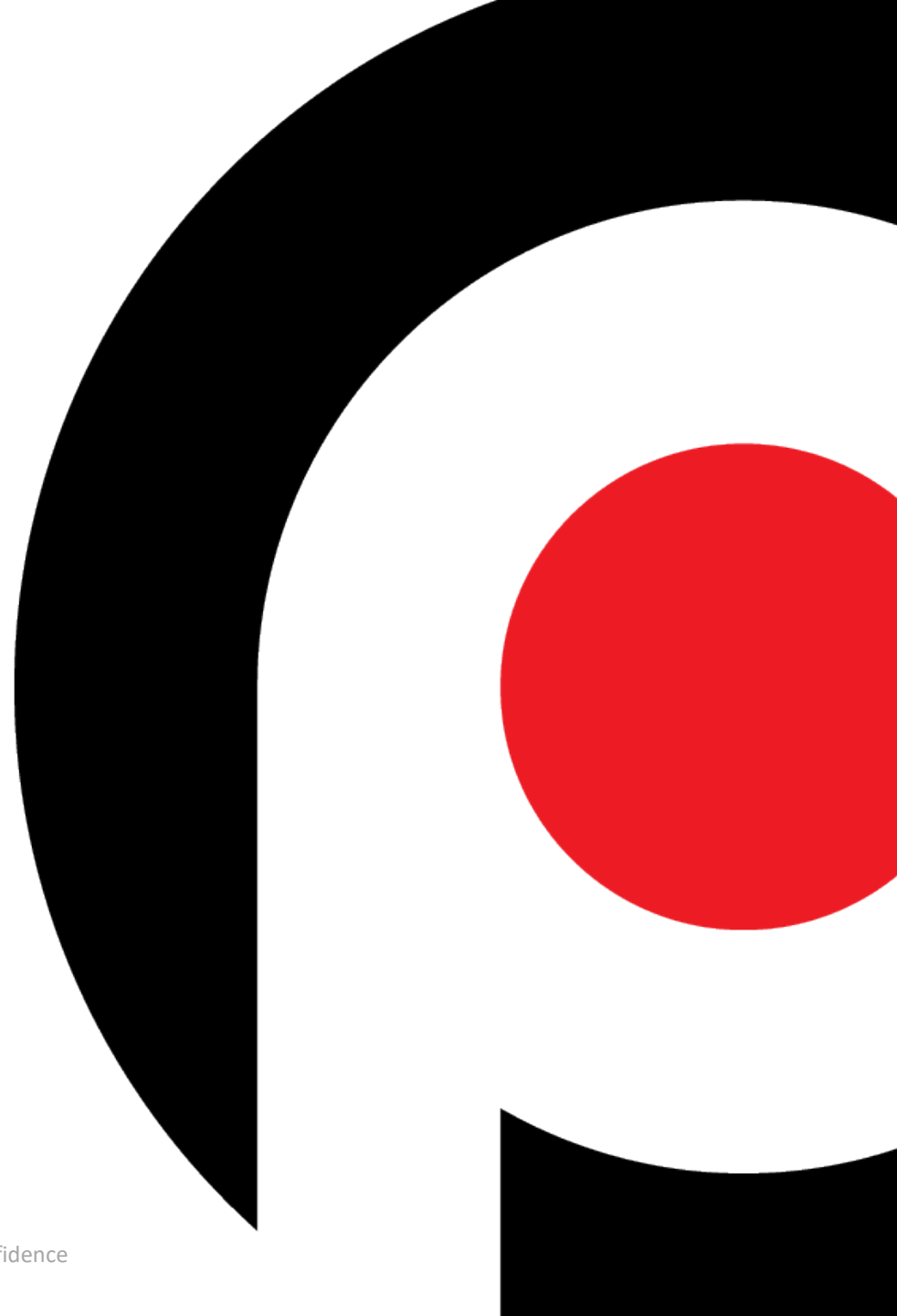




COVID-19 Insights

Media & Entertainment

UK
April 2020





Key Insights



- The **top media channels** people in the UK say they are consuming more of since the outbreak are **primarily video-based**
- Aside from searching for coronavirus updates on the internet, **music streaming is the second most popular online activity** – with 51% of people in the UK saying that they've done this on an average day
- **61% of people** who are **streaming music more now** say they **will continue to stream just as much** when the crisis ends
- **61%** of people say that **they are not considering paying for new subscriptions to video and music platforms** during this time



Key Insights



- Of those who want to hear from music artists and bands at this time, **they are most interested in livestreams of virtual performances or gigs**
- The outbreak is bringing back the “social” aspects of social media, but **entertainment remains strong**
- **WhatsApp is the leading platform** in the UK currently for **connecting with family and friends**
- There are **still people who are keeping an eye on sports news and their favorite athletes** during this time.



