

# *MEDIA IMPACT REPORT #5*

COVID-19 Pandemic Advertising Ecosystem Impact

**4.7.2020**

## TOP 3 THINGS THAT YOU NEED TO KNOW

1

The amount of time consumers are spending streaming on TV has grown significantly year over year

2

In addition to increased time being spent within news content, we are seeing heavier consumption in entertainment, including gaming

3

The market continues to be open, and CPMs were down across all channels in the month of March



# *Media Consumption Updates*

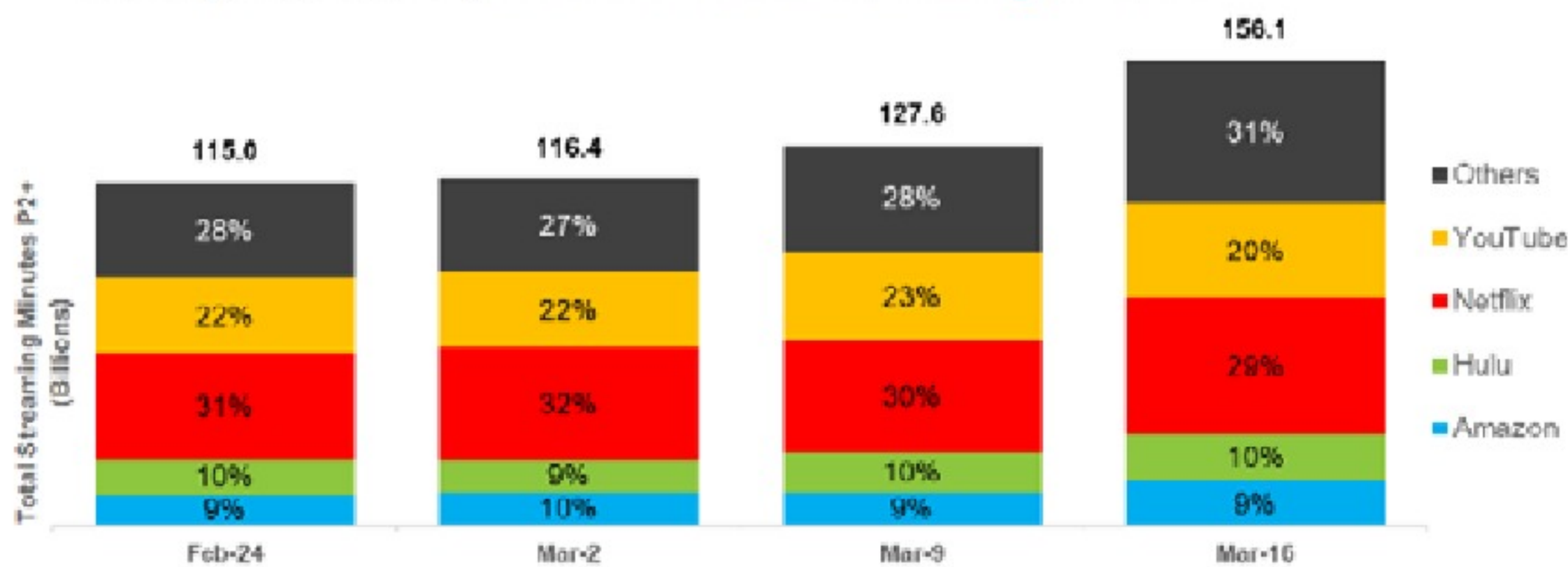




**STREAMING CONSUMPTION  
CONTINUES TO RISE**

- Streaming’s share of total TV time has increased to 23% of U.S. TV Households during the week of 3/16, vs. 14% during the same week last year
- Overall, consumers in TV households watched more than 156 billion minutes of streaming content during the week of March 16 (+35% since the week of 2/24)
- Netflix has the largest share of viewership, followed by YouTube, Hulu and Amazon Prime
- Of note is the “others” bucket has continued to grow, which includes Disney Plus

