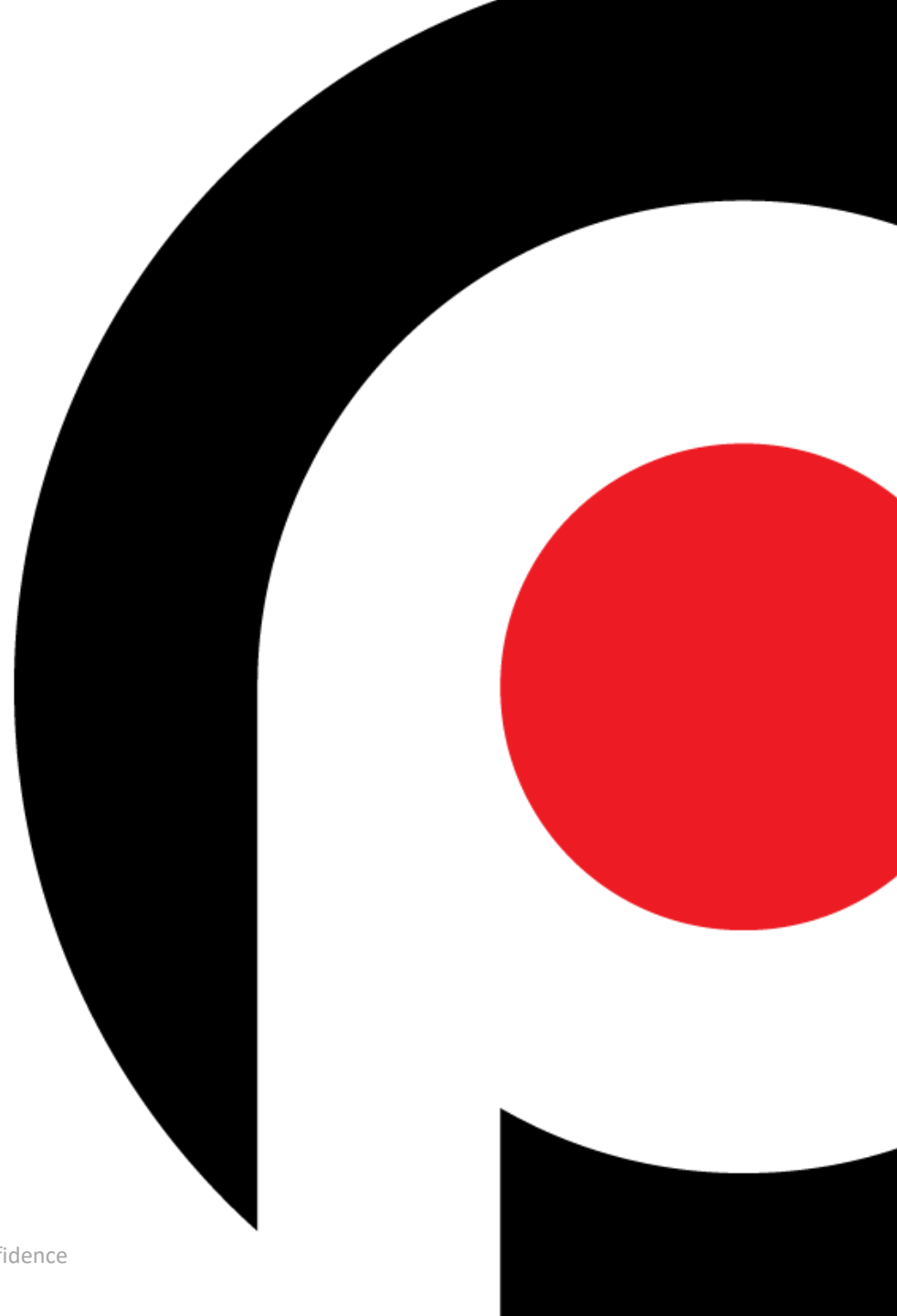




COVID-19 Insights

Media & Entertainment

USA
April 2020





Summary of **Key Findings**

1

The top media channels people in the U.S. say they are consuming more of since the outbreak are primarily video-based

2

56% of people say that they are not considering paying for new subscriptions to video and music platforms during this time

3

Of those who want to hear from music artists and bands at this time, they are most interested in music artists or bands directly engaging with them. 33% of people in the U.S. say they'd like to hear updates on how they are personally dealing with the pandemic

4

The outbreak is bringing back the “social” aspects of social media, but entertainment remains strong

5

Facebook and Facebook Messenger are the top platforms in the U.S. currently for connecting with family and friends

6

There are people who continue to keep an eye on sports news and their favorite athletes during this time