Contents



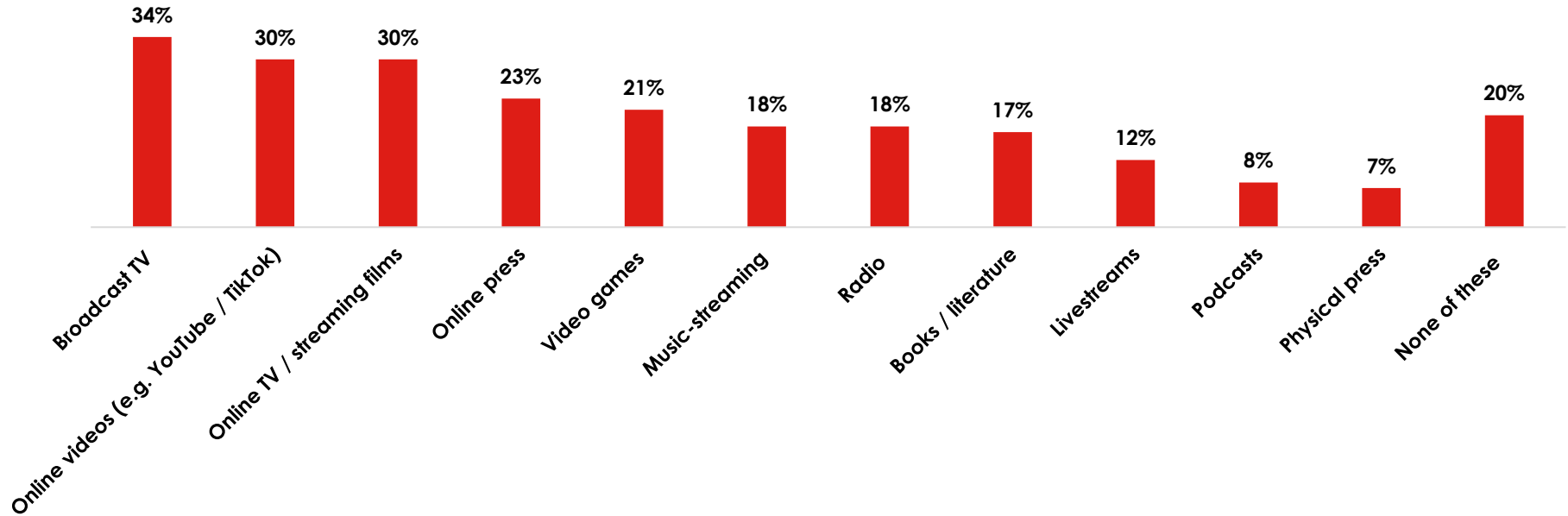
- [Media](#)
- [Online Activities](#)
- [Subscription Services](#)
- [Music Artists / Bands](#)
- [Social Media](#)
- [Apps & Video Services](#)
- [Sport](#)



