

# COVID-19 and Media and In-home Entertainment: A Year On - UK - May 2021

Report Price: £2195 | \$2995 | €2600

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## This report looks at the following areas:

- The impact of COVID-19 on the media and in-home entertainment market.
- How the pandemic will shape consumers' behaviour.
- The impact of COVID-19 on the time people have spent doing media activities.
- The impact of COVID-19 on the amount people have spent on media content.
- People's expected media habits once COVID-19 is no longer a concern.

TV viewership has surged during the pandemic and people do not appear particularly eager to turn away from the TV screen. 25% of people expect to spend more time watching TV/films post-pandemic than they did before the outbreak (up to 39% among Gen Z), nearly double the 13% who expect to spend less time.

The pandemic has had a varied impact on media markets, with some markets such as video and music subscriptions boosted, while others like print magazines/newspapers have been hit hard. Overall the pandemic has furthered existing media trends, as people increasingly consume digital rather than physical formats. The exception to the trend away from physical media has again been books, with the books market performing strongly despite the difficult retail environment.

Long-term changes in people's habits, such as working from home more, will continue to be a particular challenge for print newspapers and magazines, while creating opportunities in other markets. One of the biggest concerns across media markets will be the level of disposable income people have as the economy recovers, especially if many will be inclined to prioritise out-of-home leisure activities.

Throughout the pandemic the digital subscription model has come further to the fore for a variety of media content, from music to newspapers. Digital



"There have been mixed fortunes for media markets since the outbreak of COVID-19, with some performing strongly, such as music and video subscriptions, while others, like print newspapers and magazines, have struggled. One overall long-term impact across markets is likely to be the increased importance of digital subscriptions."

– Rebecca McGrath, Senior Media Analyst

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subscriptions and direct payment options will be even more central to many media markets going forward. The pandemic has also broadened the use of digital features, such as virtual events/livestreaming and voice commands, presenting new opportunities for various media platforms.

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