Contents



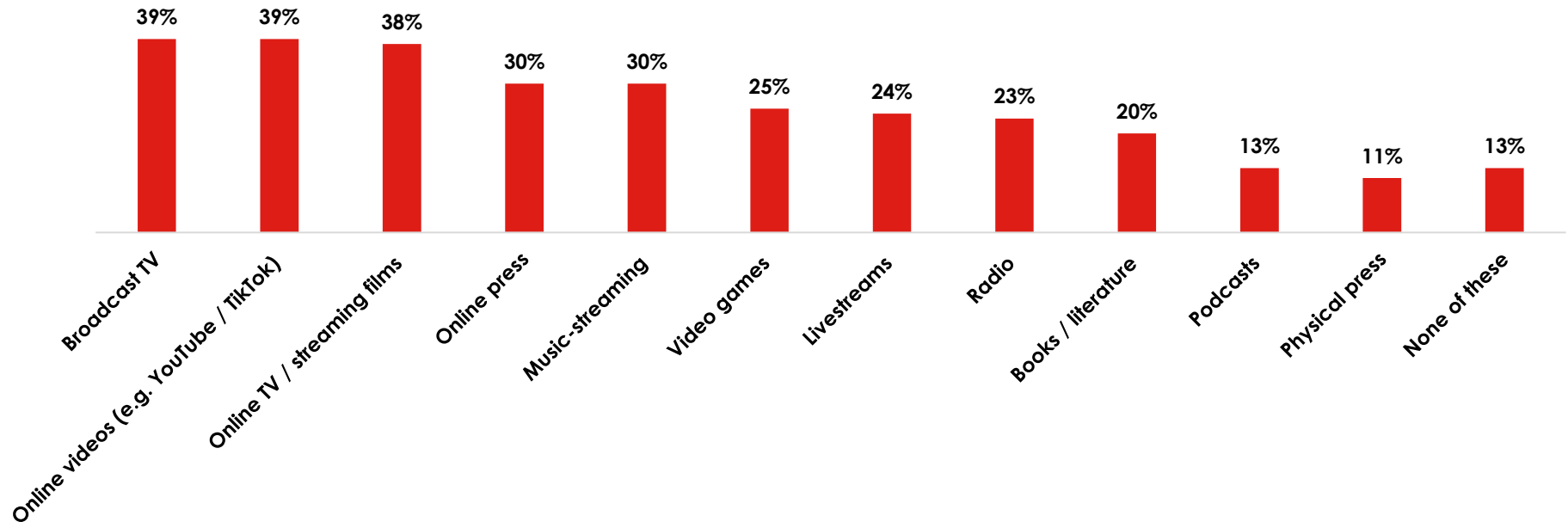
1. [Media](#)
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4. [Music Artists / Bands](#)
5. [Social Media](#)
6. [Apps & Video Services](#)
7. [Sport](#)



Media Consumption Changes



% who say they've started consuming or are consuming more of the following since the outbreak



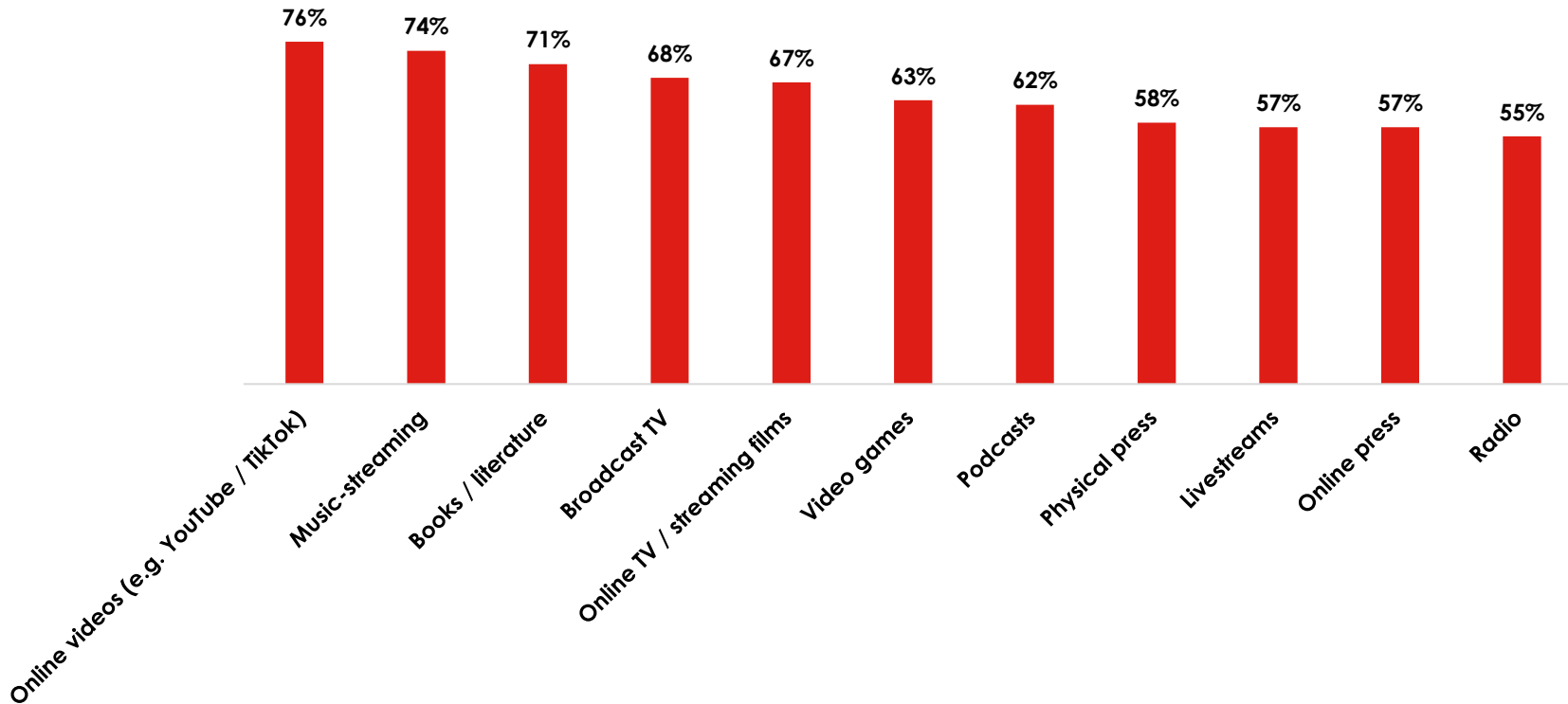
All figures in this report are from a GlobalWebIndex March 2020 custom survey among 2,218 (U.S.) internet users aged 16-64. Data was collected between March 25-30th in the U.S.