Media Consumption Changes



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

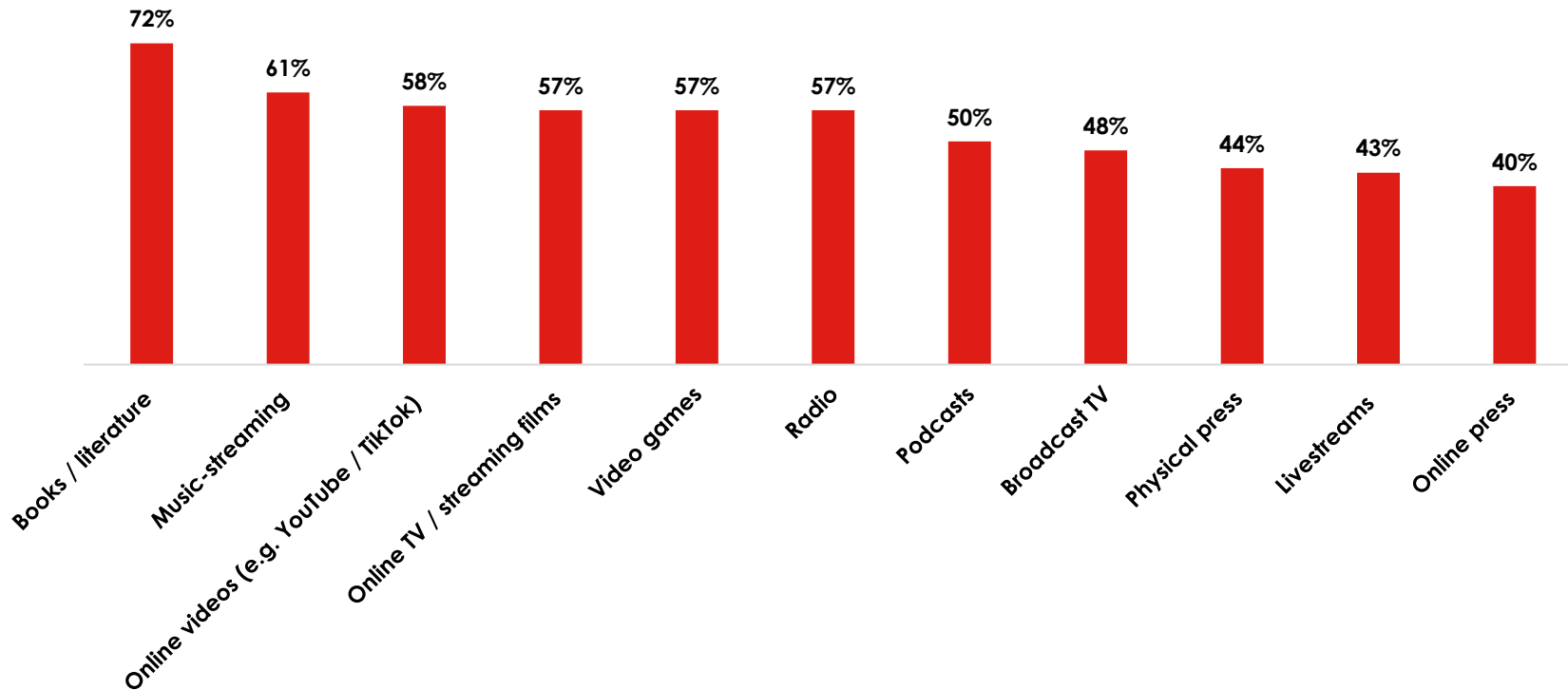




Media Consumption Intentions After Outbreak



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

