The COVID-19 pandemic has impacted economies, industries, and day-to-day lifestyles around the globe. All of this affects **how entertainment is being consumed**.

By tracking consumer attitudes and behavior in two week intervals, we aim to identify trends.

### Our first four releases covered:
- Impact on attitudes and lifestyle
- Entertainment people are consuming
- How entertainment is helping fans cope
- Changes in subscription habits
- Impact on music consumption
- What the industry can do to engage consumers and support artists
- Expectations for live events
- Differences through the lens of region, race, and gender
- Differences among fans of various genres

### Our Release 5 report further explores:
- Entertainment shifts over time
- Adjustments in motivations and coping via entertainment
- Changes in subscription habits
- Trends in music consumption and expectations consumers have for the industry
- A deeper dive into the future of live events
- Impact on live events among key genre fans
- Importance of social causes and actions taken to support the Black Lives Matter movement

If you haven’t seen our first four releases, contact us at research_inquiries@mrc-data.com
Methodology: Survey Research

<table>
<thead>
<tr>
<th>STUDY TIMING</th>
<th>DATA COLLECTION</th>
<th>SAMPLE SIZE</th>
<th>QUOTA BALANCING</th>
<th>ADDITIONAL ANALYSIS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wave 5 data was</td>
<td>Online surveys using third-party</td>
<td>Interviews were conducted with</td>
<td>Data is representative of the U.S.'s census population</td>
<td>Please contact us if interested in learning</td>
</tr>
<tr>
<td>collected June 10th</td>
<td>panels were used to collect responses</td>
<td>1,050 Gen Pop consumers (Ages</td>
<td>including age, gender, ethnicity, and region</td>
<td>about additional or custom analyses</td>
</tr>
<tr>
<td>through June 14th, 2020</td>
<td></td>
<td>13+) in the United States</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Please contact us if interested in learning about additional or custom analyses.
Context: Stay-at-home orders have mostly ended across the United States for now

ACTIVE STAY-AT-HOME ORDERS

- Statewide
- Varies
- No

Source: NPR [https://www.npr.org/2020/03/12/815200313/what-governors-are-doing-to-tackle-spreading-coronavirus](https://www.npr.org/2020/03/12/815200313/what-governors-are-doing-to-tackle-spreading-coronavirus)
Context: As states have reopened and increased testing, many see spikes in new cases

Remember: Some states may see their number of new cases rise simply because they’re testing more people.
To supplement our analysis, consumption data from **Music Connect** was included to show the impact of COVID-19 on music streams and sales by market week over week.

Music Connect is a comprehensive measurement and analytics platform that provides music streaming, airplay, and sales data for artists, albums, and songs.
Methodology: Significance Testing

Data between waves is tested for statistical significance at **90% confidence**.

A **significant increase** from Wave 4 to Wave 5 is shown by a green arrow pointing up.

A **significant decline** from Wave 4 to Wave 5 is shown by a red arrow pointing down.

If no arrow is shown, then the **data is flat** and there is no significant difference between waves.

Please note that **Music Connect** data is behavioral and not survey-based and therefore not tested for significance.
Methodology: Indexing to Gen Pop

Throughout the report there may be references of indices to Gen Pop as noted by Italics in parenthesis, for example \((100)\).

Indices are calculated as % of the sample group / % of Gen Pop.

<table>
<thead>
<tr>
<th>Low Index</th>
<th>Average</th>
<th>High Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>(80 or below)</td>
<td>(Around 100)</td>
<td>(120 or above)</td>
</tr>
</tbody>
</table>

An index of 80 means that this group is 20% less likely than Gen Pop to react in a certain way.

An index of around 100 means that the sample group is in line with the general population.

An index of 120 means that this group is 20% more likely than Gen Pop to react in a certain way.
How are people adjusting to COVID-19 and relying on entertainment?

**Social Distancing Relaxing:** As states move forward with reopening, social distancing relaxes and craving normalcy eases.

**Less Time:** With warmer weather and businesses such as restaurants and hair salons opening up, people are spending less time with indoor activities.

**Audio Formats:** Audio formats allow for background listening while multitasking or outdoors and have avoided the declines in usage experienced by indoor activities.
As people are socializing more and visiting businesses, the craving to return to normalcy has eased.

<table>
<thead>
<tr>
<th></th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>I want to get back to my life as it was before COVID-19</td>
<td>81%</td>
<td>81%</td>
<td>80%</td>
<td>82%</td>
<td>78%</td>
</tr>
<tr>
<td>I have avoided crowded public areas</td>
<td>70%</td>
<td>72%</td>
<td>70%</td>
<td>70%</td>
<td>65%</td>
</tr>
<tr>
<td>I have maintained distance from others</td>
<td>70%</td>
<td>73%</td>
<td>73%</td>
<td>69%</td>
<td>65%</td>
</tr>
</tbody>
</table>

(Statistically significant from Wave 4 at 90%)
With businesses beginning to reopen and warmer weather, people are spending less time with indoor activities.

Consumers turn to social media and short form videos as top activities while news consumption continues to decline.

**MORE TIME SPENT WITH – TOP ACTIVITIES**

Among those engaging with specific activities

- **Social media**
- **Short form videos**
- **Television**
- **Movies**
- **Cooking or baking**
- **News**

(Statistically significant from Wave 4 at 90%)
Audiobooks and exercise, which can be enjoyed outdoors, are the only top activities to not see declines in time spent.

Among those engaging with specific activities:

- **Music**: Wave 1 (46%) - Wave 2 (52%) - Wave 3 (51%) - Wave 4 (43%) - Wave 5 (38%)
- **Video games**: Wave 1 (50%) - Wave 2 (56%) - Wave 3 (57%) - Wave 4 (46%) - Wave 5 (44%)
- **Audiobooks**: Wave 1 (55%) - Wave 2 (63%) - Wave 3 (54%) - Wave 4 (42%) - Wave 5 (53%)
- **Exercise/Fitness**: Wave 1 (39%) - Wave 2 (42%) - Wave 3 (41%) - Wave 4 (35%) - Wave 5 (40%)
- **Online shopping**: Wave 1 (46%) - Wave 2 (56%) - Wave 3 (54%) - Wave 4 (42%) - Wave 5 (51%)

With only 20% listening in the past 2 weeks, podcasts are not a top activity.

(Statistically significant from Wave 4 at 90%)
How are subscription and consumption habits changing?

Subscribers Testing Waters: The pandemic continues to fuel subscription trial. Consumer experience with subscription services is critical to drive retention as cancellations remain consistent as well.

Video Subscriptions Slowing: Video (movies/shows) streaming services like Netflix and Hulu remain the most popular as people are more engaged in immersive visual content. However, fewer people added new video streaming services in the past two weeks as people are spending less time indoors.
### INTEREST IN SUBSCRIPTION STREAMING SERVICES

<table>
<thead>
<tr>
<th>Wave</th>
<th>Week</th>
<th>Added a new subscription streaming service</th>
<th>Cancelled a subscription streaming service</th>
<th>Likely to continue paying for added service after COVID-19</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wave 1</td>
<td>Week of 3/23</td>
<td>24%</td>
<td>17%</td>
<td>79%</td>
</tr>
<tr>
<td>Wave 2</td>
<td>Week of 4/6</td>
<td>24%</td>
<td>20%</td>
<td>76%</td>
</tr>
<tr>
<td>Wave 3</td>
<td>Week of 4/20</td>
<td>27%</td>
<td>23%</td>
<td>78%</td>
</tr>
<tr>
<td>Wave 4</td>
<td>Week of 5/4</td>
<td>31%</td>
<td>29%</td>
<td>84%</td>
</tr>
<tr>
<td>Wave 5</td>
<td>Week of 6/8</td>
<td>31%</td>
<td>33%</td>
<td>82%</td>
</tr>
</tbody>
</table>

(Statistically significant from Wave 4 at 90%)

**COVID-19: Tracking the Impact on the Entertainment Landscape - Release 5. E7B. In the past 2 weeks, did you sign up for a new entertainment subscription service? Base: Total Respondents Engaged in Entertainment - Wave 1 (883), Wave 2 (956), Wave 3 (946). E7C. In the past 2 weeks, did you cancel or replace any of your previous entertainment subscription services? Base: Current Subscribers – Wave 1 (600), Wave 2 (621), Wave 3 (638), Wave 4 (656), Wave 5 (689). E8. Do you intend to keep this service or cancel after the COVID-19 pandemic has passed or a vaccine/treatment is available? Base: Subscription Adders – Wave 1 (216), Wave 2 (228), Wave 3 (259), Wave 4 (296), Wave 5 (310).
For the first time since the beginning of the pandemic, interest in video (movies/shows) services declined.

However, video streaming services such as Netflix, Hulu, Amazon Prime, and Disney+ still remain the top choices to add.

**TYPES OF SUBSCRIPTION STREAMING SERVICES ADDED**

- **Video (Movies/Shows)**: 81% → 79% → 78% → 79% → 72%
- **Music**: 38% → 41% → 41% → 49% → 45%
- **Video games**: 14% → 13% → 13% → 12% → 16% → 18%
- **Podcast**: 13% → 13% → 13% → 8% → 8% → 12%
- **Radio**: 8% → 7% → 7% → 8% → 9%

(Statistically significant from Wave 4 at 90%)
How has COVID-19 impacted music consumption and industry expectations?

**Music Streaming:** Both music video and audio streams declined in early June, but have since returned to normal.

**Physical Sales:** As stores continue to reopen, independent and chain retailers are seeing an increase in physical album sales for the first time since the pandemic began.

**Country and Catalog Music:** Country music continues to experience gains while music fans continue to explore catalog songs (older than 18 months) due to postponed releases.
Streaming volumes dipped in early June coinciding with protests, but both audio and video are on the rise again.

