

Black Consumers and Media Consumption: Incl Impact of COVID-19 - US - May 2020

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This report looks at the following areas:

- The impact of COVID-19 on Black consumers' media consumption
- How the media market will fare in the post-COVID-19 slowdown
- Attitudes and consumption behaviors for new and traditional media platforms
- How content drives value perceptions of different platforms

Streaming services and an abundance of relevant, appealing content create greater entertainment value and flexibility for Black consumers' media consumption. The COVID-19 pandemic and subsequent stay-at-home measures have undoubtedly increased this group's media consumption, especially targeted content from trusted sources that inform, comfort and guide Black consumers, who are disproportionately impacted by the coronavirus health and financial ramifications. As content producers aim to entertain and inform Black consumers with varied interests, advertisers have an opportunity to engage these consumers with tailored messaging that resonate with viewers.



"As the Black population is disproportionately impacted by the coronavirus pandemic, Black consumers turn to culturally relevant, trusted media sources for information as well as those that offer an escape from the chaos."

– **Toya Mitchell, Senior Multicultural Analyst**

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