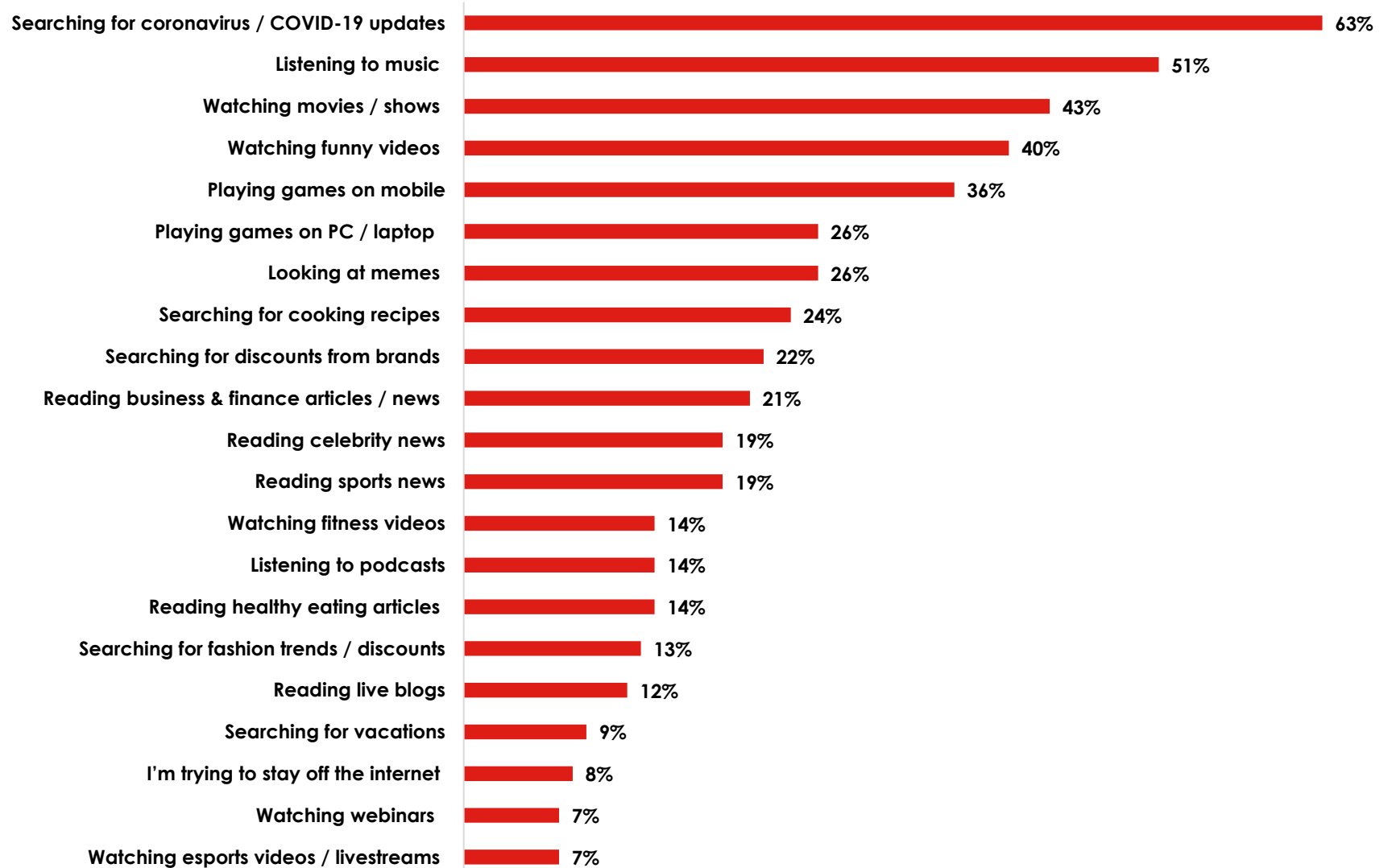




Online Activities



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

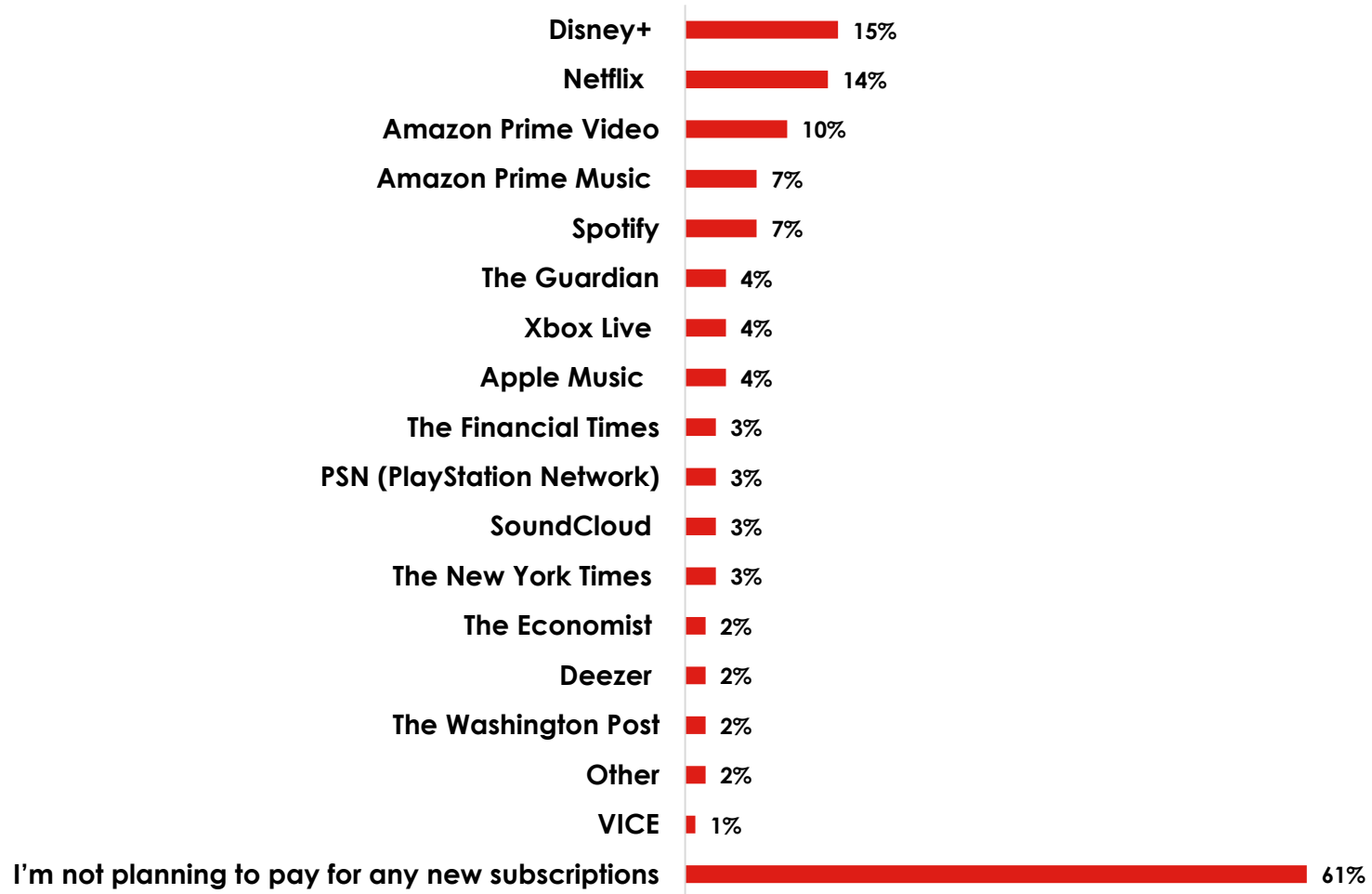




Subscription Services



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