Given how streaming was trending, we can approximate the industry missed out on nearly 900 million streams.

WEEKLY STREAMING PERFORMANCES VERSUS AVERAGE WEEK

Video vs Average
Audio vs Average

Source: Music Connect- Audio vs an 8-week baseline of 1/17 – 3/12; Video vs a 3-week baseline of 2/21 – 3/12
As states start to reopen, independent and chain stores see consistent increases for the first time since the initial impact.

WEEKLY PHYSICAL ALBUM SALES BY STORE TYPE

<table>
<thead>
<tr>
<th>Store Type</th>
<th>Week Ending 4/2</th>
<th>Week Ending 4/30</th>
<th>Week Ending 5/14</th>
<th>Week Ending 6/18</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Physical</td>
<td>742.9K</td>
<td>980.2K</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Source: Music Connect – Although physical album sales from live shows are bucketed with IMO sales, it can be assumed this number is negligible due to mass show cancelations</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Of the most streamed genres, only Country sees higher average weekly audio streams since the initial impact.

Source: Music Connect: 8-week Pre-Covid Baseline of 1/17 – 3/12 Vs. 13-week Covid Period Baseline of 3/13 – 6/11
What do live events look like moving forward?

**Ready to Return:** People are eager to get back to live events with an increased interest in attending a live event less than a month after a vaccine or treatment is discovered though crowd size seems to remain a concern.

**Safety Needed:** Consumers want to feel safe and are accepting of measures and restrictions that will allow them to enjoy events safely. As people are getting used to advanced safety precautions such as wearing masks or avoiding crowds, they’ve embraced this new norm in live events as well.

**Virtual Concerts:** Consumers remain interested in virtual concerts and expect to see brands support artists and virtual concerts in a way that doesn’t disturb their viewing experience.
Interest in returning to events has increased though many would still prefer a smaller crowd.

**Likelihood to Attend Live Event 1 Month or Less After Pandemic**

- **Gen Pop**
  - Wave 1: 29%
  - Wave 2: 23%
  - Wave 3: 18%
  - Wave 4: 26%
  - Wave 5: 21%
- **Teens**
  - Wave 1: 19%
  - Wave 2: 24%
  - Wave 3: 21%
  - Wave 4: 31%
  - Wave 5: 26%
- **Millennials**
  - Wave 1: 25%
  - Wave 2: 20%
  - Wave 3: 23%
  - Wave 4: 26%
  - Wave 5: 29%

**Willingness to Attend Event of 250 People or Less**

- **Gen Pop**
  - Wave 1: 62%
  - Wave 2: 63%
  - Wave 3: 63%
  - Wave 4: 46%
  - Wave 5: 62%
- **Teens**
  - Wave 1: 56%
  - Wave 2: 76%
  - Wave 3: 69%
  - Wave 4: 69%
  - Wave 5: 69%
- **Millennials**
  - Wave 1: 70%
  - Wave 2: 71%
  - Wave 3: 66%
  - Wave 4: 68%
  - Wave 5: 67%

(Statistically significant from Wave 4 at 90%)
Most live event goers are accepting of measures and restrictions that will allow them to enjoy events safely.

Even advanced measures such as requiring masks or temperature checks don’t appear to be dissuading the majority of event goers.

**Likelihood to Attend Live Events Requiring...**

- Empty seats around each group: 67%
- Outdoor venues: 64%
- Masks: 63%
- Temperature checks: 62%
- Limiting number in bathrooms: 62%
- Tickets sold in clusters: 56%
- No general admission: 53%

58% are likely to purchase food and/or beverages at future live events.
Consumers remain interested in virtual concerts as states reopen but avoiding crowds is still recommended.

### INTEREST IN VIRTUAL CONCERTS

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Have watched a virtual concert / live streamed performance</td>
<td>21%</td>
<td>19%</td>
<td>20%</td>
<td>20%</td>
<td>22%</td>
</tr>
<tr>
<td>Consider virtual concerts an acceptable solution for a cancelled event</td>
<td>16%</td>
<td>14%</td>
<td>15%</td>
<td>18%</td>
<td>19%</td>
</tr>
<tr>
<td>Likely to stream a virtual concert in the next 2 weeks</td>
<td>34%</td>
<td>35%</td>
<td>33%</td>
<td>37%</td>
<td>37%</td>
</tr>
</tbody>
</table>

(Statistically significant from Wave 4 at 90%)
Consumers want to see brands support artists and virtual concerts in a way that doesn’t disturb their viewing experience.

**I WOULD VIEW A BRAND MORE FAVORABLY IF THEY...**

- **63%** Provide ways for me to connect with family and friends from a distance
- **59%** +4% Found ways to support artists
- **55%** Offered free virtual concerts through brand sponsorships or integrations in the show
- **53%** +7% Sponsored virtual concerts
- **51%** Offset the cost of virtual concerts through ads

*(Statistically significant from Wave 4 at 90%)*
Beyond the topline insights offered on Billboard Pro, the full Release 5 report further explores:

✓ Trends in music consumption and expectations consumers have for the industry
✓ A deeper dive into the future of live events and interest in virtual concerts
✓ Impact on live events among key genre fans
✓ Differences by region and importance of social causes in the wake of the BLM movement

To purchase the full Release 5 report or commission analysis to gain deeper insights into how the coronavirus continues to affect the music and entertainment landscape, please contact us at research_inquiries@mrc-data.com
Study Objectives

- Understand how the **entertainment landscape** is **shifting** with the rise of the COVID-19 pandemic
- Dive into the **changes in music consumption** and **factors motivating** any recent **changes** in listening
- Identify **implications for live events** and potential **opportunities for brands** in the new live event space
- Understand consumers’ **short and long term feelings** by **tracking responses** over time
- Provide recommendations of how **brands and artists** can best **connect with consumers** at this time
# Methodology: Survey Research

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<tbody>
<tr>
<td>Wave 1 data was collected <strong>March 25th through March 29th, 2020</strong></td>
<td><strong>Online surveys using third-party panels</strong> were used to collect responses</td>
<td>Interviews were conducted with <strong>945 Gen Pop consumers</strong> (Ages 13+)</td>
<td>Data is representative of the U.S.’s census population including age, gender, ethnicity, and region</td>
<td>Please contact us if interested in learning about additional or custom analyses</td>
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COVID-19: Tracking the Impact on the Entertainment Landscape
To supplement our analysis, consumption data from **Music Connect** was included to show the impact of COVID-19 on music streams and sales by market week over week.

Music Connect is a comprehensive measurement and analytics platform that provides music streaming, airplay, and sales data for artists, albums, and songs.
Key Audiences

- **Total Gen Pop** – U.S. General Population Ages 13+
- **Teens** – Ages 13-17
- **Millennials** – Ages 18-34
- **Hispanics** – From Spanish, Hispanic or Latino background or origin
- **Households with Kids** – Those having at least 1 child under 18 living in their household
- **Music Consumers** – Engaged with music in the past 2 weeks or have engaged with radio in the past 2 weeks and listened to music on the radio
- **Radio Consumers** – Engaged with radio in the past 2 weeks or have engaged with music in the past 2 weeks and listened to music on the radio
- **Television Consumers** – Engaged with television in the past 2 weeks
- **Movie Consumers** – Engaged with movies in the past 2 weeks
- **Live Event Goers** – Attended at least one live music event in the past 12 months
- **Cancelled Festival Goers** – Were planning on attending a festival that has been cancelled or postponed due to COVID-19

All groups ages 13+ unless specified
How has COVID-19 impacted everyday life?

Given shutdowns, job losses, school closures, and work from home policies, consumers have more entertainment time available.

**New Reality:** Personal and professional worlds are colliding with 34% of people working from home (double the rate prior to COVID-19).

**Stressed:** As consumers are feeling overwhelmed with micro and macro needs. 81% worry about the economy.

**Escape:** With so many out of work and the majority self-isolating at home, more than ever people are relying on entertainment.
Entertainment shines a light during dark times. From the rise of channel options to virtual ways to connect, consumers have many choices for entertainment while locked down and quarantined.

Mass Consumption: Overall, 60% of people are engaging more with entertainment during this time.

Subscriptions: 24% of consumers added a new subscription service and 79% of them intend to continue paying after the pandemic passes.
How are music and other forms of entertainment helping fans cope with COVID-19?

During a time of unrest, it is common for consumers to turn to what is familiar to seek comfort. People are bored and trying to stay connected in this uncertain time.

**Escape to Normalcy:** 84% of music consumers look forward to returning to everyday life.

**Comfort & Nostalgia:** Across TV and Music, more than half of consumers are seeking comfort in familiar, nostalgic content.
How has COVID-19 impacted music consumption?

With parents at home full time caring for their children, there has been an increase in Children’s content (after news).

**Music Videos:** Music video streaming is at an all time high (weekly streaming volume of music video is up by 13%) for the year at the expense of audio.

**Children’s Music:** With more kids home, children’s music has benefited from more streaming. Children’s music total stream growth of 15%, children’s video streams up by 30% compared to earlier weeks’ streaming.
What can people in the music industry do to engage with consumers? How are people supporting artists?

With concerns about the general state of the country due to COVID-19, consumers want to see artists and brands stepping up to help.

**Supporting Artists:** As artists are unable to tour, 52% of Households with Kids and 58% of Hispanics would favor a brand that would support artists.

**Taking Action:** Fans expect brands and artists with means to do more during this time:

- 73% would view a brand / 58% would view an artist more favorably if they donated to a small business & communities affected
- 72% would view a brand / 58% would view an artist more favorably if they donated to medical research & supplies

**Setting the Mood:** Music consumers are using music as a sort of “comfort food”.

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Now that live events are being canceled / postponed, what are people’s expectations?

With concerts and festivals being postponed due to government restrictions, and uncertainty around when events will happen, virtual concerts are being considered.