Media Consumption Intentions After Outbreak



% who are currently consuming more of the following, and plan to continue doing so after the outbreak



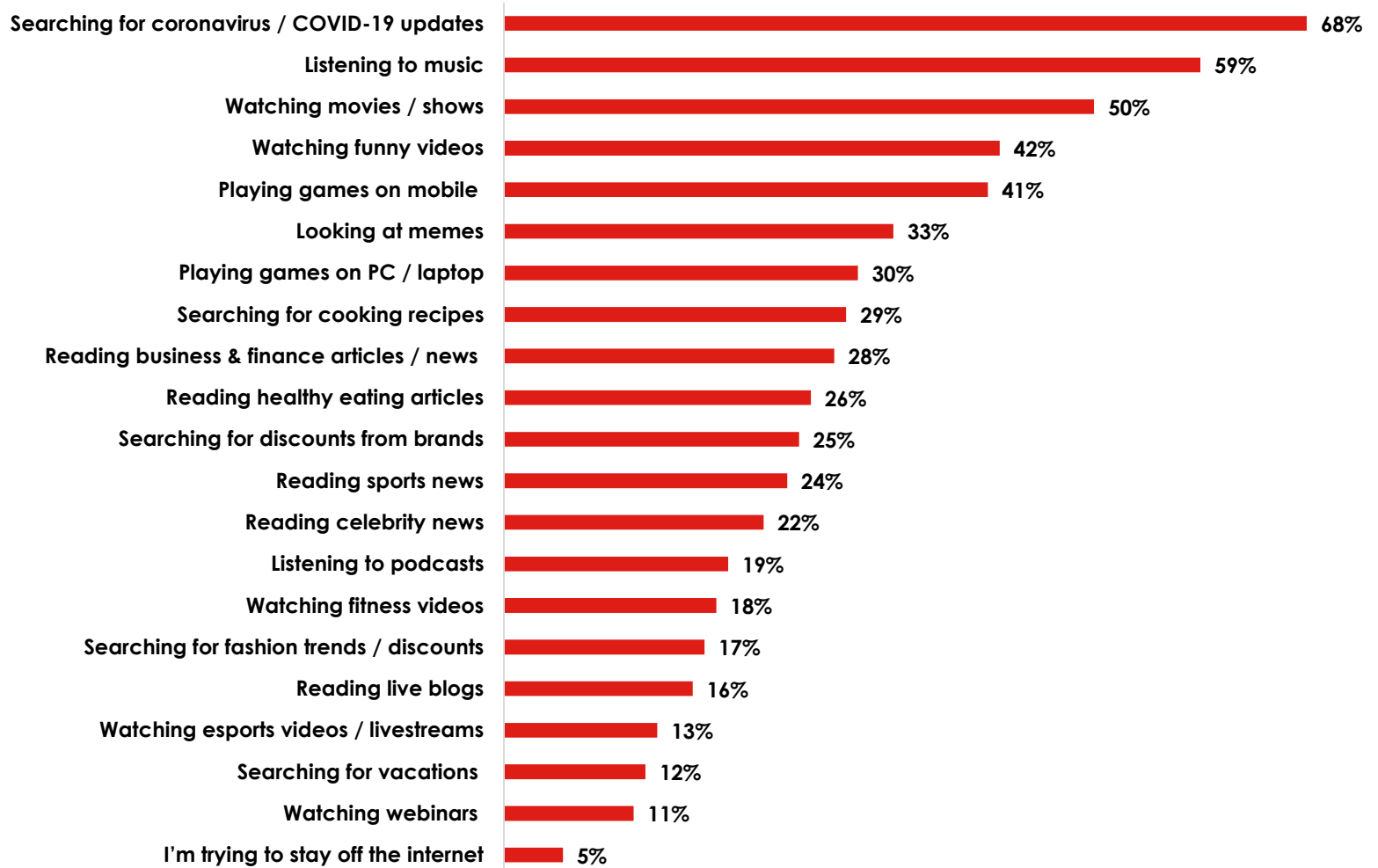
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Online Activities