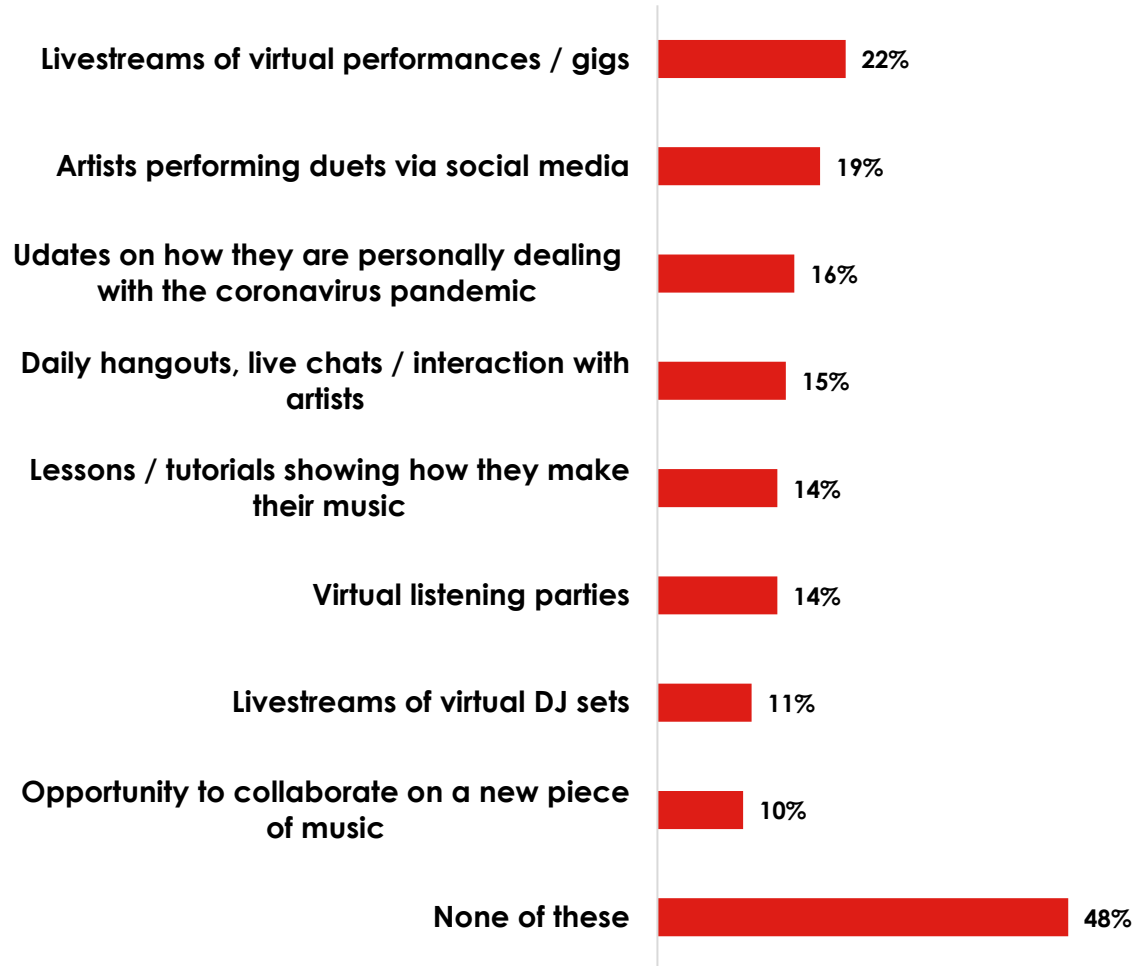




Expectations from Music Artists / Bands



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

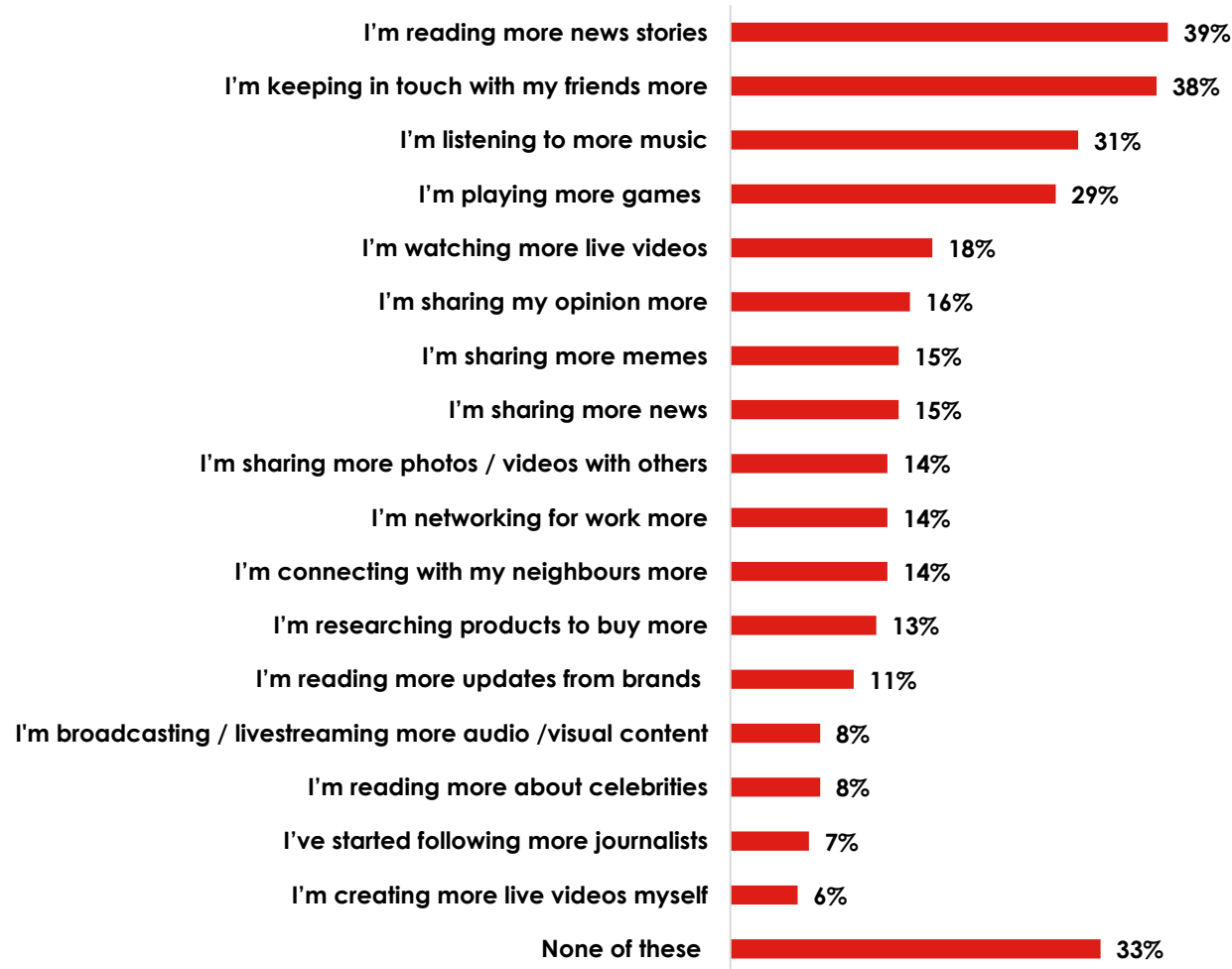




Social Media Behaviors



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