**Make Good:** People feel artists have a responsibility to make it up to fans who missed out on a cancelled concert
- 67% would like to see a full refund with accepting tickets at a later date a suitable second option
- 48% agree artists should share videos of performances to make up for cancelled concerts
- 41% agree artists should set up virtual meet and greets to make up for canceled events

**Virtual Concerts:** Certain consumer groups are more drawn to the idea of streaming and paying for virtual concerts

**Social Connection:** Some aren’t interested in virtual concerts and are much more eager to get back to seeing their favorite artists in person with others
How has COVID-19 impacted everyday life?
Lifestyles are changing

How COVID-19 has impacted everyday life

New Reality

- Personal and professional worlds are colliding with twice as many people reporting working from home now vs. before the outbreak.
- Nearly half worry about balancing home and work life as many have children or additional family members in the household.
- Social distancing is becoming widely supported as people are trying to flatten the curve.

Stressed

- Top of mind concerns during this pandemic: the economy, the health of oneself and others at risk, job security, and staying informed.
- As people are stocking up on household items, food and beverage, paper products, cleaning products, and personal care products are most coveted.

Escape

- Consumers are relying on entertainment to pass time, relax, and stay informed.

COVID-19: Tracking the Impact on the Entertainment Landscape
COVID-19 has affected both personal and professional lives with many out of work or working remotely while self isolating.

Many Americans now have to find a balance while working from home and also having children at home.

**CONSUMER LIFESTYLES**

48% are currently working

34% are working from home…

…compared to only 15% who worked from home prior to COVID-19

17% of those surveyed are not currently working due to the outbreak

43% have children under 18 in the household

65% have self isolated to their home and surrounding areas

16% have gone to live with family members or brought family members into their household

47% worry about trying to balance their home life and work life during this time
People are concerned about COVID-19 changing their lives and are taking proper precautions.

**ATTITUDES ON COVID-19**

- **81%** agree “I worry about the economy as a result of the COVID-19 outbreak”
- **70%** have maintained distance from others
- **70%** have avoided crowded areas
- **68%** agree “I worry about getting COVID-19 or passing it to someone at risk”
- **62%** agree “I feel informed and prepared by the media coverage of the COVID-19 outbreak”

54% have stocked up on food or household supplies in the past 2 weeks:
- 74% Snack Food
- 70% Frozen Food
- 64% Paper Products
- 57% Cleaning Products
- 52% Beverages
- 49% Personal Care
- 35% Alcohol
- 25% Clothing / Accessories
What are people turning to for entertainment?
Entertainment shines a light during dark times

What are people turning to for entertainment

Mass Consumption

- Overall, people are engaging more with entertainment during this time across almost all forms.
- Unsurprisingly, news sees the greatest increase while live events, sports, and fitness/exercise have declined due to social distancing restrictions.

Subscriptions

- Number of subscriptions are growing as more people seem to be adding new streaming services than canceling existing services. Those adding subscriptions now intend to keep paying for them once things return to normal.
- With most consuming TV and movies through streaming, video streaming services are being added.
Consumers are relying on television, social media, music and movies to keep them entertained while inside.

COVID-19: Tracking the Impact on the Entertainment Landscape
E2. Which of the following forms of entertainment have you engaged with in the past 2 weeks? Base: Total Respondents (945)
With more time at home, entertainment consumption is up, especially when it comes to news.

On average, 60% claim to be spending more time with entertainment.

- 79% are consuming more News than 2 weeks ago.
- 42% are using entertainment to stay informed.

Consumers are claiming less time with:
- 47% Live Events
- 40% Sports
- 20% Exercise / Fitness

CHANGES IN ENTERTAINMENT TIME

Past 2 Weeks

COVID-19: Tracking the Impact on the Entertainment Landscape
E3. And are you spending more or less time with each activity than you were 2 weeks ago? Base: Those Using Each Form of Entertainment (n varies)
E6. How are you using entertainment during the current COVID-19 outbreak? Base: Total Respondents (945)
Streaming is the go-to method for engaging with movies and television

MOVIE & TELEVISION STREAMING

Past 2 Weeks

68% Are consuming more movies than 2 weeks ago
76% are streaming movies
95% of those streaming use subscription video streaming services

68% are streaming TV shows
70% are consuming more TV than 2 weeks ago
94% of those streaming use subscription video streaming services
Subscriptions are expanding - most new customers are likely to keep their new streaming service.

Hispanics, Millennials, and Households with Kids are more likely to add subscriptions during this time and those with Kids are most likely to continue to pay for them after things die down.

17% cancelled a subscription streaming service in the past 2 weeks.
The majority of newly added services are video streaming services.

**TYPES OF SUBSCRIPTION STREAMING SERVICES ADDED**

<table>
<thead>
<tr>
<th>Service</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video</td>
<td>81%</td>
</tr>
<tr>
<td>Music</td>
<td>38%</td>
</tr>
<tr>
<td>Video Games</td>
<td>14%</td>
</tr>
</tbody>
</table>

**Video**

1. Netflix
2. Hulu
3. Amazon Prime Video

**Music**

1. Spotify
2. Apple Music
3. Amazon Music

**Video Games**

1. PlayStation
2. Xbox
3. Twitch Prime

Hulu is the top service identified for cancellation with 17% of cancellations being for Hulu. This may be due to the lack of live sports at the moment, a key differentiator for Hulu regularly.
How are music and other forms of entertainment helping fans cope with COVID-19?
Consumers rely on entertainment and music for normalcy and to take their mind off COVID-19

How entertainment and music are helping people cope

**Escape to Normalcy**

- Consumers look forward to returning to everyday life and more than half use entertainment to take their mind off the current situation.
- They are using entertainment, especially visual formats, to stay connected with loved ones while social distancing and finding ways to stay healthy.

**Comfort & Nostalgia**

- TV and Music are top formats for those using entertainment to cheer up with many seeking comfort in familiar, nostalgic content.
- Teens are even more likely to use entertainment to comfort themselves during this time.
Consumers are largely relying on entertainment to pass time and relax.

Teens utilize entertainment that will help them feel comforted or keep in contact with loved ones. Hispanics, Millennials, and Households with Kids are more motivated to seek entertainment that makes them feel healthy.

**TOP USES FOR ENTERTAINMENT**

- To pass time / avoid boredom: 60%
- To relax / unwind: 60%

**DIFFERENCES IN USES BY GROUP**

<table>
<thead>
<tr>
<th>Gen Pop</th>
<th>Hispanics</th>
<th>Teens</th>
<th>Millennials</th>
<th>Households with Kids</th>
</tr>
</thead>
<tbody>
<tr>
<td>To feel comforted/help me feel better about COVID-19: 32% (Hispanics) 37% (Teens) 35% (Millennials) 25% (Households with Kids)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To keep in contact with friends and family: 27% (Hispanics) 28% (Teens) 32% (Millennials) 21% (Households with Kids)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To feel healthy: 28% (Hispanics) 25% (Teens) 26% (Millennials) 26% (Households with Kids)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

COVID-19: Tracking the Impact on the Entertainment Landscape
E6. How are you using entertainment during the current COVID-19 outbreak? Base: Total Respondents (945), Hispanics (173), Teens (95), Millennials (299), Households with Kids (403)
TV, social media, movies, and music are popular across the main drivers for consumers seeking entertainment.

### TOP FORMS OF ENTERTAINMENT

Among those using entertainment to...

<table>
<thead>
<tr>
<th>Cheer Up</th>
<th>Escape</th>
<th>Keep in Contact</th>
<th>Occupy Kids</th>
</tr>
</thead>
<tbody>
<tr>
<td>82% Television</td>
<td>82% Television</td>
<td>81% Social media</td>
<td>80% Television</td>
</tr>
<tr>
<td>78% Social media</td>
<td>74% Social media</td>
<td>78% Television</td>
<td>73% Social media</td>
</tr>
<tr>
<td>72% Movies</td>
<td>69% Movies</td>
<td>67% Movies</td>
<td>69% Movies</td>
</tr>
<tr>
<td>67% Music</td>
<td>63% Music</td>
<td>66% Music</td>
<td>66% Music</td>
</tr>
<tr>
<td>61% Short form videos</td>
<td>61% Cooking / baking</td>
<td>58% Online shopping</td>
<td>62% Video games</td>
</tr>
</tbody>
</table>

COVID-19: Tracking the Impact on the Entertainment Landscape. E2. Which of the following forms of entertainment have you engaged with in the past 2 weeks? Base: Total Respondents - Those Using Entertainment to Cheer Up (421), Those Using Entertainment to Escape (462), Those Using Entertainment to Keep Kids Occupied (125), Those Using Entertainment to Keep in Contact (254). E3. And are you spending more or less time with each activity than you were 2 weeks ago? Base: Those Using That Type of Entertainment (n varies)- Those Using Entertainment to Cheer Up, Those Using Entertainment to Escape, Those Using Entertainment to Keep Kids Occupied, Those Using Entertainment to Keep in Contact.
During these uncertain times, TV and Music Consumers are relying on familiar content for comfort.

<table>
<thead>
<tr>
<th>TYPES OF CONTENT CONSUMED</th>
<th>Television Consumers</th>
<th>Music Consumers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Past 2 Weeks</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>60%</strong></td>
<td>watched recent episodes of shows they started more than 2 weeks ago</td>
<td><strong>87%</strong> listened to music they usually listen to</td>
</tr>
<tr>
<td><strong>54%</strong></td>
<td>re-watched episodes of an old favorite show</td>
<td><strong>55%</strong> listened to music they used to listen to but have not heard in a while</td>
</tr>
</tbody>
</table>
Music fans are craving normalcy and rely on entertainment to relax and take their mind off things.

