

# *MEDIA IMPACT REPORT #2*

COVID-19 Pandemic Advertising Ecosystem Impact

**3.20.2020**

## **MEDIA IMPACT REPORT #2**

This is the second edition of our COVID-19 Media Marketplace report. Please find enclosed an overview of current media usage and viewership trends, distribution updates and channel-by-channel marketplace changes since our last report.







# Media Updates

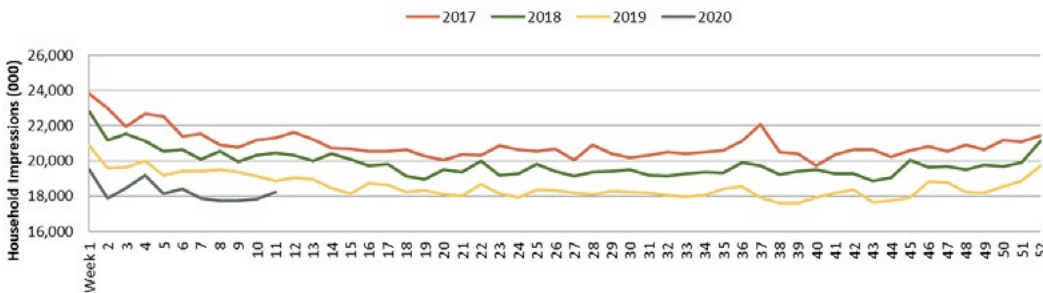




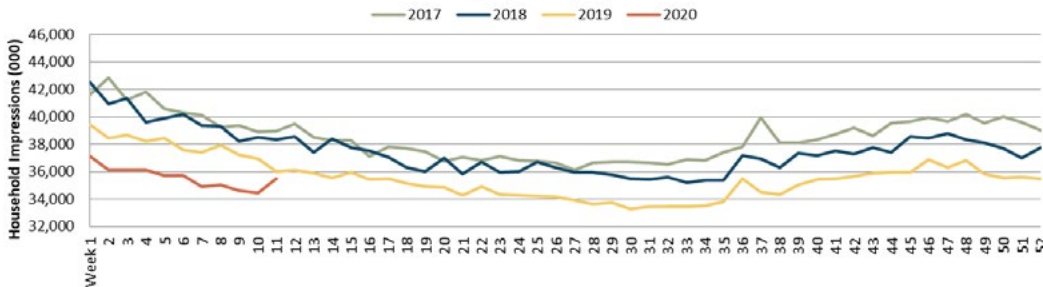
### TIME SPENT ON MEDIA

- Marketplace estimates indicate a 60% increase in content consumption.
- Americans are spending close to 12 hours/day on various media platforms, and 75% of U.S. consumers are adding streaming devices and platforms to their media mix.
- Quarantines are accelerating the use of existing and new technologies and tools.
- TV viewership is on the rise. Cable News Network (CNN) viewership was up 45% YOY, and overall broadcast viewership is increasing.
- Weekends are experiencing the largest gains in live news; there have also been increases across all programming and dayparts.

**TV Viewership For Ad-Supported Cable Stations - Weekly Overall**  
12/26/16 - 3/15/20



**TV Viewership For Broadcast Stations - Weekly Overall**  
12/26/16 - 3/15/20



Source: Nielsen





## **DISTRIBUTION**

**Shifts in online and brick and mortar are increasing in the past 48 hours**

- **Amazon:** Has suspended its “Fulfillment by Amazon” (FBA) program, to “prioritize shipment of household staples, medical supplies and other high-demand products.”
- **Retail:** More retail stores have announced temporary closures including Nordstrom, Sephora, and J. Crew, while many grocers and household retailers have begun offering “Senior Hours.”
- **Restaurants:** Have shut down and are focusing exclusively on take out.
- **Nielsen:** “Expects consumers may have greater motivations and fewer perceived barriers to more actively seek technology-enabled solutions to assist in everyday tasks like shopping. For some consumers, this may be totally new behavior (such as shopping for groceries online for the first time), while for others this may mean increased online usage or the addition of new technology, tools and software.”
- **Our POV:** We are offering as much flexibility to our clients as possible to balance investment priorities with distribution realities. Adjusting creative and messaging may be recommended to ensure customers are clear on the path to purchase and maximize media investments.





## **MEDIA MARKETPLACE UPDATES**

- **Digital CPMs:** WoW numbers are trending down across almost all digital channels: paid social, display, video including OTT, native.
- **FOX:** Buys Tubi for \$440 Million, while selling a stake in Roku (Tubi provides ad-supported movies and TV series from more than 250 content partners, including Warner Bros., Paramount, Lionsgate and NBCUniversal).





# Media Updates by Channel





## **DIGITAL MEDIA/OTT**

- **Agency Observations:** WoW CPMs are trending down across almost all biddable digital channels: paid social, display, video including OTT, native.
  - **Paid Search:** WoW CPCs are more efficient for healthcare and fitness-related verticals.
  - **Healthcare Products Search Terms:** Have shown a consistent increase as news of COVID-19 has grown and as more events have closed.
- **Roku:** Has surplus impressions to sell, resulting in a firesale offer to our clients (CPM decrease).
- **Facebook, Reddit, Google, LinkedIn, Microsoft, Twitter, and YouTube:** Issue unprecedented joint statement to reassure customers and flag the potential for misinformation about COVID-19 on their platforms ([Link](#)).
  - **Facebook's free offer to our clients:** One Month of Free Online Workout Classes. To help with transition from work to home office, Facebook is offering Obé Fitness ([www.obefitness.com](http://www.obefitness.com)) live and on-demand fitness classes. Use code: FACEBOOK at checkout.







## TELEVISION

- **Sports:** Due to the cancellation of live sporting events, networks look to fill programming slots with additional programming including past (high-interest) sporting events.
- **Firesales:** This is resulting in additional inventory that is selling fast. This includes discounted inventory on Warner Media on TBS and TNT for this week and next, as well as DR inventory in national breaks on several Disney cable networks (FX, National).
- **Long Form:** Is business as usual. There has been some local market media that has opened up due to live sports cancellations, but rates are not reduced.





## AUDIO

- **Terrestrial:**

- As with the marketplace overall, there are some categories adding budget, and some pulling out. Therefore, the marketplace is still very competitive.
- Non-cancellable media is being given an exception in some cases due to extenuating circumstances around the pandemic.

- **Streaming:**

- Continues to be business as usual. Spotify is reporting a small increase in listenership, which is consistent with what we're seeing in other audio environments.

- **Podcast:**

- We anticipate a continued uptick in listenership over the next few weeks.
- Product categories that are particularly impacted (i.e. travel, luggage) are shifting their schedules back to June and beyond.
- Brands that are experiencing supply issues due to high demand (i.e. Butcherbox) have asked to push back media flights until they can replenish.
- Other categories are increasing frequency—specifically in food, delivery, and e-commerce sectors.



FOR MORE  
INFORMATION



Robin Cohen  
VP, Media Planning  
[robin.cohen@rainforgrowth.com](mailto:robin.cohen@rainforgrowth.com)