**Weekly, Persons 2+, Percent of Total Streaming Minutes**



Source: Nielsen

Source: Nielsen





### WHILE VIDEO CONSUMPTION HAS BEEN GROWING, AUDIO HAS AS WELL

- A new Nielsen survey has found that 83% of consumers say that they are listening to as much or more radio as they were before the pandemic
- As expected, they are spending more time listening at home and on mobile devices
- When digging into the role of radio currently, Nielsen found that - "60% of Americans of adults 18 and older hold radio in high regard and trust it to deliver timely information about the current COVID-19 outbreak"

### 8 IN 10 REPORT THE SAME OR MORE TIME WITH RADIO AS A RESULT OF COVID-19



Percent of responses to the question: "Because of the COVID-19 outbreak, do you find yourself listening to radio..."



Source: Nielsen

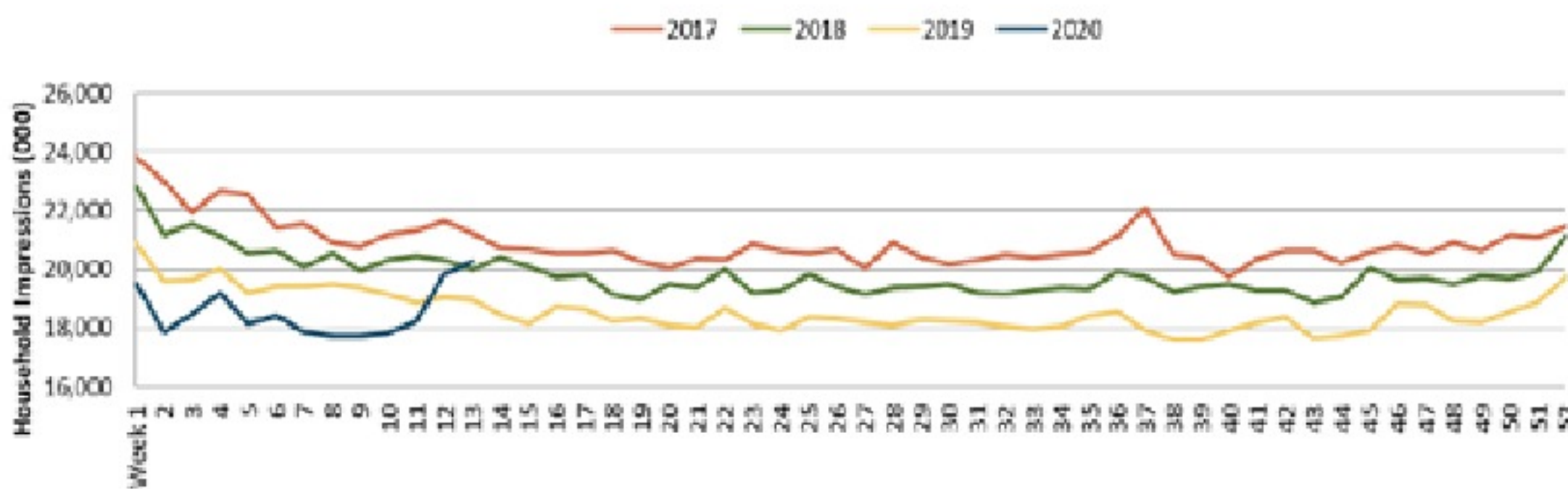




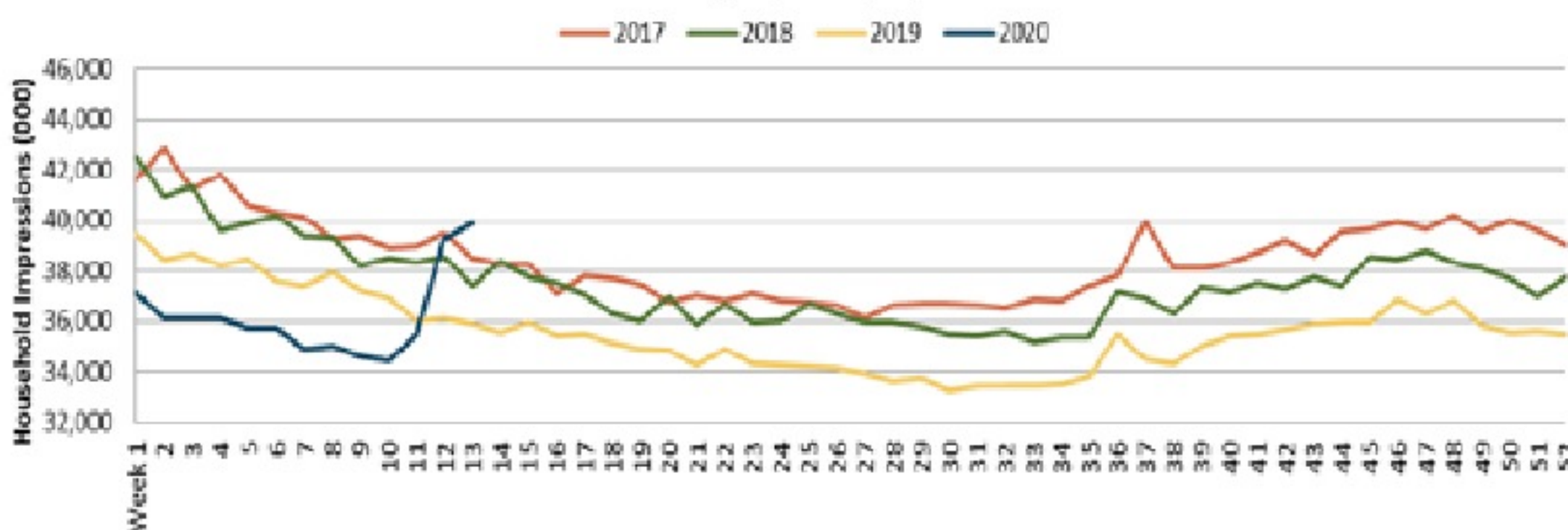
**LINEAR TV CONTINUES TO GROW. NEWS IS STILL THE MOST WATCHED GENRE IN CABLE.**

- Viewership continues to grow year over year
- News is continuing to dominate viewership within Cable
  - CNN viewership grew by 193% year over year
  - The top three cable networks in viewership are Fox News, CNN and MSNBC
- Dayparts with the largest increases in viewership are daytime and early fringe, driven by the growth in available audiences during these dayparts

