

MAGNA

STUCK AT HOME: MEDIA BEHAVIOR IN THE TIME OF CORONAVIRUS

MARCH 19, 2020



With quarantine and social distancing measures in place across the globe to limit the spread of the COVID-19 virus, people are consuming more media. While the desire to stay informed is a major driver of their choices, they are also using media to both entertain and stay connected.

KEY TAKEAWAYS

1 With people staying indoors, television and streaming video have seen growth in the markets that were the earliest hit by the outbreak, and we expect that trend to extend to the countries that are in the earlier stages of containment

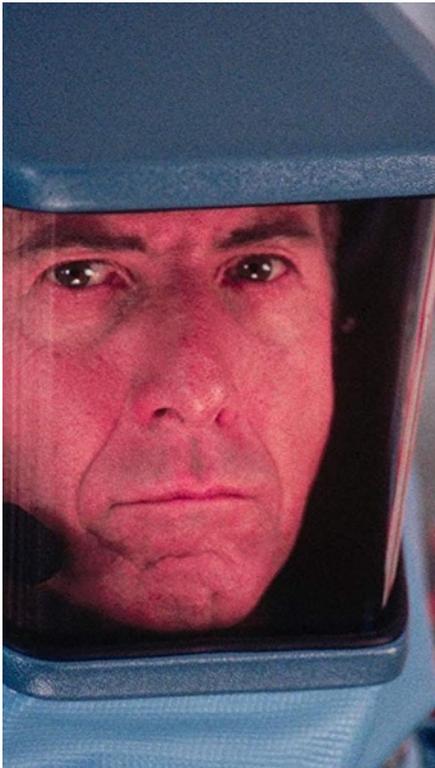
2 While primetime is typically when most television viewing occurs, increases are relatively modest there as consumption is more spread throughout the day

3 Beyond video, gaming and social media have been the outlets people turn to for distraction and stress relief

4 News content, both on television and online, has understandably seen spikes in consumption across markets as citizens want to stay informed

5 Despite the real-life danger, people have leaned into entertainment content about disease crises

INDIVIDUAL MARKET INSIGHTS



CHINA

- Gaming has been the top media beneficiary during the containment measures in China, and the number one game on the app store since the outbreak of the virus is called "Plague, Inc." (previously ranked 15-20th).
- TV viewing time increased by 18% during the 2020 Spring festival, which was initially scheduled for January 24-30 but was later extended to February 2nd nationally, and longer in some provinces.
- As the outbreak starts to move toward a conclusion in China, regular TV viewing is expected to fall again and continue its shift toward OTT, which was in progress already.

U.S.

- Last weekend (March 14-15) was where the impact of people staying at home started to be reflected in TV viewing data; on a total day basis linear television usage was up eight percent versus the prior weekend, while connected TV streaming was up 25 percent.
- Viewing to cable news for the last seven days of available data (through March 11), is up 22 percent compared to the equivalent period last year.
- Movie titles like Contagion, Outbreak, and Pandemic have become some of the most-watched content on Netflix.



ITALY

- Since schools closed on March 5th, TV audiences have increased around 10 percent on a total day basis and seven percent in primetime compared to previous weeks.
- News and current affairs programs have seen the strongest audience growth, with some 24/7 news channels seeing triple-digit increases.
- Digital media has also seen substantial growth, especially for news and information sites.

SOUTH KOREA

- TV viewership in South Korea has only been up by mid-single digit percentages in primetime, while news has seen a 23 percent increase.
- While video-on-demand consumption was already on the rise, quarantine measures led to an additional 40% net increase.
- Digital consumption has been up nine percent on browsers and 12 percent on mobile apps, with the following categories seeing the biggest gains: news (+35%), eCommerce (+21%), entertainment (+24%), and gaming (+33%).



JAPAN

- Daytime TV ratings have increased by 11 percent between January and March 2020, and primetime ratings have increased by six percent; work from home policies were implemented in late February and schools were suspended in early March.
- TV Tokyo (TX Network), which airs news, anime, and variety shows, has been one of the biggest beneficiaries of containment measures, with all day ratings increasing from around 7.2 to 8.5 (+18.5%) by mid-March.
- On average, ratings for news, information, and animation programs are increasing by eight to 13 percent, while dramas and variety shows are seeing declines.

UNITED KINGDOM

- TV consumption—linear and streaming—is expected to increase, especially for entertainment and news programs.
- Reputable news organizations have seen an increase in physical sales (some up +10%) and digital traffic (+35%) as people search for up-to-date information on the outbreak.
- Cinema and out of home are both likely to suffer, as several major movie releases have been pushed back and there is reduced foot traffic on public transportation and in urban centers.



AUSTRALIA

- Linear television and particularly news is expected to get a boost as more Australians stay at home; for example, the evening news on Sunday, March 15 saw a 34 percent increase over the prior Sunday.
- Gaming and social platforms are very likely to see increased traffic, as they have in other APAC markets.
- Online retailers are likely to see a major increase in activity as people shop more online and avoid high population density areas.