**ATTITUDES TOWARDS COVID-19**

Among Music Consumers

<table>
<thead>
<tr>
<th>Statement</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>I want to get back to my life before COVID-19</td>
<td>30%</td>
<td>54%</td>
</tr>
<tr>
<td>I would go crazy without entertainment during this time</td>
<td>35%</td>
<td>39%</td>
</tr>
<tr>
<td>I am tired of hearing about COVID-19</td>
<td>28%</td>
<td>24%</td>
</tr>
</tbody>
</table>

**TOP USES FOR ENTERTAINMENT**

Among Music Consumers

- **To pass time/boredom**: 68%
- **To relax/unwind**: 67%
- **To escape/keep my mind off things**: 54%
- **To cheer me up / laugh**: 51%
- **Something to do alone**: 50%
How has COVID-19 impacted music consumption?
Music consumption is shifting drastically from audio to video as more are home and entertaining kids.

How COVID-19 has impacted music consumption

Shifting to music videos

- Music video streaming is at an all time high for the year while major and college markets have experienced significant decreases in audio streams.
- While few genres perform better than their average for audio, almost all genres see dramatic increases in music video streams.
- Many who claim to be spending less time with music attribute it to reduced time commuting and spending more time with other forms of entertainment, including video.

Children’s music in demand

- With more kids home and adults trying to balance home and work life, children’s music has benefited from more streaming.
- Potential opportunity for the music industry to provide more kid-friendly music and music videos.
As people are adapting to shutdown measures, video music streaming has exploded with audio decreasing.

**Weekly change vs. pre-pandemic baseline average volume**

<table>
<thead>
<tr>
<th>Week Ending</th>
<th>Total Music Streams</th>
<th>Audio Music Streams</th>
<th>Video Music Streams</th>
</tr>
</thead>
<tbody>
<tr>
<td>3/19</td>
<td>-0.8%</td>
<td>-6.2%</td>
<td>9.3%</td>
</tr>
<tr>
<td>3/26</td>
<td>-1.3%</td>
<td>-9.2%</td>
<td>13.4%</td>
</tr>
</tbody>
</table>

Source: Music Connect – week-ending 3/26 vs. a 8-week baseline of weekly volume from 1/17 – 3/5
People are streaming more video music content compared to average, especially on weekdays.

Source: Music Connect
Music streaming is shifting from audio to video across genres due to the focus on visual content. All genres with the exception of Latin experienced music video streaming growth for the week ending 3/26.
With kids home from school and major cities hit hardest, major and college markets have experienced significant decreases in audio streaming.

### AUDIO STREAM TRENDS BY MARKET WEEK ENDING 3/26

<table>
<thead>
<tr>
<th>Major Market examples</th>
<th>Audio Streams vs. Baseline</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York, NY</td>
<td>-19.3%</td>
</tr>
<tr>
<td>Los Angeles, CA</td>
<td>-15.8%</td>
</tr>
<tr>
<td>Dallas, TX</td>
<td>-15.2%</td>
</tr>
<tr>
<td>Nashville, TN</td>
<td>-14.2%</td>
</tr>
<tr>
<td>Philadelphia, PA</td>
<td>-14.0%</td>
</tr>
<tr>
<td>San Francisco/Bay Area, CA</td>
<td>-12.4%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>College Market examples</th>
<th>Audio Streams vs. Baseline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lafayette, IN</td>
<td>-28.7%</td>
</tr>
<tr>
<td>Gainesville, FL</td>
<td>-26.8%</td>
</tr>
<tr>
<td>Charlottesville, VA</td>
<td>-19.1%</td>
</tr>
<tr>
<td>Syracuse, NY</td>
<td>-17.5%</td>
</tr>
<tr>
<td>Tallahassee, FL</td>
<td>-15.5%</td>
</tr>
</tbody>
</table>

Source: Music Connect – week-ending 3/26 vs. a 8-week baseline of weekly volume from 1/17 – 3/5
Less driving / commuting and more entertainment options influence music consumption

**REASONS FOR SPENDING LESS TIME WITH MUSIC**

Among Those Spending Less Time with Music

- **49%** Driving or commuting less
- **47%** Spending more time with other forms of entertainment

Those spending less time with music are spending more time with:

- **73%** News
- **71%** Books / Magazines
- **65%** Movies
- **64%** Television

COVID-19: Tracking the Impact on the Entertainment Landscape

M1. You mentioned that you are consuming less music now than you were 2 weeks ago. Why is that? Base: Consuming Less Music (49)

E3. And are you spending more or less time with each activity than you were 2 weeks ago? Base: Those Using Each Form of Entertainment (n varies)
Smartphones are the leading device of choice by a wide margin

Emerging tech such as smart speakers and smart TVs are finding use alongside more standard music listening devices such as smartphones and laptops as people are spending more time at home.

**DEVICES FOR MUSIC LISTENING**

*Among Music Consumers*

- **78%** Smartphone
- **46%** Laptop
- **33%** Smart speaker
- **30%** Desktop
- **26%** Tablet
- **25%** 3D/Smart TV

Teens are more likely to listen to music on their smartphones (97%, *Index 124*).

Smart speaker usage is highest among Hispanics and HH with Kids (both 41%, *Index 124*).
Consumers are using radio mainly to listen to music on their smartphones

Radio consumers are more likely to seek entertainment to feel energized, keep kids occupied, pass time with others, or find cheer. Music device usage is similar to Gen Pop with Radio Consumers using smart speakers more.

<table>
<thead>
<tr>
<th>CONTENT LISTENED TO ON RADIO</th>
<th>DEVICE USED FOR MUSIC</th>
<th>USES FOR ENTERTAINMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Among Radio Listeners</strong></td>
<td><strong>Among Radio Listeners</strong></td>
<td><strong>Among Radio Listeners Sorted on Index to Gen Pop</strong></td>
</tr>
<tr>
<td>93% Music</td>
<td>77% <strong>Index 99</strong> Smartphone</td>
<td>28% <strong>Index 140</strong> To feel energized</td>
</tr>
<tr>
<td>52% News</td>
<td>45% <strong>Index 98</strong> Laptop</td>
<td>17% <strong>Index 131</strong> To keep my kids occupied</td>
</tr>
<tr>
<td>35% Talk Shows</td>
<td>37% <strong>Index 112</strong> Smart speaker</td>
<td>33% <strong>Index 127</strong> Something to do with others</td>
</tr>
<tr>
<td>24% Sports</td>
<td></td>
<td>56% <strong>Index 124</strong> To cheer me up / laugh</td>
</tr>
</tbody>
</table>

COVID-19: Tracking the Impact on the Entertainment Landscape
E6. How are you using entertainment during the current COVID-19 outbreak? Base: Radio Consumers (400)
What can people in the music industry do to engage with consumers? How are people supporting artists?
Consumers are concerned with society as a whole and want to see artists and brands stepping up to help.

How the music industry can help

Supporting Artists
- Hispanics and Households with Kids are more likely to support artists unable to tour by paying for music, merchandise, or virtual concerts.
- Consumers, especially Hispanics and Households with Kids, want to see brands supporting artists and live music during this time and would favor a brand that sponsored a virtual concert.

Taking Action
- Brands and artists can win favor by donating to medical research / supplies, communities or small businesses affected, and those financially impacted by COVID-19.
- Fans want to see artists using their reach and influence to provided health and safety information to consumers.

Setting the Mood
- Music consumers are using music to regulate their moods. They are turning to happy / uplifting music and calming music to help them cope.
Consumers want to see brands with means and resources focused on COVID-19 response efforts

I WOULD VIEW A BRAND MORE FAVORABLY IF THEY…

- **73%**
  - Donated to small business & communities affected

- **73%**
  - Took action to help those financially affected by COVID-19

- **72%**
  - Donated to medical research & supplies

- **62%**
  - Provided ways for me to connect with family & friends from a safe distance

- **60%**
  - Provided health & safety information to consumers during the outbreak

- **57%**
  - Found ways to reach consumers virtually

---

L11. How much do you agree or disagree with the following statements about music artists? Top 2 Box.
B1. How much do you agree or disagree with the following statements about consumer brands? I would view a brand more favorably if they… Top 2 Box. Base: Total Respondents (945)
Consumers are less focused on supporting individual artists and more concerned with society as a whole.

Hispanics and Households with Kids are the groups most likely to support artists at this time.

I WOULD VIEW AN ARTIST MORE FAVORABLY IF THEY...

- Donated to medical research and supplies
  - 58% 56% 59% 57% 65%
- Donated to small businesses & communities affected by COVID-19
  - 58% 56% 61% 55% 65%
- Provided health and safety information to consumers during the outbreak
  - 40% 46% 46% 46% 46%
- I am willing to buy merchandise or music to support artists who can’t tour
  - 36% 45% 37% 40% 44%
- Artists’ social media activity is important to me at this time
  - 34% 45% 40% 37% 43%
- I am willing to pay for virtual concerts to support artists who can’t tour
  - 29% 36% 17% 30% 39%

COVID-19: Tracking the Impact on the Entertainment Landscape
L11. How much do you agree or disagree with the following statements about music artists? Top 2 Box. Base: Total Respondents – Gen Pop (945), Hispanics (173), Teens (95), Millennials (299), Households with Kids (403)
During this time, Music Consumers are seeking uplifting and calming music

Many would prefer no ads and extended free trials during this time when people have less for discretionary spending.

MUSIC INDUSTRY OFFERS MOST IMPORTANT TO CONSUMERS

1. Uplifting / Happy music (55%)
2. Ad-free music streaming (53%)
3. Extended free trials for streaming services (52%)
4. Calming music / Music for mediation (44%)
5. Playlists for working from home (42%)

27% of Households with Kids are using entertainment to keep their kids occupied while working from home and therefore are more likely than general Music Consumers to appreciate music videos for children (57%, Index 139) and playlists for children (52%, Index 133).
Now that live events are being canceled / postponed, what are people’s expectations?
Virtual Concerts have legs with select consumer groups but refunds are key for cancelled events

How to tackle live events

Make Good

• Almost half of all respondents feel artists have a responsibility to make it up to fans who miss out on a cancelled concert and identify a virtual concert or live streamed performance as one way to do that.