% who say they're doing the following on the internet today



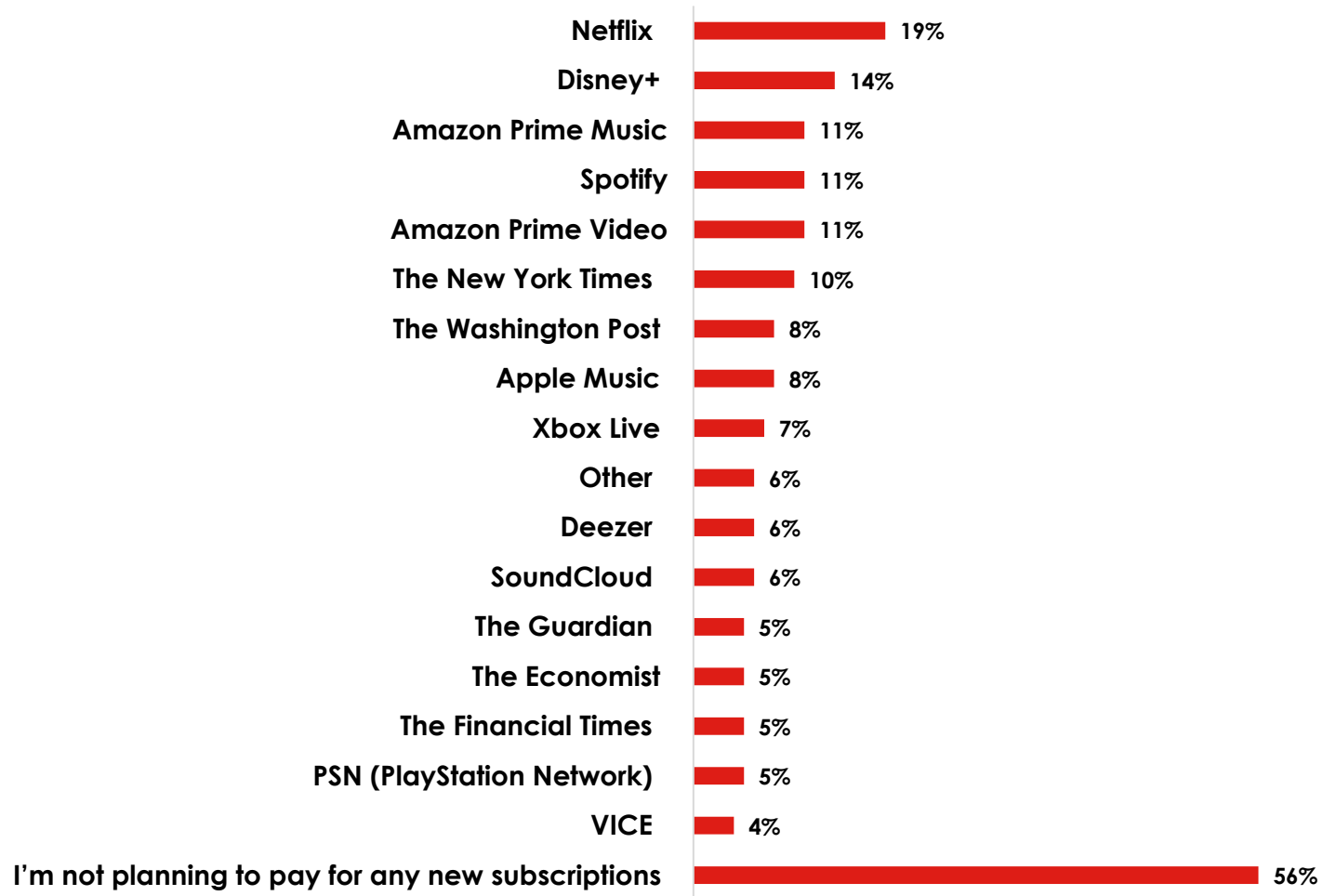
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Subscription Services



% who say they're considering paying for a subscription to the following that they didn't have before the outbreak



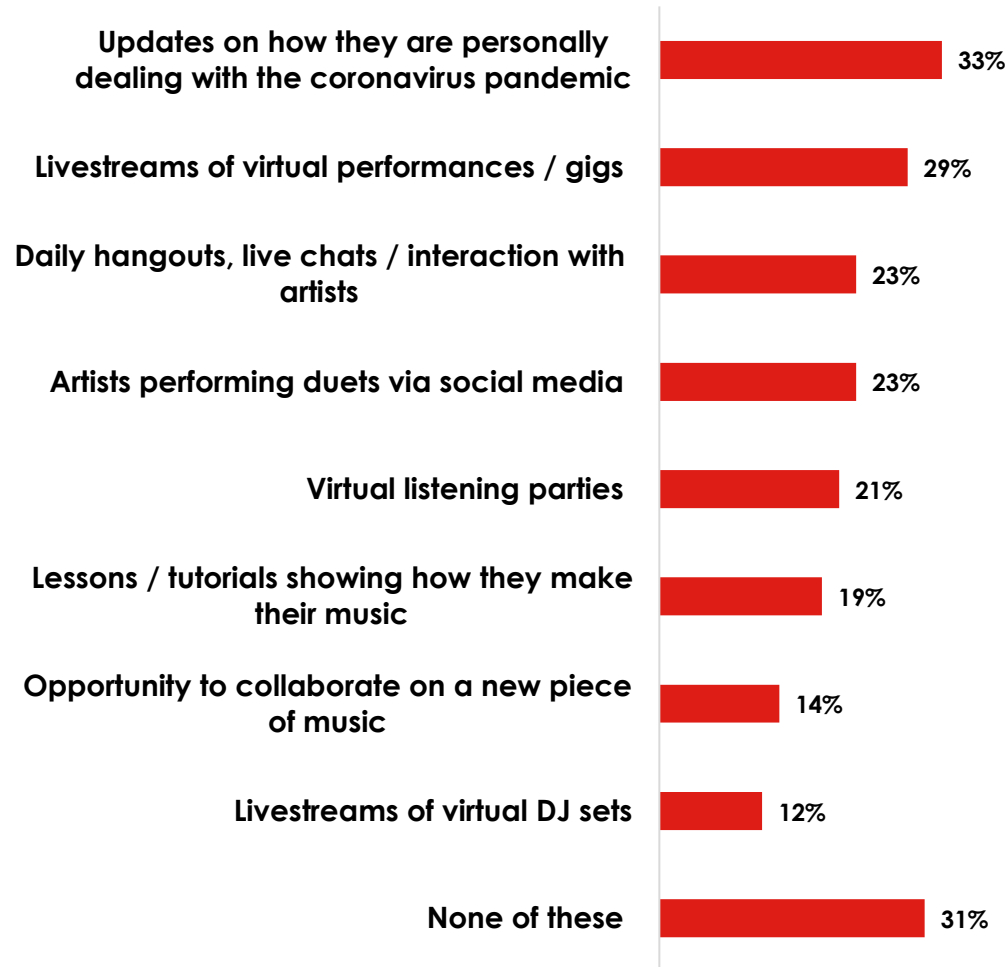
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Expectations from Music Artists / Bands