**TV Viewership For Ad Supported Cable Stations - Weekly Overall**  
12/26/16 - 3/29/20



**TV Viewership For Broadcast Stations - Weekly Overall**  
12/26/16 - 3/29/20



Source: Nielsen



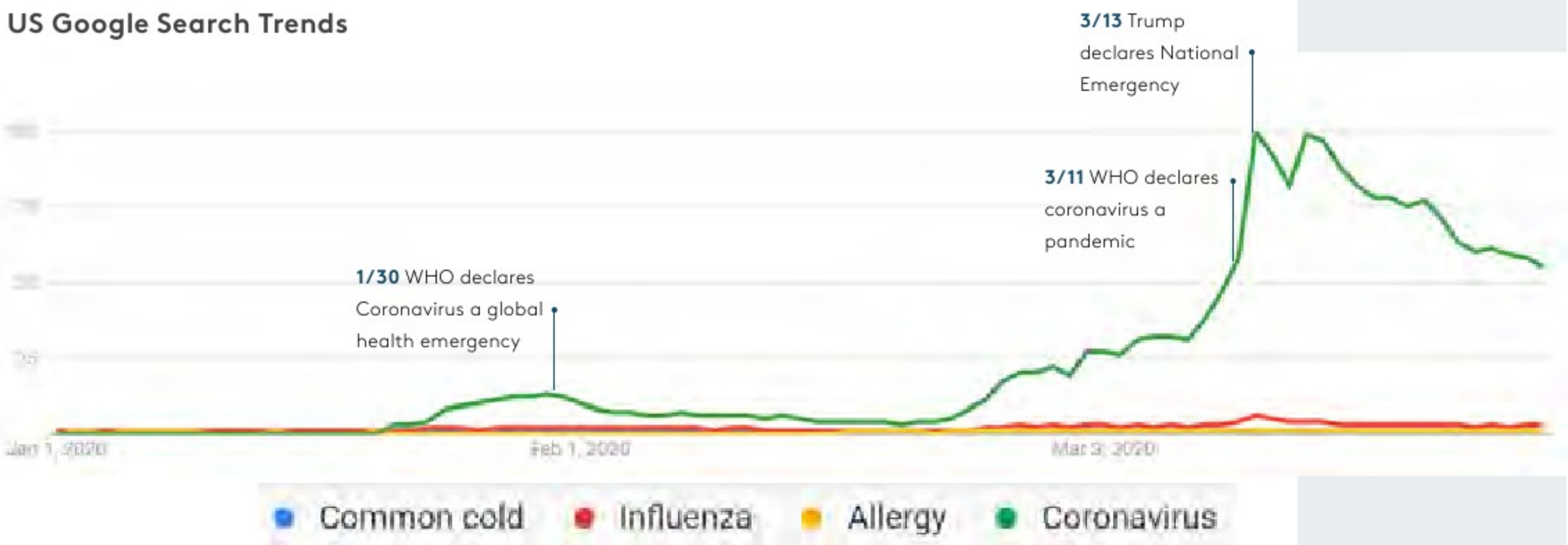


## SEARCH BEHAVIOR IS CHANGING TOO

Coronavirus searches increased 10X from January to peak in mid-March and showed much greater interest than seasonal health categories (Flu, Cold, and Allergy-related searches)

- As the disease spreads, **coronavirus search behavior is shifting** from informational queries (e.g. 'what is coronavirus') to researching symptoms (e.g. 'signs of coronavirus'); treatment-related queries make up small percentage of volume
- **Coronavirus searches peak** around 7am, as the topic becomes the first thing on many peoples' minds
- **Telemedicine searches** have also started surging in March

