

# The Impact of COVID-19 on Media and In-home Entertainment - UK - June 2020

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## This report looks at the following areas:

Usage of social media and online news sources has boomed but drops in digital advertising revenue have made it difficult for them to see the full benefits of this interest. Already struggling print media markets, such as newspapers and magazines, have also been dealt a harsh blow with circulation falling significantly.

- **Social Media** – includes online platforms that facilitate person-to-person interaction or sharing media content with other users such as Facebook, YouTube and Instagram.
- **TV and Video** – includes TV shows and films delivered through DVDs, Blu-ray discs, Freeview, pay-TV subscriptions like Virgin Media or Sky, and streamed video services such as Netflix and Amazon Prime Video.
- **Music and audio** – refers to CDs, digital downloads and streaming services such as Spotify or Apple Music.
- **Print media** – refers to newspaper, magazine and book titles in either a digital or physical format.



“Reflecting the diverse nature of the sector, COVID-19 has had a dramatically different impact on different media markets. High demand for in-home entertainment has seen video subscriptions surge, although the market is now facing the looming issue of an absence of new content”.

– Rebecca McGrath, Senior Media Analyst (1 July 2020)

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