% who say they'd like to see the following from music artists / bands during the coronavirus disruption



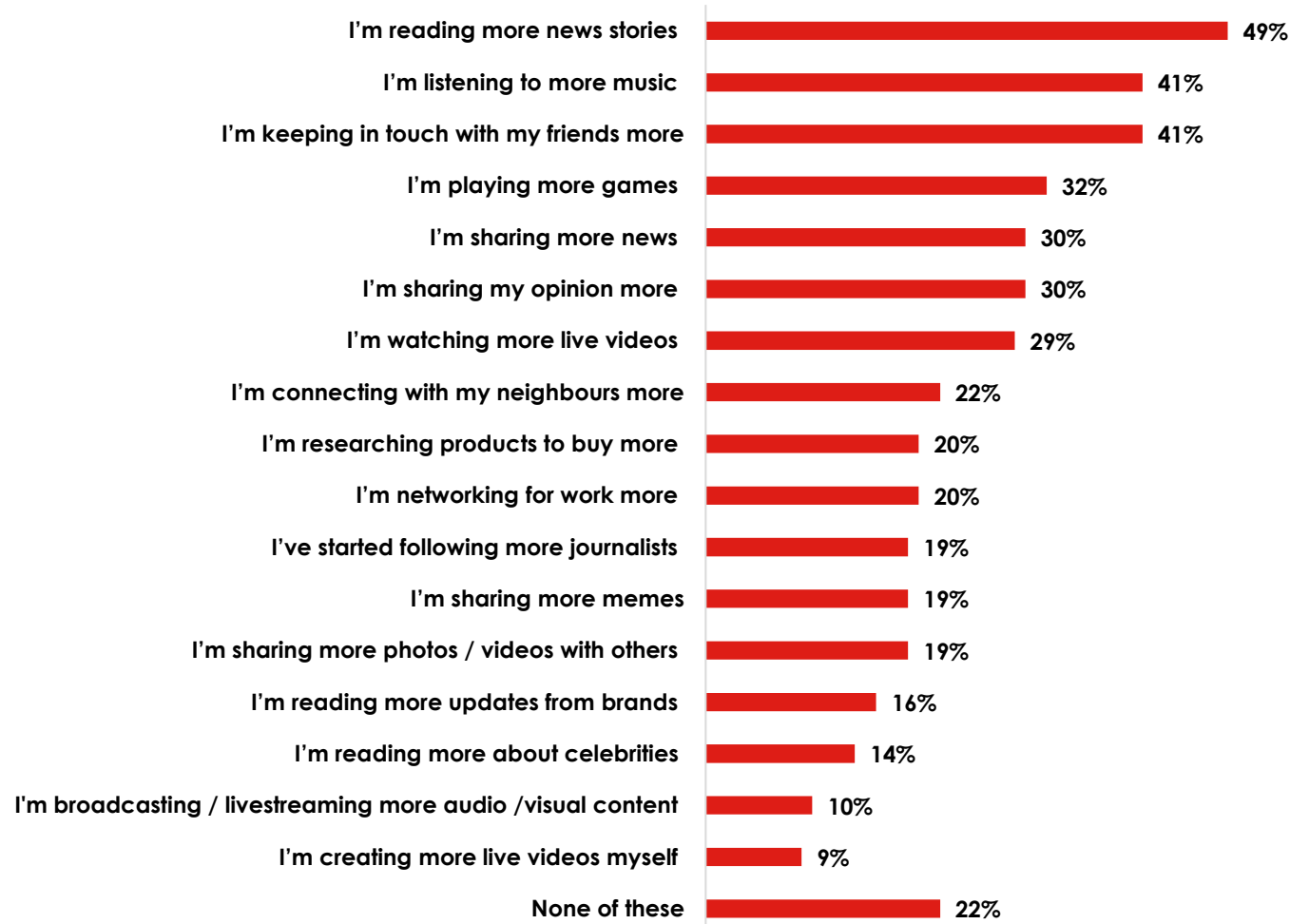
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Social Media Behaviors



% who say they're doing the following on social media as a result of the outbreak