• When it comes to acceptable solutions for cancelled events, very few are willing to accept a virtual concert alone. Most would prefer a full refund or original tickets accepted at a later date.

Winning with Targeted Virtual Concerts

• Hispanics and Households with Kids are the groups most likely to stream and pay for virtual concerts. Artists that appeal to these groups stand to benefit most from live streamed performances.

Teens Crave Connection

• Teens show less of an interest in virtual concerts and are much more eager to get back to seeing their favorite artists in person.

• Because this group is largely motivated by the desire to connect, they may be missing the social aspects of live events more keenly. We recommend artists explore how to include social engagement into their virtual events.
Hispanics and Millennials, who are typically more prone to go to live events, are missing out most due to COVID-19.

**LIVE EVENT ATTENDANCE**

- **Attended a live event in the past year**
  - Gen Pop: 73%
  - Hispanics: 66%
  - Teens: 73%
  - Millennials: 66%

- **Planned on attending an event that was cancelled/postponed**
  - Gen Pop: 62%
  - Hispanics: 52%
  - Teens: 61%
  - Millennials: 54%

**TOP CANCELLED FESTIVALS**

- Coachella: 29%
- March Madness Music Festival: 26%
- Ultra Music Festival: 25%
- New Orleans Jazz & Heritage Festival: 25%
- Up & Up Festival: 21%

**61% are likely to attend a festival if it is rescheduled to a later date.**

**COVID-19: Tracking the Impact on the Entertainment Landscape.**

L1. Which of the following types of live events, if any, have you attended in the past year? L2. Which of the following types of live events, if any, were you planning on attending that were cancelled or postponed due to COVID-19? Base: Total Respondents (945). L3. Which of the following cancelled or rescheduled festivals did you have tickets to or were planning to attend? L4. How likely are you to attend this festival if it were rescheduled to a later date? Base: Cancelled Festival Goers (206).
Fans have strong opinions about how artists should respond to cancelled events

**ARTIST ACTIONS IN RESPONSE TO CANCELLED EVENTS**

- Agree artists should share videos of performances to make up for cancelled concerts: 48%
- Agree artists should set up virtual meet and greets to make up for cancelled events: 41%

**ACCEPTABLE SOLUTIONS FOR CANCELLED EVENTS**

- Receive full refund: 67%
- Original tickets accepted at postponed / rescheduled event: 60%
- Original tickets honored at a future date for a different event: 43%

---

COVID-19: Tracking the Impact on the Entertainment Landscape. L1. Which of the following types of live events, if any, have you attended in the past year? L11. How much do you agree or disagree with the following statements about music artists? Top 2 Box. Base: Total Respondents (945). L2B. Which of the following would be acceptable solutions for a cancelled or postponed event? Base: Cancelled Event Attendees (485).
Teens are eager to get back to live events and are less concerned about large gatherings.

Hispanics are similarly eager to return to live events once the pandemic has passed or a vaccine/treatment is available. However, they are more cautious than Teens when it comes to event size.

**HOW SOON AFTER PANDEMIC WILLING TO ATTEND LIVE EVENT**

<table>
<thead>
<tr>
<th>Time Frame</th>
<th>Gen Pop</th>
<th>Hispanics</th>
<th>Teens</th>
<th>Millennials</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 1 month</td>
<td>29%</td>
<td>36%</td>
<td>25%</td>
<td>53%</td>
</tr>
<tr>
<td>1-2 months</td>
<td>11%</td>
<td>25%</td>
<td>30%</td>
<td></td>
</tr>
<tr>
<td>3-4 months</td>
<td>18%</td>
<td>17%</td>
<td>17%</td>
<td></td>
</tr>
<tr>
<td>More than 5 months</td>
<td>21%</td>
<td>16%</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>Never</td>
<td>2%</td>
<td>3%</td>
<td>2%</td>
<td></td>
</tr>
</tbody>
</table>

**WILLINGNESS TO ATTEND BASED ON EVENT SIZE**

<table>
<thead>
<tr>
<th>Event Size</th>
<th>Gen Pop</th>
<th>Hispanics</th>
<th>Teens</th>
<th>Millennials</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 50 people</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>50-99 people</td>
<td>14%</td>
<td>16%</td>
<td>19%</td>
<td></td>
</tr>
<tr>
<td>100-250 people</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>251-499 people</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>500 people or more</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

COVID-19: Tracking the Impact on the Entertainment Landscape

L5. How long after the COVID-19 pandemic has passed or a vaccine/treatment is available would you be willing to attend a live event? Base: Live Event Goers – Gen Pop (672), Hispanics (132), Teens (70), Millennials (228)

L6. How large of a live event would be you willing to attend after the COVID-19 pandemic has passed or a vaccine/treatment is available? Base: Live Event Goers Willing to Attend Future Events – Gen Pop (658), Hispanics (130), Teens (65), Millennials (222)
Virtual concerts can be a positive experience that improves fan perceptions of the artist.

**Experience with Virtual Concerts**

- **21%** of Gen Pop watched a virtual concert / live streamed performance.
- **64%** of those who watched were satisfied with the experience.
- **52%** of those who watched said it improved their impression of the artist.

**Demographics:***
- **26%** Hispanics
- **7%** Teens
- **24%** Millennials
- **28%** Households with Kids


E5E. In which of the following ways have you engaged with music in the past 2 weeks? Base: Music Consumers – Gen Pop (607), Hispanics (112), Teens (68), Millennials (204), Households with Kids (276). L9. How would you rate your experience with virtual concerts / live streamed performances? Base: Live Streamers (130).
Virtual concerts are most likely to be viewed and paid for by Hispanics and Households with Kids.

**INTEREST IN VIRTUAL CONCERTS**

- Of Gen Pop who have **not previously streamed** a virtual concert are **likely to** in the next 2 weeks:
  - **34%**
    - 42% Hispanics
    - 18% Teens
    - 38% Millennials
    - 41% Households with Kids

- Of Gen Pop are **willing to pay** for virtual concerts:
  - **29%**
    - 36% Hispanics
    - 17% Teens
    - 30% Millennials
    - 39% Households with Kids
The COVID-19 pandemic has impacted economies, industries, and day-to-day lifestyles around the globe. All of this has affected how entertainment is being consumed.

By tracking consumer attitudes and behavior in two week intervals, we aim to identify trends.

Our Release 1 report covered:
- Impact on everyday life
- Entertainment people are consuming
- How entertainment is helping fans cope
- Impact on music consumption
- What the industry can do to engage consumers and support artists
- Expectations for live events

Our Release 2 report covers:
- Attitude and lifestyle changes as things progress
- Entertainment shifts over time
- Adjustments in motivations and coping via entertainment
- Changes in subscription habits
- Trends in music consumption and expectations consumers have for the industry
- Expectations for the future of live events
- How NY and California are adapting
- Differences among fans of various genres

If you haven’t seen our Complimentary Release 1 report, Please visit https://www.billboard.com/articles/insight-reports/9355929/covid-19-tracking-the-impact-on-the-entertainment-landscape-release-1

If you would like to purchase the full Release 2 report, contact us at research_inquiries@mrc-data.com
Methodology: Survey Research

<table>
<thead>
<tr>
<th>STUDY TIMING</th>
<th>DATA COLLECTION</th>
<th>SAMPLE SIZE</th>
<th>QUOTA BALANCING</th>
<th>ADDITIONAL ANALYSIS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wave 2 data was collected <strong>April 7th through April 11th, 2020</strong></td>
<td><strong>Online surveys using third-party panels</strong> were used to collect responses</td>
<td>Interviews were conducted with <strong>1,013 Gen Pop consumers</strong> (Ages 13+) in the United States</td>
<td><strong>Data is representative of the U.S.’s census population including age, gender, ethnicity, and region</strong></td>
<td>Please contact us if interested in learning about <strong>additional or custom analyses</strong></td>
</tr>
</tbody>
</table>
To supplement our analysis, consumption data from Music Connect was included to show the impact of COVID-19 on music streams and sales by market week over week.

Music Connect is a comprehensive measurement and analytics platform that provides music streaming, airplay, and sales data for artists, albums, and songs.

Please contact us if you are interested in access to our Music Connect services.
Highlights
How are attitudes and lifestyles changing as the pandemic progresses?

Less Stress: Stresses ease as people become more accustomed to life at home. Many are actually growing tired of hearing about COVID-19.

New Normal: Behaviors adjust as social distancing becomes the new normal.
Worries ease as people continue to adjust to life at home

As people are beginning to shift from reacting with panic to finding a new routine, stocking up on essential household products has stabilized with personal care products increasing.

<table>
<thead>
<tr>
<th>PAST 2 WEEK PURCHASES</th>
<th>SHIFTS IN ATTITUDES ON COVID-19</th>
</tr>
</thead>
<tbody>
<tr>
<td>75% Snack Food</td>
<td>53% agree “I am tired of hearing about COVID-19” (+5%)</td>
</tr>
<tr>
<td>68% Frozen Food</td>
<td>(-2%)</td>
</tr>
<tr>
<td>65% Paper Products</td>
<td>79% agree “I worry about the economy as a result of the COVID-19 outbreak” (-2%)</td>
</tr>
<tr>
<td>59% Cleaning Products</td>
<td>67% agree “I worry about getting COVID or passing it along to someone at risk” (-1%)</td>
</tr>
<tr>
<td>55% Personal Care</td>
<td>51% agree have stocked up on food or household supplies (-3%)</td>
</tr>
<tr>
<td>(+1%)</td>
<td>42% agree “I worry about trying to balance my home and work life during this time” (-5%)</td>
</tr>
</tbody>
</table>

(Changes vs. Wave 1)

Statistically significant from Wave 1 at 90%
Behaviors shift as people are becoming more comfortable with social distancing measures

Additionally, people appear to be preparing for these measures to continue as purchases of unessential goods such as electronics, clothing, alcohol and cars decline and travel plans get cancelled.

