOWEST	HIGHEST	MEDIUM
	Music (non-streaming)	MEDIUM	LOWEST	LOWEST	MEDIUM	LOW	LOWEST	MEDIUM	HIGH
	Streaming music	MEDIUM	LOW	LOWEST	MEDIUM	MEDIUM	MEDIUM	HIGHEST	MEDIUM
	TV (set)	LOWEST	LOWEST	LOWEST	LOWEST	LOWEST	LOWEST	LOW	MEDIUM
	Streaming video (TV)	LOWEST	LOWEST	LOWEST	MEDIUM	LOWEST	LOWEST	LOW	MEDIUM
	Streaming video (social)	LOW	LOW	LOWEST	LOW	MEDIUM	LOWEST	MEDIUM	HIGH
	Games	LOWEST	LOWEST	LOWEST	LOW	LOWEST	LOWEST	LOWEST	MEDIUM
	News	MEDIUM	LOWEST	LOWEST	LOWEST	LOWEST	LOWEST	LOW	LOWEST

News was the Biggest Gainer As Consumers Adjusted to New Living Patterns and Updates on the COVID-19 Crisis

Changes in Weekly Media Consumption Hours March 2020, US and UK only





| COVID-19 Impact Analysis Subscription offer for small / independent entertainment companies

COVID-19 IMPACT ANALYSIS



An ongoing stream of reports focusing on the impact of the Coronavirus on the entertainment industries.

Reports focusing on the economic impacts of COVID-19 and the resulting recession.

Two reports per month on top of existing stream of COVID-19 and recession impact research.

MUSIC / VIDEO / GAMES / SPORTS ANALYSIS



At least x1 report published per month across [Video] and x1 report per month in Media.

Reports typically focus on consumer segmentation, emerging trends and technologies, value chain analysis or market specific insights.

Over 200 historical reports available to read and download.

FUSE DATA PLATFORM



Access to our comprehensive database, featuring our proprietary consumer survey data and market models.

This includes global and regional trend data for content consumption, platform and device engagement, revenue and subscriber market shares.

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