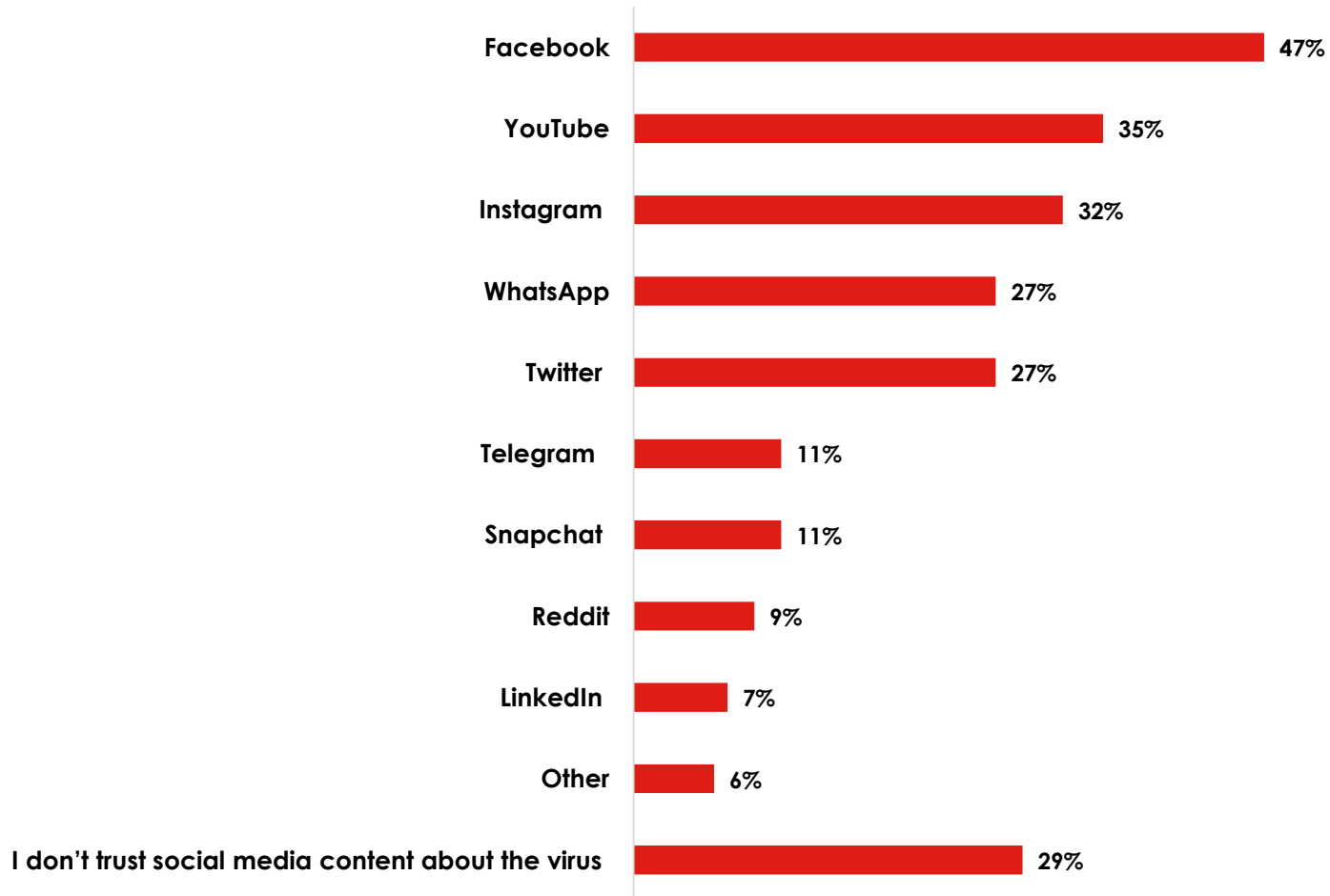
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Usage of Social Media for News



% who say they're using the following social media platforms for up-to-date news about coronavirus



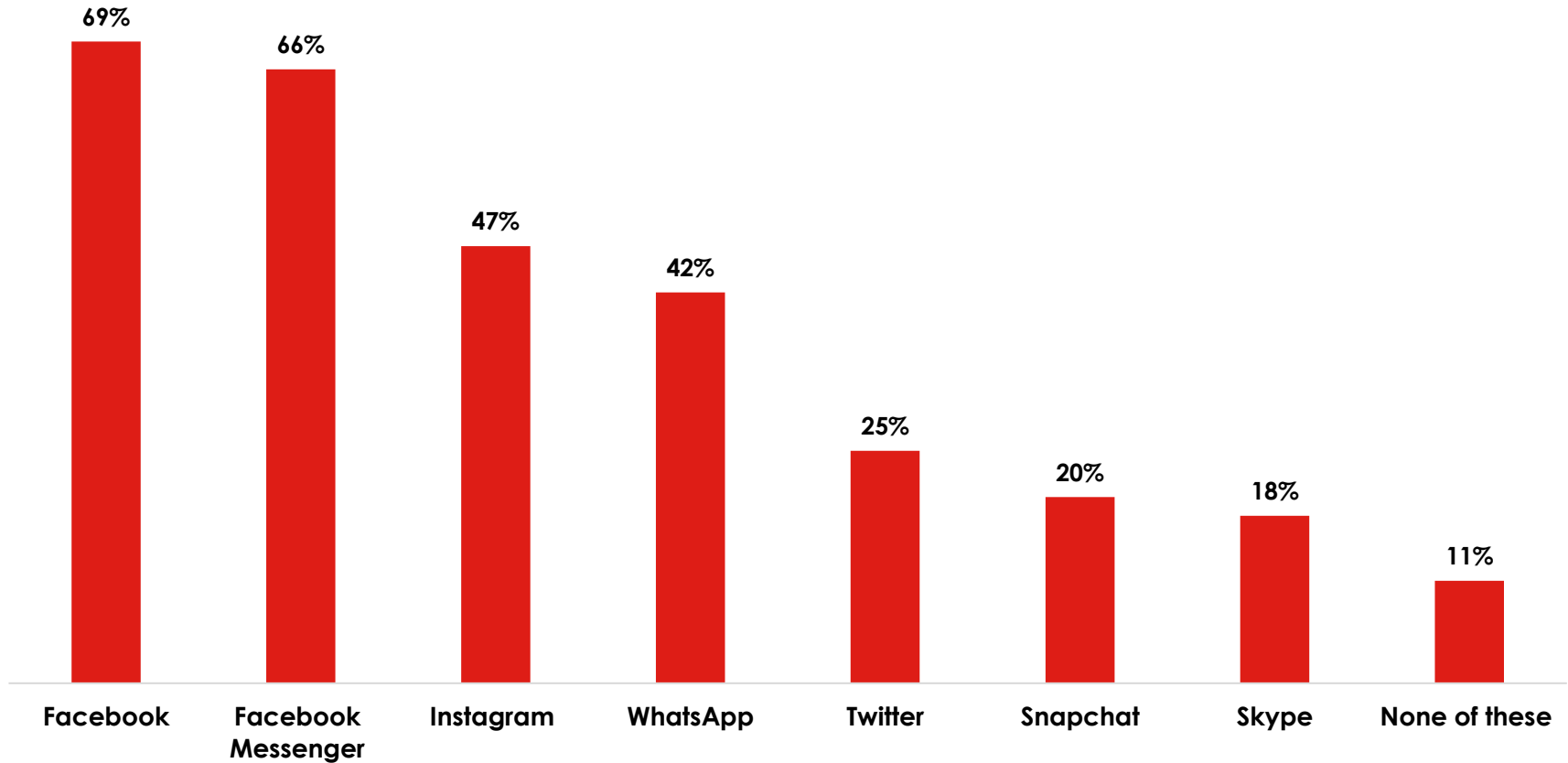
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Apps



