

Media Trends Spring – UK – March 2021

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This report looks at the following areas:

- The impact of COVID-19 on media habits.
- Trends in purchasing of media content.
- Trends in media activities and use of devices.
- The types of original media content people are posting online.
- Attitudes towards posting original media content online.

The end of 2020 saw people renew their interest in physical albums after a sharp drop at the start of the COVID-19 pandemic, with purchasing of CD albums up to 18% in the three months to December 2020 from 13% in the three months to July 2020. Already struggling physical media markets faced a significant blow from the pandemic, but physical video and music formats have had a slight bounce-back, despite disruption to retail. While overall physical media will continue to play a reduced role as digital dominates, there are indications that the formats still cannot be dismissed.

COVID-19 has had a big impact on the media landscape in varied ways. Print circulation of newspapers and magazines has fallen significantly, while TV viewership across various services has soared. Mintel's research shows limited change between the spring/summer months of 2020 and the end of the year, with people's media habits/purchases remaining fairly consistent, which is in line with the fact that people's general lifestyles have been unable to change much. The overall story is one of an acceleration towards digital content across media sectors, albeit with physical markets showing more resilience than perhaps anticipated.



“The outbreak of COVID-19 significantly impacted people's media habits, with TV platforms the early big winner. Behaviour at the end of 2020 was overall fairly stable compared to the initial pandemic period.”

– Rebecca McGrath, Senior Media Analyst

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