



## September 2020

### Televisions: Incl Impact of COVID-19 - US

“The strong bond Americans have to television has strengthened the TV market despite the pandemic and should support it even through the recession. TV brands should be taking steps to ensure their products reflect consumer attitudes that the television set isn’t just an electronic device or piece of furniture, but ...

### Consumers and the Economic Outlook: Incl Impact of COVID-19 - US

“The unpredictable pace of the spread of COVID-19 is worrying, but consumers have remained optimistic about their finances throughout this pandemic and the subsequent recession. Time will tell how deeply consumer finances will be affected, but right now, consumers are most definitely holding out hope for themselves, while their confidence ...

### Digital Advertising: Incl Impact of COVID-19 - US

“There is an industry adage that says, “In good times you want to advertise, in bad times you must advertise.” Following the downturn in economic activity due to COVID-19, an effective digital advertising presence will be necessary for businesses both big and small to drive awareness and growth moving ...

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### Television Advertising: Incl Impact of COVID-19 - US

“Television advertising has struggled as COVID-19 takes a significant toll on a sector that is already struggling from consumer and advertiser defections to digital. However, it does offer a strong consumer experience that few other platforms can match, and even in the near term there are some bright spots like ...

### Digital Video: Incl Impact of COVID-19 - US

“More consumers now stream digital video content than watch cable or satellite TV. Paid TV packages are struggling to compete with the convenience and cost of on-demand internet based streaming services. To do so, cable and satellite providers are pivoting from paid TV to internet based service. As ISPs, they ...