% who say they're using the following apps to connect with friends / family during the outbreak



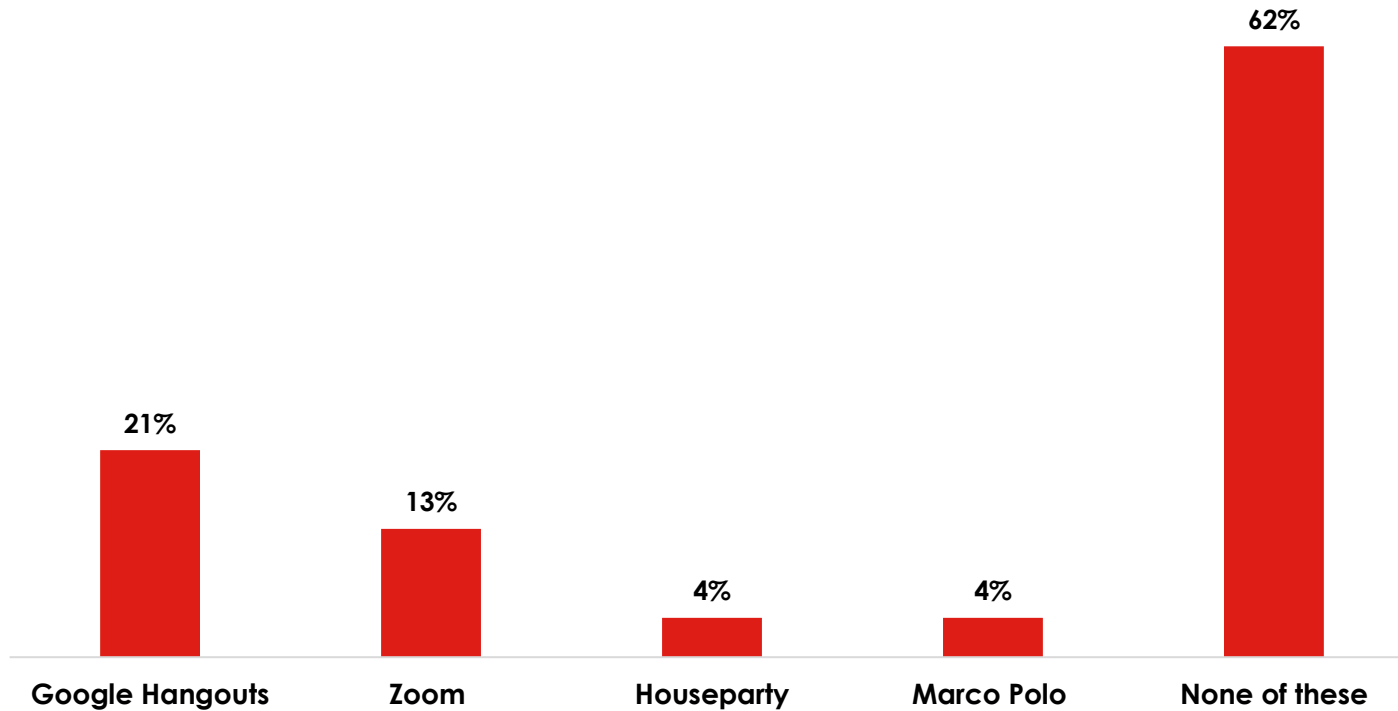
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Video Services



% who say they're using the following apps / services to connect with friends / family during the outbreak