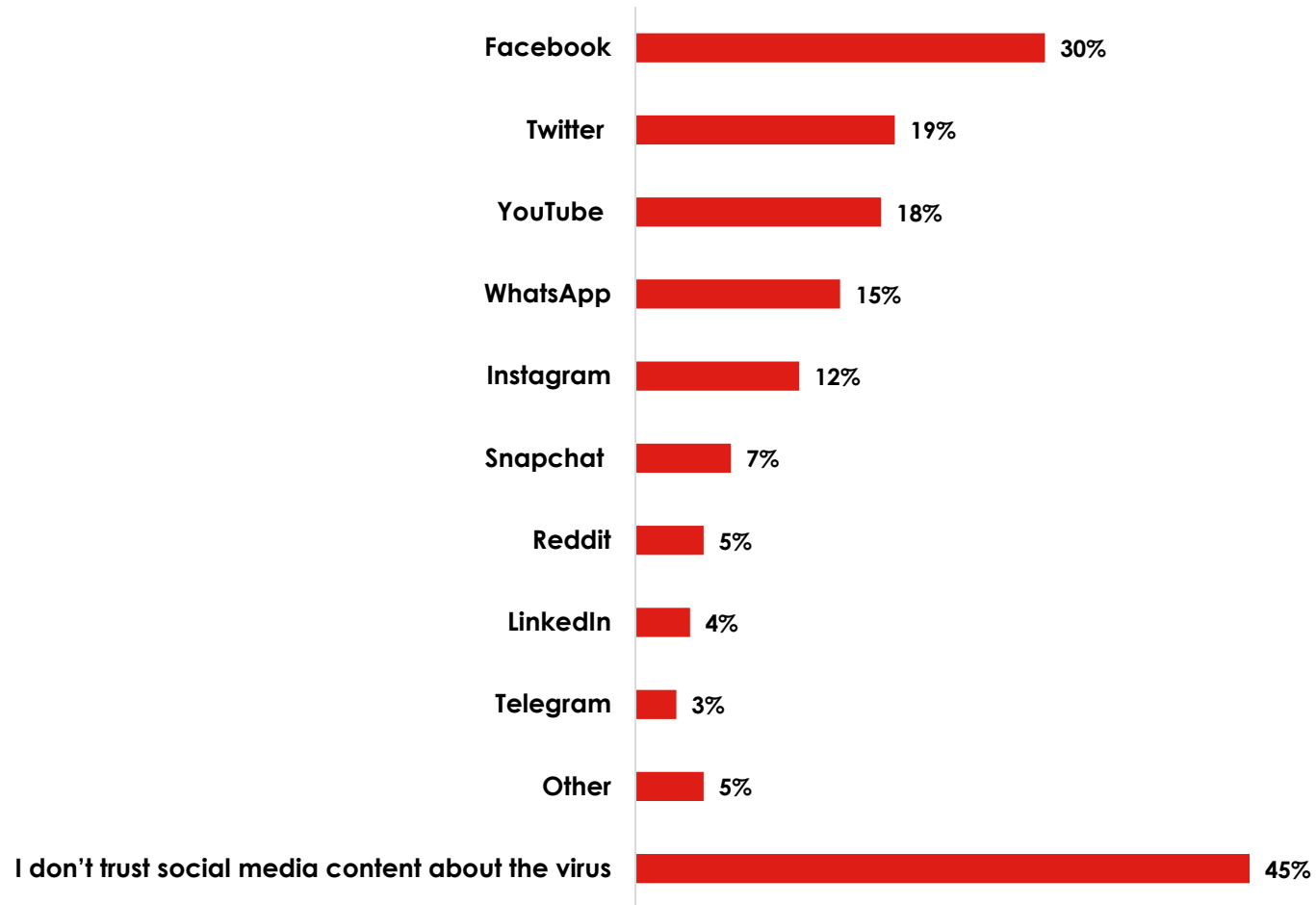




Usage of Social Media for News



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

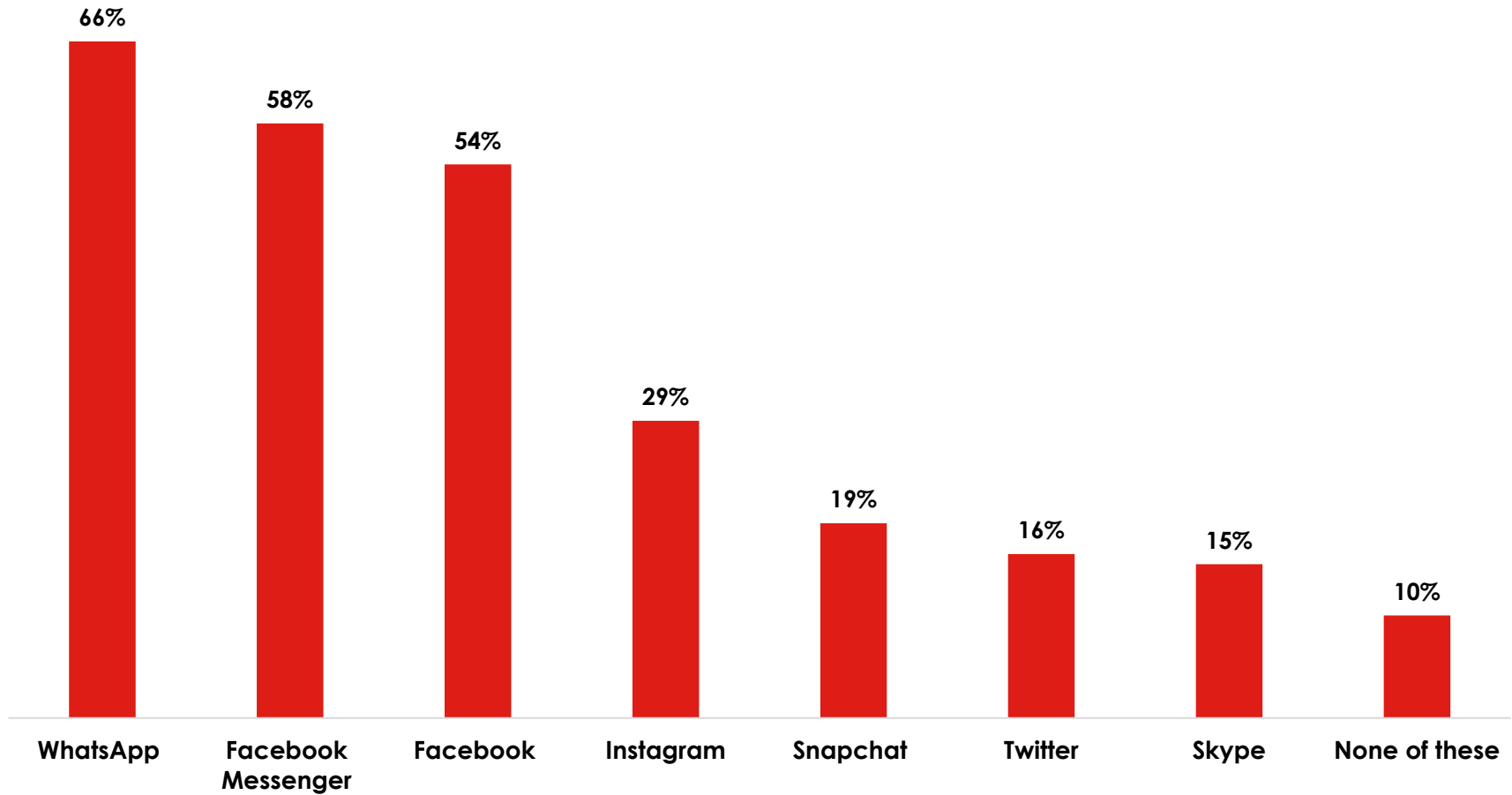




Apps



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