PAST 2 WEEK PURCHASES

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
<th>Change vs. Wave 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alcohol</td>
<td>31%</td>
<td>-4%</td>
</tr>
<tr>
<td>Clothing / Accessories</td>
<td>23%</td>
<td>-2%</td>
</tr>
<tr>
<td>Electronics</td>
<td>13%</td>
<td>-2%</td>
</tr>
<tr>
<td>Automotives</td>
<td>5%</td>
<td>-1%</td>
</tr>
</tbody>
</table>

SHIFTS IN BEHAVIORS DUE TO COVID-19

- (+3%) 73% have maintained distance from others
- (+2%) 72% have avoided crowded areas
- (+6%) 42% have cancelled travel plans

(Statistically significant from Wave 1 at 90%)
Has entertainment consumption changed over time?

**Entertainment as Escape:** Consumers are using entertainment even more to take their mind off the current situation and to escape. They are expanding to both past favorites and new content.

**Tune out Information:** Use of entertainment to stay informed / educated and interest in reading or watching the news has dwindled as people are growing tired of hearing about COVID.

**Subscriptions and Exploration:** Interest in adding new subscription services remains constant with more subscription adders choosing radio as consumers are exploring new content.
As stay at home durations extend, consumers are expanding their reach of content to both past favorites and new content.

### TYPES OF CONTENT CONSUMED

**Past 2 Weeks**

<table>
<thead>
<tr>
<th></th>
<th>Television Consumers</th>
<th>Music Consumers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Watched recent episodes of shows they started more than 2 weeks ago</td>
<td>61%</td>
<td>84%</td>
</tr>
<tr>
<td>Re-watched episodes of an old favorite show</td>
<td>58%</td>
<td></td>
</tr>
<tr>
<td>Started a new show that premiered recently</td>
<td>41% (+6%)</td>
<td></td>
</tr>
<tr>
<td>Listened to music they usually listen to</td>
<td></td>
<td>62% (+7%)</td>
</tr>
<tr>
<td>Listened to music they used to listen to but have not heard in a while</td>
<td></td>
<td>62% (+6%)</td>
</tr>
<tr>
<td>Listened to new music</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(Statistically significant from Wave 1 at 90%)
People are using entertainment more to take their minds off of the current situation and less to stay informed.

Conversely, consumers, especially those 35-54 years old, are less interested in staying informed and educated.

**USE ENTERTAINMENT TO ESCAPE**

**USE ENTERTAINMENT TO STAY INFORMED**

<table>
<thead>
<tr>
<th>Category</th>
<th>Wave 1 (Week of 3/23)</th>
<th>Wave 2 (Week of 4/6)</th>
</tr>
</thead>
<tbody>
<tr>
<td>HH with Kids</td>
<td>42%</td>
<td>50%</td>
</tr>
<tr>
<td>Ages 35-44</td>
<td>45%</td>
<td>53%</td>
</tr>
<tr>
<td>Millennials</td>
<td>48%</td>
<td>68%</td>
</tr>
<tr>
<td>Teens</td>
<td>51%</td>
<td>54%</td>
</tr>
<tr>
<td>Gen Pop</td>
<td>49%</td>
<td>54%</td>
</tr>
</tbody>
</table>

Wave 1 (Week of 3/23) Wave 2 (Week of 4/6)

- Statistically significant from Wave 1 at 90%
Interest in adding subscriptions remains consistent but may begin to slip as people begin to tighten the purse strings.

### INTEREST IN SUBSCRIPTION STREAMING SERVICES

<table>
<thead>
<tr>
<th></th>
<th>Wave 1 (Week of 3/23)</th>
<th>Wave 2 (Week of 4/6)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Have added a new subscription streaming service</td>
<td>24%</td>
<td>24%</td>
</tr>
<tr>
<td>Have cancelled a subscription streaming service</td>
<td>17%</td>
<td>20%</td>
</tr>
<tr>
<td>Likely to continue paying for added service after COVID-19</td>
<td>79%</td>
<td>76%</td>
</tr>
</tbody>
</table>

Those working from home are more likely to **add a new subscription service** (41%, *Index 171 to Gen Pop*) while those who have **lost their jobs** to COVID are **less likely** to (19%, *Index 79*).

(Statistically significant from Wave 1 at 90%)
How has COVID-19 impacted music consumption and industry expectations?

Finding Balance: At first, households with kids were worried about having everyone at home and had more interest in playlists for working from home and music videos for kids. Now that they’re feeling less stressed and have figured out a routine to balance home and work life in the new normal, they’re relying less on these.

Music Streaming: Music video streaming continues to climb and audio streaming begins to normalize.
Music video streaming continues to climb and audio streaming begins to normalize

WEEKLY STREAMING PERFORMANCES VERSUS AVERAGE DAY

Source: Music Connect. Note: This data will not match the Release 1 report data due to YouTube full-year restatement.
As HH with Kids are settling into a routine, they are less interested in offerings that address work/life balance than they initially were when worrying about juggling both.

Households with Kids are starting to worry less about trying to balance home life and work life (-7% from Wave 1 to Wave 2) as they’ve figured out their routine and adapted to the new normal.

**IMPORATNCE OF MUSIC OFFERS TO HOUSEHOLDS WITH KIDS**

<table>
<thead>
<tr>
<th>Offer</th>
<th>Wave 1 (Week of 3/23)</th>
<th>Wave 2 (Week of 4/6)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Playlists for children</td>
<td>57%</td>
<td>52%</td>
</tr>
<tr>
<td>Playlists for working from home</td>
<td>52%</td>
<td>45%</td>
</tr>
<tr>
<td>Music videos for children</td>
<td>44%</td>
<td>44%</td>
</tr>
<tr>
<td>Virtual concerts</td>
<td>43%</td>
<td>36%</td>
</tr>
</tbody>
</table>
What do live events look like moving forward?

**Longer Road to Return:** Consumers overall, especially those with children, are less likely to rush back to live events within a month of a vaccine or treatment being available.

**Virtual Concerts:** As Teens realize a quick return to live events is not likely, they are warming up to virtual concerts.
As the pandemic continues, Live Event Goers are less comfortable with returning to events so soon

Though not a significant decline, even Teens, who remain the most eager to attend live events are less likely to attend a concert within 1 month of discovering a vaccine or treatment than they were when asked 2 weeks prior.

<table>
<thead>
<tr>
<th>LIKELIHOOD TO ATTEND LIVE EVENT 1 MONTH OR LESS AFTER PANDEMIC</th>
<th>WILLINGNESS TO ATTEND EVENT OF 500 PEOPLE OR MORE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gen Pop</strong></td>
<td><strong>Gen Pop</strong></td>
</tr>
<tr>
<td>29%</td>
<td>31%</td>
</tr>
<tr>
<td>23%</td>
<td>30%</td>
</tr>
<tr>
<td><strong>Hispanics</strong></td>
<td><strong>Hispanics</strong></td>
</tr>
<tr>
<td>36%</td>
<td>28%</td>
</tr>
<tr>
<td>27%</td>
<td>26%</td>
</tr>
<tr>
<td><strong>Teens</strong></td>
<td><strong>Teens</strong></td>
</tr>
<tr>
<td>53%</td>
<td>38%</td>
</tr>
<tr>
<td>46%</td>
<td>35%</td>
</tr>
<tr>
<td><strong>Millennials</strong></td>
<td><strong>Millennials</strong></td>
</tr>
<tr>
<td>25%</td>
<td>23%</td>
</tr>
<tr>
<td>20%</td>
<td>22%</td>
</tr>
</tbody>
</table>

Wave 1 (Week of 3/23) Wave 2 (Week of 4/6)

(Statistically significant from Wave 1 at 90%)
Hesitation to return to live events is largely driven by 35-54 year olds and consumers with kids.


Those with children have been taking greater strides to avoid crowded public areas recently (+5% for both Households with Kids and Hispanics with Kids).

LIKELIHOOD TO ATTEND LIVE EVENT 1 MONTH OR LESS AFTER PANDEMIC

<table>
<thead>
<tr>
<th>Wave 1 (Week of 3/23)</th>
<th>Wave 2 (Week of 4/6)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ages 35-44: 34%</td>
<td>Ages 35-44: 25%</td>
</tr>
<tr>
<td>Ages 45-54: 25%</td>
<td>Ages 45-54: 25%</td>
</tr>
<tr>
<td>Households with Kids: 26%</td>
<td>Households with Kids: 21%</td>
</tr>
<tr>
<td>Hispanics with Kids: 21%</td>
<td>Hispanics with Kids: 21%</td>
</tr>
</tbody>
</table>

(Statistically significant from Wave 1 at 90%)
Teens are warming up to the idea of virtual concerts as they’re realizing a return to live events is further away.

### INTEREST IN VIRTUAL CONCERTS

<table>
<thead>
<tr>
<th></th>
<th>Wave 1 (Week of 3/23)</th>
<th>Wave 2 (Week of 4/6)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Among Gen Pop</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Likely to stream a virtual concert in the next 2 weeks</td>
<td>34%</td>
<td>35%</td>
</tr>
<tr>
<td>Would be willing to pay for a virtual concert</td>
<td>29%</td>
<td>28%</td>
</tr>
<tr>
<td>Have watched a virtual concert / live streamed performance</td>
<td>21%</td>
<td>19%</td>
</tr>
</tbody>
</table>

- **Among Teens**
  - Likely to stream a virtual concert in the next 2 weeks: 18% to 29% (+11%)
  - Would be willing to pay for a virtual concert: 17% to 14% (-3%)
  - Have watched a virtual concert / live streamed performance: 7% to 18% (+11%)

(Statistically significant from Wave 1 at 90%)
Based on our findings, we identified core recommendations for the entertainment industry:

- Make it easy for consumers to **discover and explore new content to help them escape** as they are branching out and trying to keep their minds off of things.