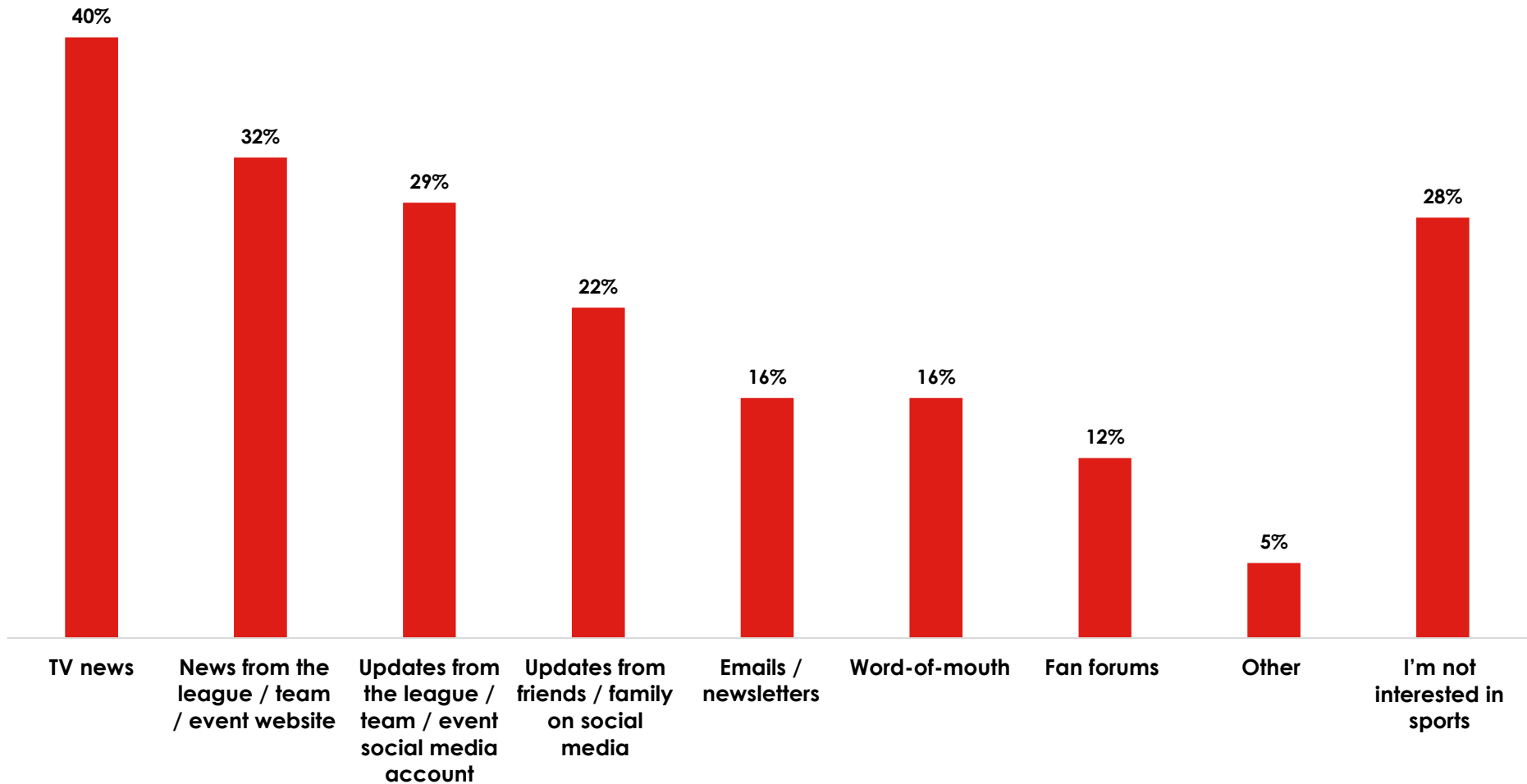
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Sources of Sports News



% who say they rely on the following to keep up-to-date with sports news at this time



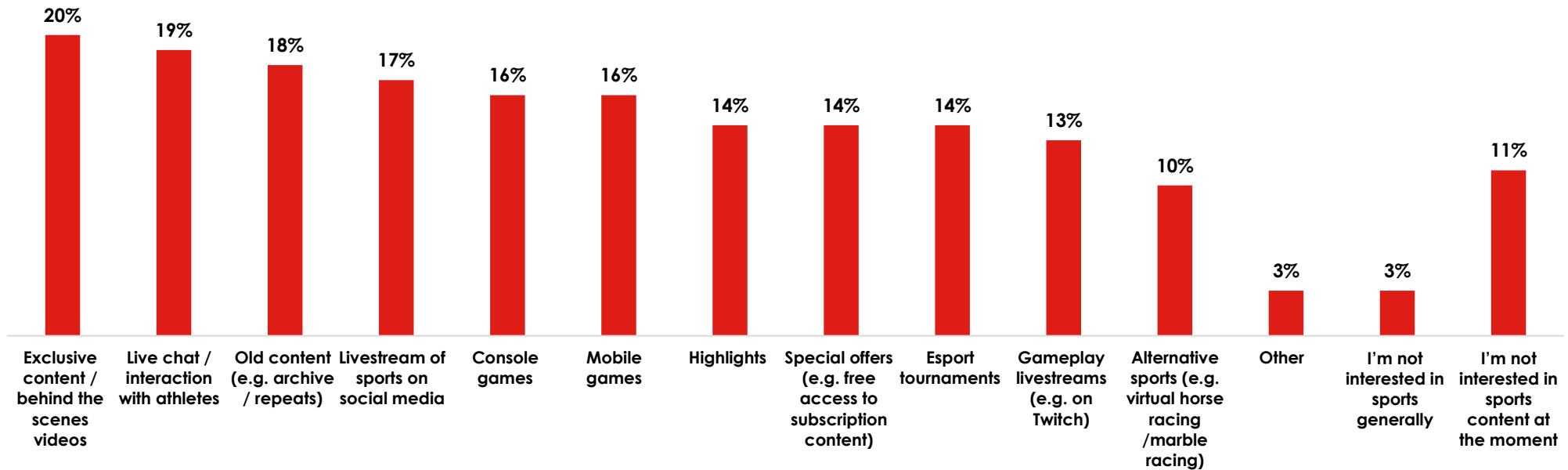
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Interest in Sports Content from Leagues / Teams



% who say they'd be interested in seeing the following from their favorite league / team in light of current disruptions



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Thank you.

Reach out if you have any questions
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