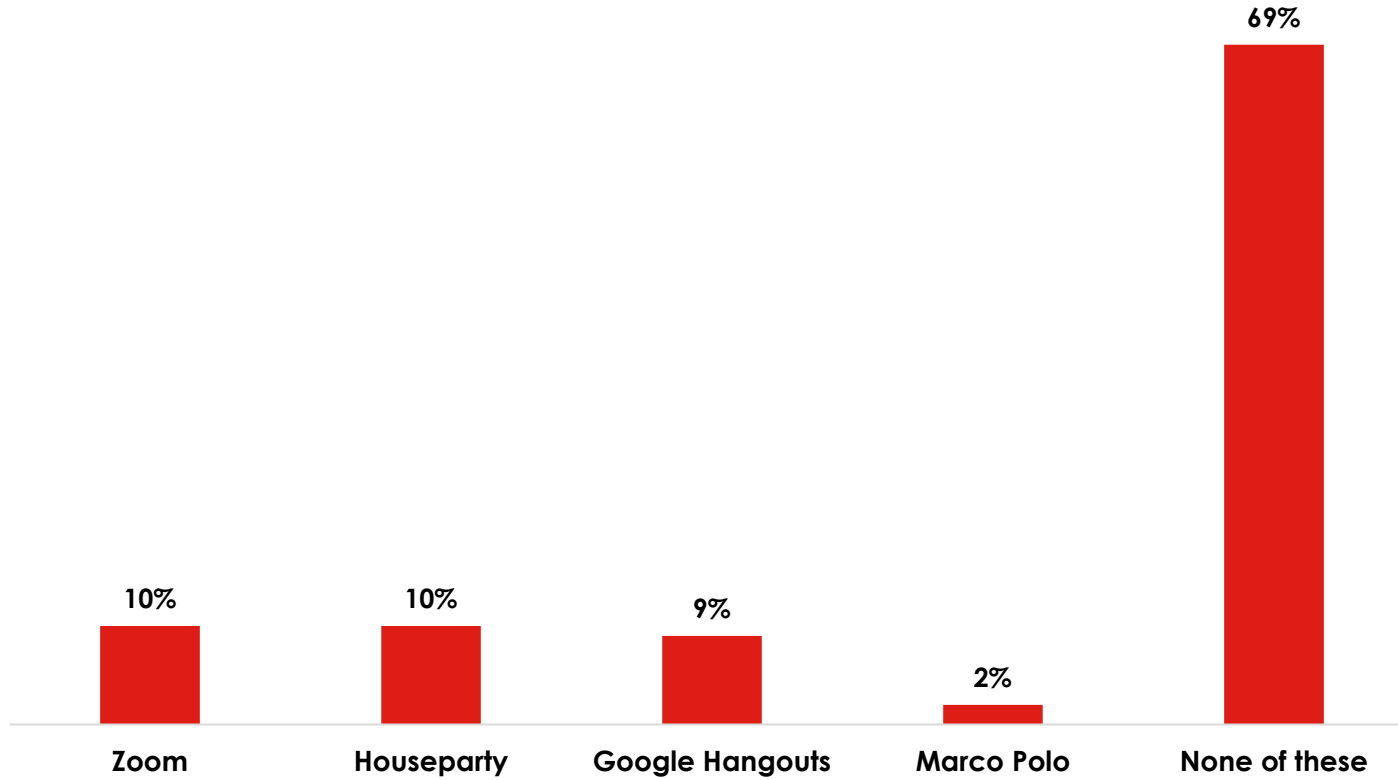




Video Services



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

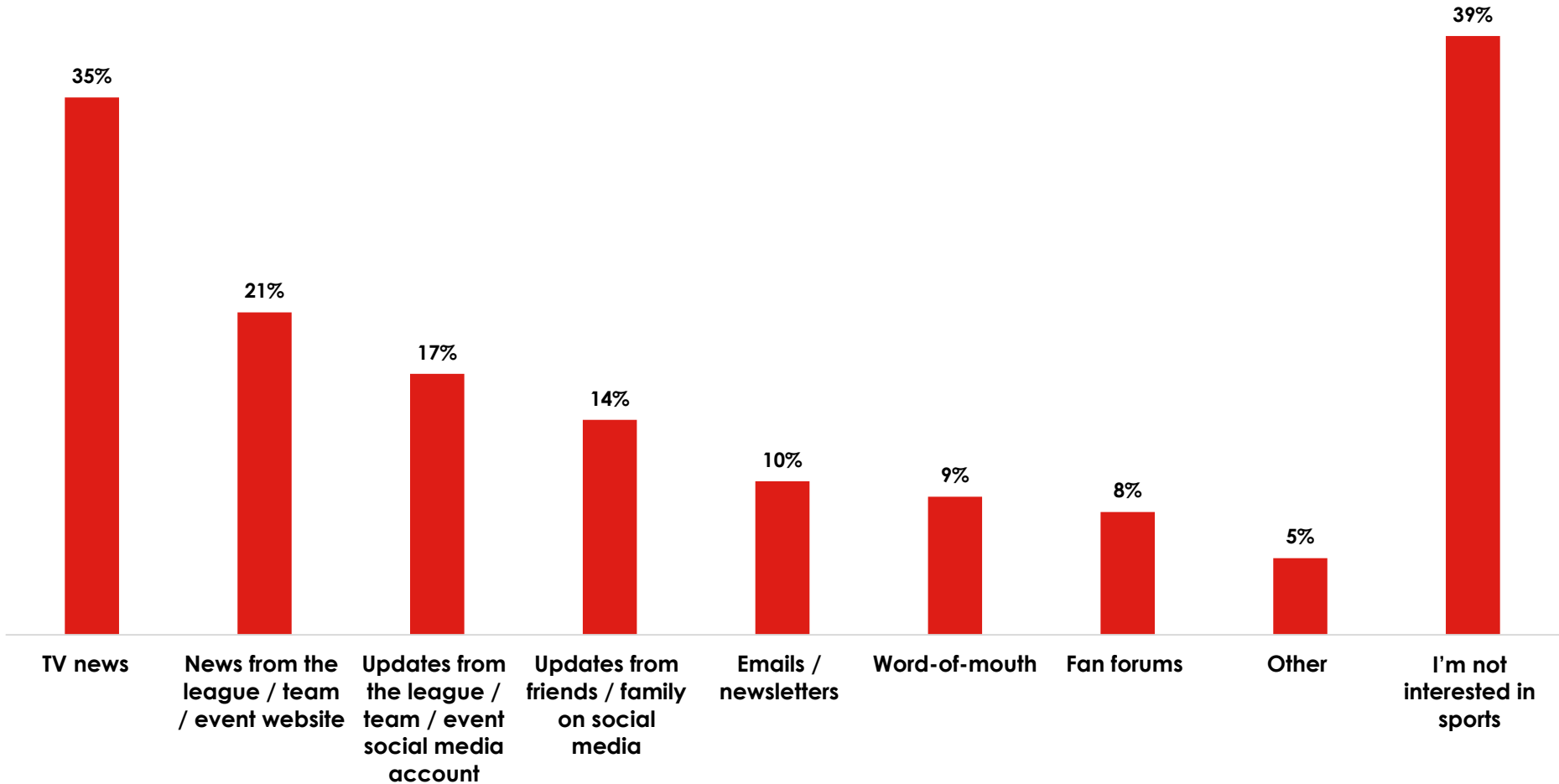




Sources of Sports News



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