- Continue to make **music videos** accessible as music video streaming continues to grow.

- Explore new offerings that appeal to **households with kids** as they have become more at ease **balancing home and work life**.

- Plan to **return to live events more gradually** as consumers are hesitant to return immediately. Find ways to make consumers **more comfortable** attending when the time comes.

- **Explore virtual concerts** for artists who appeal to the key demographic groups and genre fans most likely to tune in and pay.
The COVID-19 pandemic has impacted economies, industries, and day-to-day lifestyles around the globe. All of this affects how entertainment is being consumed.

By tracking consumer attitudes and behavior in two week intervals, we aim to identify trends.

Our first two releases covered:
- Impact on attitudes and lifestyle
- Entertainment people are consuming
- How entertainment is helping fans cope
- Impact on music consumption
- What the industry can do to engage consumers and support artists
- Expectations for live events
- How NY and California are adapting
- Differences among fans of various genres

Our Release 3 report further explores:
- Entertainment shifts over time
- Adjustments in motivations and coping via entertainment
- Changes in subscription habits
- Trends in music consumption and expectations consumers have for the industry
- A deeper dive into the future of live events
- Differences through the lens of region and gender
- Impact on live events among key genre fans
### Methodology: Survey Research

<table>
<thead>
<tr>
<th>STUDY TIMING</th>
<th>DATA COLLECTION</th>
<th>SAMPLE SIZE</th>
<th>QUOTA BALANCING</th>
<th>ADDITIONAL ANALYSIS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wave 3 data was collected <strong>April 23rd through April 27th, 2020</strong></td>
<td><strong>Online surveys using third-party panels</strong> were used to collect responses</td>
<td>Interviews were conducted with <strong>1,010 Gen Pop consumers</strong> (Ages 13+) in the United States</td>
<td>Data is representative of the U.S.’s census population including age, gender, ethnicity, and region</td>
<td>Please contact us if interested in learning about <strong>additional or custom analyses</strong></td>
</tr>
</tbody>
</table>
To supplement our analysis, consumption data from Music Connect was included to show the impact of COVID-19 on music streams and sales by market week over week.

Music Connect is a comprehensive measurement and analytics platform that provides music streaming, airplay, and sales data for artists, albums, and songs.
Methodology: Significance Testing

Data between waves is tested for statistical significance at **90% confidence**.

A **significant increase** from Wave 2 to Wave 3 is shown by a green arrow pointing up.

A **significant decline** from Wave 2 to Wave 3 is shown by a red arrow pointing down.

If no arrow is shown, then the **data is flat** and there is no significant difference between waves.

Please note that **Music Connect** data is behavioral and not survey-based and therefore not tested for significance.
States, mostly in the Midwest and South, are beginning to lift stay at home orders and reopen businesses, houses, of worship, and parks.
Highlights
How are people adjusting to COVID-19 and relying on entertainment?

**Tired of COVID:** People grow tired of COVID news.

**Seeking Cheer and Escape:** As consumers turn away from COVID news, they turn to entertainment for cheer and seek more on-screen activities to escape.

**Time for Self-Improvement:** As social isolation sets in, people turn inward and focus on self-improvement.
People continue to grow tired of COVID and seek entertainment to lift their spirits

**TIRED OF HEARING ABOUT COVID-19**

Wave 1 (Week of 3/23) 48%
Wave 2 (Week of 4/6) 53%
Wave 3 (Week of 4/20) 56%

**USE ENTERTAINMENT TO CHEER UP**

Wave 1 (Week of 3/23) 45%
Wave 2 (Week of 4/6) 45%
Wave 3 (Week of 4/20) 49%

(Statistically significant from Wave 2 at 90%)
As people continue to be shut in, they seek positivity through entertainment

Passing time and relaxing still remain top uses for entertainment though people are beginning to use this free time more to focus on self improvement.

**TOP USES FOR ENTERTAINMENT**

- **To pass time / avoid boredom**
  - Wave 1 (Week of 3/23): 60%
  - Wave 2 (Week of 4/6): 62%
  - Wave 3 (Week of 4/20): 58%

- **To relax / unwind**
  - Wave 1 (Week of 3/23): 60%
  - Wave 2 (Week of 4/6): 61%
  - Wave 3 (Week of 4/20): 64%

**SHIFTS IN ENTERTAINMENT USES**

- **To cheer me up / make me laugh**
  - Wave 1 (Week of 3/23): 45%
  - Wave 2 (Week of 4/6): 21%
  - Wave 3 (Week of 4/20): 18%

- **To feel healthy**
  - Wave 1 (Week of 3/23): 45%
  - Wave 2 (Week of 4/6): 20%
  - Wave 3 (Week of 4/20): 17%

- **To learn a new skill**
  - Wave 1 (Week of 3/23): 49%
  - Wave 2 (Week of 4/6): 25%
  - Wave 3 (Week of 4/20): 20%

(Statistically significant from Wave 2 at 90%)
Are subscription habits changing?

New Content: Consumers are seeking out content that is new to them to keep them engaged as isolation continues. Now more than ever, people are open to expanding their viewing and listening habits.

Subscriptions Grow: Interest in adding services continues to grow.

Video streaming: Video streaming services still remain the most popular as consumers are turning to on-screen activities to escape and take their minds off of the pandemic.
As consumers have worked through existing favorites, they are expanding their viewing and listening habits.

**Types of Content Consumed**

**Television Consumers**
- 57% re-watched episodes of an *old* favorite show
- 55% watched recent episodes of *shows* they started more than 2 weeks ago
- 46% started a new show that *did not* premiere recently
- 41% started a new show that *premiered* recently

**Music Consumers**
- 84% listened to music they *usually* listen to
- 62% listened to music they *used to listen to* but have not heard in a while
- 53% listened to new music from artists they’ve *listened to before*
- 43% listened to new music from artists they’ve *never listened to before* (Statistically significant from Wave 2 at 90%)
**INTEREST IN SUBSCRIPTION STREAMING SERVICES**

<table>
<thead>
<tr>
<th>Wave</th>
<th>Have added a new subscription streaming service</th>
<th>Have cancelled a subscription streaming service</th>
<th>Likely to continue paying for added service after COVID-19</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wave 1</td>
<td>24%</td>
<td>17%</td>
<td>79%</td>
</tr>
<tr>
<td>Week of 3/23</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wave 2</td>
<td>24%</td>
<td>20%</td>
<td>76%</td>
</tr>
<tr>
<td>Week of 4/6</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wave 3</td>
<td>27%</td>
<td>23%</td>
<td>78%</td>
</tr>
<tr>
<td>Week of 4/20</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Those working from home remain more likely to **add a new subscription service** (41%, *Index 170 to Gen Pop*). Despite their reduced income, those who **lost their jobs** to COVID are actually **adding new services** at a higher rate than 2 weeks prior (26%, *Index 96 to Gen Pop, +7% from Wave 2*). (Statistically significant from Wave 2 at 90%)
Video services remain most popular as consumers turn to on-screen entertainment for escape.

Interest in radio subscriptions was short lived as lockdowns persist and radio listeners are spending less time in their cars.

### TYPES OF SUBSCRIPTION STREAMING SERVICES ADDED

<table>
<thead>
<tr>
<th>Service</th>
<th>Wave 1 (Week of 3/23)</th>
<th>Wave 2 (Week of 4/6)</th>
<th>Wave 3 (Week of 4/20)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video</td>
<td>81%</td>
<td>79%</td>
<td>78%</td>
</tr>
<tr>
<td>Music</td>
<td>38%</td>
<td>41%</td>
<td>41%</td>
</tr>
<tr>
<td>Video games</td>
<td>14%</td>
<td>13%</td>
<td>13%</td>
</tr>
<tr>
<td>Podcast</td>
<td>8%</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>Radio</td>
<td>12%</td>
<td>8%</td>
<td>8%</td>
</tr>
</tbody>
</table>

(Statistically significant from Wave 2 at 90%)
How has COVID-19 impacted music consumption and industry expectations?

**Music Streaming:** Music video streaming continues to climb and audio streaming begins to normalize.

**Country & Children's Music:** Country and Children’s Music continue to see growth in audio streaming.
Music video streaming continues to climb and audio streaming continues to normalize.

**WEEKLY STREAMING PERFORMANCES VERSUS AVERAGE WEEK**

- Official Music Video Streaming vs Average
- Audio Music Streaming vs Average

<table>
<thead>
<tr>
<th>Week Ending 3/19</th>
<th>Week Ending 3/26</th>
<th>Week Ending 4/2</th>
<th>Week Ending 4/9</th>
<th>Week Ending 4/16</th>
<th>Week Ending 4/23</th>
</tr>
</thead>
<tbody>
<tr>
<td>-2.1%</td>
<td>-0.6%</td>
<td>+2.9%</td>
<td>+4.8%</td>
<td>+7.9%</td>
<td>+10.6%</td>
</tr>
<tr>
<td>-6.4%</td>
<td>-9.4%</td>
<td>-8.0%</td>
<td>-6.5%</td>
<td>-6.1%</td>
<td>-3.5%</td>
</tr>
</tbody>
</table>

Source: Music Connect- Audio vs an 8-week baseline of 1/17 – 3/12; Video vs a 3-week baseline of 2/21 – 3/12
Note: Music Video includes “Official” videos only and does not include any User Generated Content
Country streaming continues to perform well, while other major genres are recovering from their lows.

