

Media Trends Autumn: Inc Impact of COVID-19 - UK - October 2020

Report Price: £1995.00 | \$2693.85 | €2245.17

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“Parents of young children look to be a particularly important demographic for different media sectors throughout the COVID-19 pandemic. In an attempt to keep their children entertained and educated while social distancing restrictions have been in place, parents have increased their use/purchase of different media content, from video subscriptions to books.”

– **Rebecca McGrath, Senior Media Analyst**

This report looks at the following areas:

As of July 2020, over half (52%) of people use a video subscription streaming service, up from 44% in January 2020. Video streaming services, such as Netflix and Disney+, have seen a surge in subscribers since the outbreak of COVID-19, which has resulted in half of people spending more time watching TV/films.

The impact of COVID-19 on media has been significant but varied, with digital media, particularly subscriptions services, performing well, while sales of physical media have fallen. Overall, the pandemic has accelerated media trends that were already taking place, such as the transition towards streaming services over traditional broadcasters.

The already-struggling newspaper and magazine markets have been dealt a major blow by the outbreak, with print circulation falling significantly and declines in digital advertising revenue preventing publishers from seeing the full benefits of increased online interest. Publishers are under even more pressure to get people to subscribe online.

The pandemic has added new media behaviours into many people's lives, such as watching live streams and video calling for both socialising and work. The growing popularity of live streaming has presented new opportunities for platforms, such as live shopping features on social media and the potential for more social TV viewing options.

- **The impact of COVID-19 on media habits**
- **Trends in purchasing of media content**
- **Trends in media activities and use of devices**
- **Use of video calling and live streaming services**
- **The impact of COVID-19 on the time people spend doing media activities**
- **The impact of COVID-19 on how much people spend on media content**

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