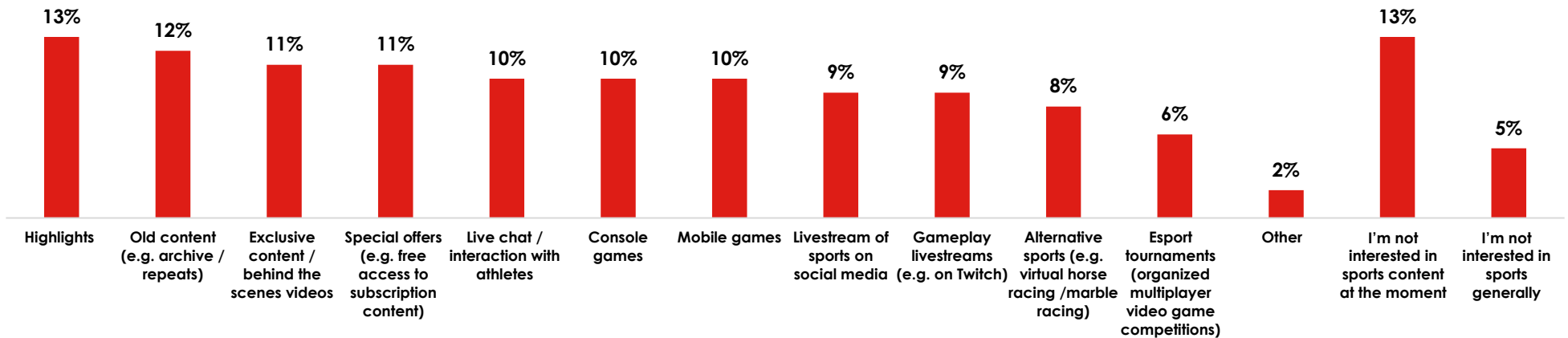




Interest in Sports Content from Leagues / Teams



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



Thank you.

Reach out if you have any questions
APinsights@audienceprecision.com