### US Google Search Trends



Source: Google Trends Chart, US as of 3/31/2020

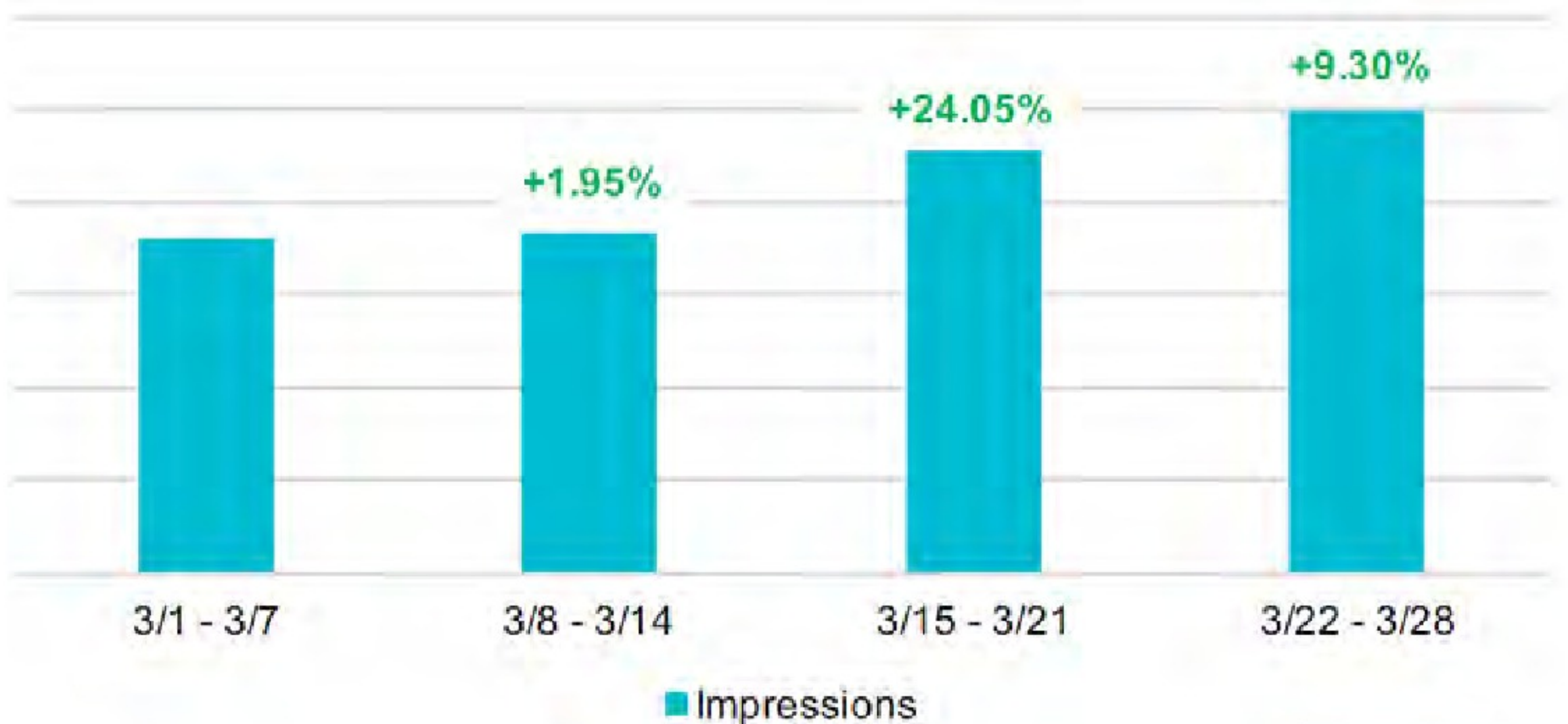




### HIGHER USAGE AND ENGAGEMENT WITHIN MOBILE GAMING

- Majority of mobile gaming activity is occurring within casual games
- Engagement rates in the US rose by 6% after March 13th as users are more engaged with in-game ads
- Installs of new games increase with a huge increase of 25% in IPM (installs per thousand impressions) in the US after March 13th

#### Week-over-week uptick in US mobile gaming traffic



Source: Unity internal data; Ironsource internal data





# Media Updates

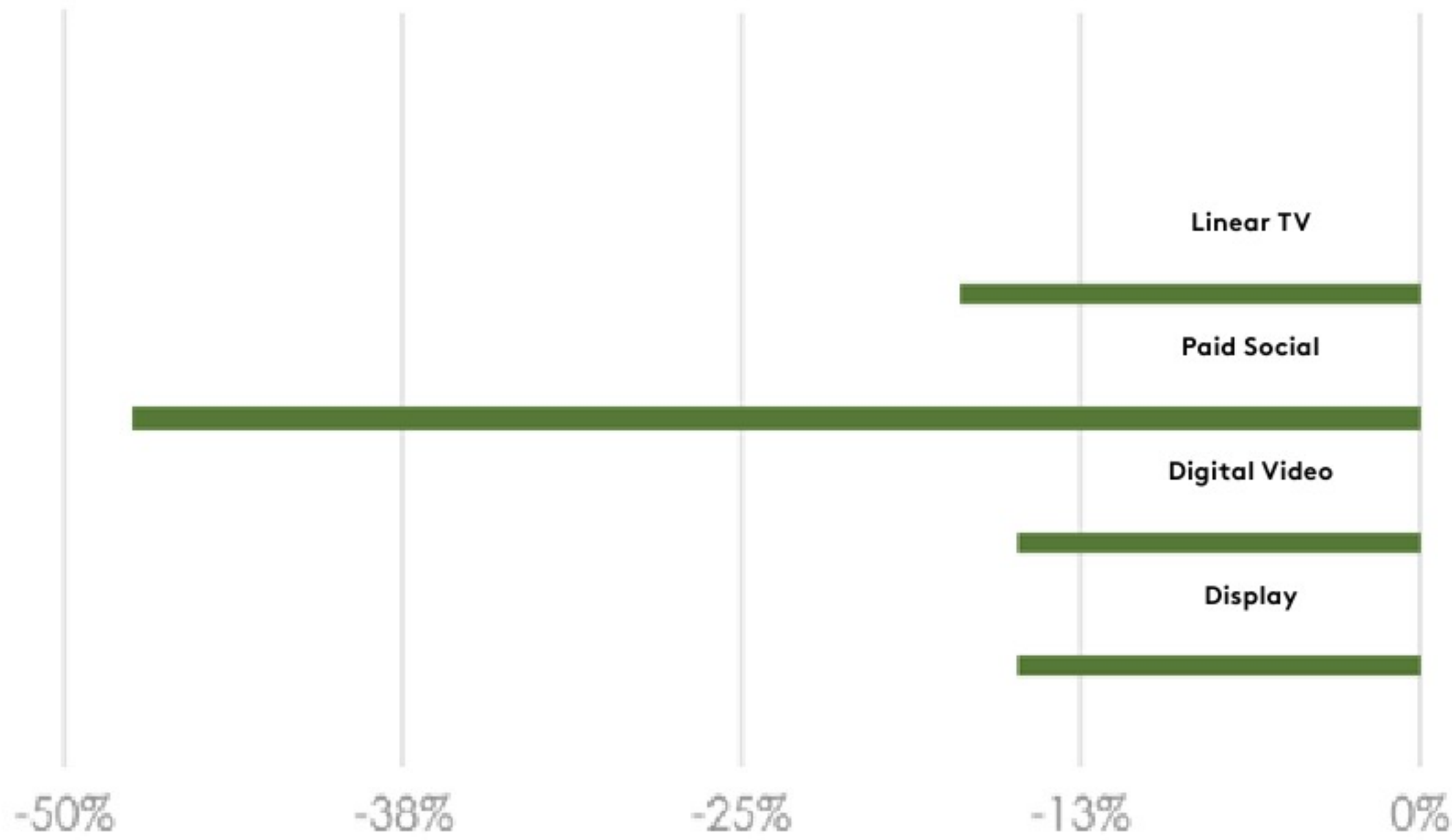




### CPMS HAVE DECREASED ACROSS THE BOARD

- While paid social has seen the largest decrease in CPM (-48%), we saw more efficient CPMs across the board in the month of March

### CPM Change By Channel



Source: Rain the Growth Agency





## **LINEAR TV**

- Given strong clearance this week, taking additional rate reductions across majority of cable networks as inventory remains open
- Broadcast network prime continues to have OTO's/avails including programming inspired by current world conditions:
  - CBS Mon- 3/30 - Homefest: James Corden special filmed in his garage with various artists featuring live, digital performances
  - CBS Wed 4/1 -Garth Brooks/Trisha Yearwood Coronavirus benefit concert (inspired by their viral Facebook concert)
- Long form - larger DMAs offering weekend half-hours slated for live sports. Premiums are associated with these opportunities. Waiting to see if pricing decreases.





## AUDIO

- Terrestrial:
  - Pricing flexibility seen across other channels hasn't had notable impact on terrestrial; moving large amounts of inventory out of live sports/events put immense pressure on other shows and Q2 remains very well-sold
- Streaming:
  - Changes have been harder to spot; Pandora's overall daily usage through 3/16 was consistent with the year prior. They surmise that spikes in connected home hours are offsetting dips in commuting listening.
  - A Rolling Stone article reports a 7.6% decline in streams when drilling down to the top 200 artists, but vendors are also seeing higher listening in less mainstream artists and/or nostalgic music
- Podcast:
  - Overall listening patterns aren't seeing the surge of other channels, potentially due to lack of commute time. Listenership appears unsteady and potentially down, but many categories are flourishing, particularly Science, Kids & Family, and Business. Daily shows with frequency and new content are also seeing anecdotal growth.
  - Firesale Opportunity: Discount on host reads in Ben Shapiro's podcast during Q2, which is seeing +30% listenership since quarantine started. Ben's right-leaning political show gets over 1mm downloads per episode and is one of the largest podcasts in the space.





FOR MORE  
INFORMATION



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