**AUDIO STREAMING WEEKLY GROWTH RATES BY MAJOR GENRE**

- **R&B/Hip-Hop**: -9.1%
- **Pop**: -5.8%
- **Rock**: -1.4%
- **Country**: +10.7%

Source: Music Connect- Vs an 8-week baseline of 1/17 – 3/12
Children’s music continues to rise as families balance kids and work at home.

AUDIO STREAMING WEEKLY GROWTH RATES BY MAJOR GENRE

- **Latin**: -8.5%
- **Dance/Electronic**: -8.0%
- **Classical**: +1.5%
- **Children**: +7.7%

Source: Music Connect - Vs an 8-week baseline of 1/17 – 3/12
What do live events look like moving forward?

Safety Measures: When consumers are ready to return to live events, they want to see venues taking precautions to ensure public safety such as adding hand sanitizer stations, limiting capacity, and opting for outdoor venues. This is especially important to females and households with kids.

Virtual Concerts: When planning virtual events, keep fan needs in mind. Explore outlets for socialization and ways to make a virtual experience a special occasion. Consider premiering new music during virtual concerts and partnering with a cause.
When people are ready to return to live events, ensure public safety

**TOP 5 MEASURES FOR LIVE EVENTS**

- **61%** Hand sanitizer stations throughout the venue
- **51%** Outdoor / open air venues
- **50%** Limiting number of tickets sold / not allowing for maximum capacity
- **44%** Limited seating to allow for social distancing
- **35%** Stations to take temperatures at entrances / security

Q6b. Which of the following measures do you feel would need to be taken for you to feel comfortable attending a live event? Base: Live Event Goers Willing to Attend in the Future (743)
Find ways to satisfy consumer needs to see artists, celebrate special occasions, and share experiences with friends

### REASONS FOR ATTENDING LIVE EVENTS

Among Live Event Goers

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>To see my favorite artists perform live</td>
<td>51%</td>
</tr>
<tr>
<td>As a special occasion / treat</td>
<td>43%</td>
</tr>
<tr>
<td>To share an experience with friends</td>
<td>43%</td>
</tr>
<tr>
<td>To take time for myself away from responsibilities</td>
<td>29%</td>
</tr>
<tr>
<td>To support local artists and venues</td>
<td>28%</td>
</tr>
</tbody>
</table>
Leverage virtual concerts to facilitate artist connections with fans

Virtual concert hosts should work out technical issues in advance and keep performances shorter than in-person concerts. Virtual meet and greets and song requests are potential avenues to monetize virtual concerts.

VIRTUAL CONCERT ATTITUDES

Among Live Streamers

- **I enjoy seeing an artist’s home or family**: 69%
- **A meet and greet / chat with the artist helps me feel connected to that artist**: 65%
- **Technical issues take away from my experience**: 60%
- **Having a platform to request songs is important to me**: 60%
- **I lose interest sooner than I would an in-person concert and would prefer they be shorter**: 53%
- **Having a platform to chat with other guests is important to me**: 50%
To purchase the full suite of reports or commission analysis to gain deeper insights into how the coronavirus continues to affect the music and entertainment landscape, please contact us at research_inquiries@mrc-data.com

MAY 20, 2020

Powered by Nielsen Music, an MRC Data Service
The COVID-19 pandemic has impacted economies, industries, and day-to-day lifestyles around the globe. All of this affects **how entertainment is being consumed**.

By tracking consumer attitudes and behavior in two week intervals, we aim to identify trends.

**Our first three releases covered:**
- Impact on attitudes and lifestyle
- Entertainment people are consuming
- How entertainment is helping fans cope
- Impact on music consumption
- What the industry can do to engage consumers and support artists
- Expectations for live events
- Differences through the lens of region and gender
- Differences among fans of various genres

**Our Release 4 report further explores:**
- Entertainment shifts over time
- Adjustments in motivations and coping via entertainment
- Changes in subscription habits
- Trends in music consumption and expectations consumers have for the industry
- A deeper dive into the future of live events
- Impact on live events among key genre fans
- Differences among multicultural audiences and regions that remain closed

If you haven’t seen our first three releases, contact us at research_inquiries@mrc-data.com
Wave 4 data was collected May 7th through May 10th, 2020

Online surveys using third-party panels were used to collect responses

Interviews were conducted with 1,015 Gen Pop consumers (Ages 13+) in the United States

Data is representative of the U.S.'s census population including age, gender, ethnicity, and region

Please contact us if interested in learning about additional or custom analyses
To supplement our analysis, consumption data from **Music Connect** was included to show the impact of COVID-19 on music streams and sales by market week over week.

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A **significant decline** from Wave 3 to Wave 4 is shown by a red arrow pointing down.

If no arrow is shown, then the **data is flat** and there is no significant difference between waves.

Please note that **Music Connect** data is behavioral and not survey-based and therefore not tested for significance.
Methodology: Indexing to Gen Pop

Throughout the report there may be references of indices to Gen Pop as noted by Italics in parenthesis, for example *(100)*.

Indices are calculated as % of the sample group / % of Gen Pop.

<table>
<thead>
<tr>
<th>Low Index</th>
<th>Average</th>
<th>High Index</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>(80 or below)</em></td>
<td><em>(Around 100)</em></td>
<td><em>(120 or above)</em></td>
</tr>
</tbody>
</table>

An index of 80 means that this group is 20% less likely than Gen Pop to react in a certain way.

An index of around 100 means that the sample group is in line with the general population.

An index of 120 means that this group is 20% more likely than Gen Pop to react in a certain way.
The Northeast is the slowest region to reopen.
How are people adjusting to COVID-19 and relying on entertainment?

**Tired of COVID:** People continue to grow tired of COVID news and rely on entertainment even more as the pandemic drags on to its third month.

**Energy Needed:** As consumers search for more active entertainment options, cater to their needs by providing ways to feel energized.

**Seeking Balance:** In markets that are slow to reopen, help consumers cope and juggle home and work life.
People continue to grow tired of COVID and rely on entertainment to help them through this time.

As most businesses and schools remain closed, consumers increasingly worry about balancing home and work life.

**ATTITUDES TOWARD COVID-19**

- **I would go crazy without entertainment during this time**
  - Wave 1 (Week of 3/23): 68%
  - Wave 2 (Week of 4/6): 68%
  - Wave 3 (Week of 4/20): 68%
  - Wave 4 (Week of 5/4): 73%

- **I am tired of hearing about COVID-19**
  - Wave 1 (Week of 3/23): 48%
  - Wave 2 (Week of 4/6): 53%
  - Wave 3 (Week of 4/20): 56%
  - Wave 4 (Week of 5/4): 60%

- **I worry about balancing my home life and work life during this time**
  - Wave 1 (Week of 3/23): 47%
  - Wave 2 (Week of 4/6): 42%
  - Wave 3 (Week of 4/20): 45%
  - Wave 4 (Week of 5/4): 51%

(Statistically significant from Wave 3 at 90%)

**COVID-19: Tracking the Impact on the Entertainment Landscape - Release 4.**

C1. How much do you agree or disagree that the following statements reflect your attitude surrounding the COVID-19 outbreak? Top 2 Box. Base: Gen Pop – Wave 1 (945), Wave 2 (1013), Wave 3 (1010), Wave 4 (1015).
As weeks in isolation pass, people seek energy through entertainment

Passing time and relaxing still remain top uses for entertainment though people are beginning to use entertainment more to keep them energized.

**TOP USES FOR ENTERTAINMENT**

- To relax / unwind
  - Wave 1 (Week of 3/23): 60%
  - Wave 2 (Week of 4/6): 61%
  - Wave 3 (Week of 4/20): 64%
  - Wave 4 (Week of 5/4): 63%

- To pass time / avoid boredom
  - Wave 1 (Week of 3/23): 60%
  - Wave 2 (Week of 4/6): 62%
  - Wave 3 (Week of 4/20): 58%
  - Wave 4 (Week of 5/4): 62%

**SHIFTS IN ENTERTAINMENT USES**

- To keep my mind off of things/escape
  - Wave 1 (Week of 3/23): 49%
  - Wave 2 (Week of 4/6): 54%
  - Wave 3 (Week of 4/20): 55%
  - Wave 4 (Week of 5/4): 49%

- To feel energized
  - Wave 1 (Week of 3/23): 20%
  - Wave 2 (Week of 4/6): 23%
  - Wave 3 (Week of 4/20): 22%
  - Wave 4 (Week of 5/4): 26%

(Statistically significant from Wave 3 at 90%)
How are subscription and consumption habits changing?

**New Content:** Consumers are growing tired of their usual shows/music and are seeking new content. This may be fueling discovery of new entertainment channels like short form videos.

**Music Subscriptions:** Interest in music streaming services has grown as music subscribers seek balance and new content discovery.

**Trial and Discovery:** As people are searching for new content, the pandemic is fueling subscription trial. Consumer experience with subscription services is critical to drive retention.
As consumers have worked through existing favorites, they are expanding to watching new content.

**Types of Content Consumed**

**Television Consumers**
- 52% re-watched episodes of an old favorite show (53% in Wave 3, -5%)
- 53% watched recent episodes of shows they started more than 2 weeks ago
- 39% started a new show that did not premiere recently (46% in Wave 3, -7%)
- 45% started a new show that premiered recently (+4%)

**Music Consumers**
- 84% listened to music they usually listen to
- 59% listened to music they used to listen to but have not heard in a while
- 54% listened to new music from artists they’ve listened to before
- 42% listened to new music from artists they’ve never listened to before (42% in Wave 3, +4%)

(Statistically significant from Wave 3 at 90%)
People are increasingly looking for immersive experiences such as short form videos.

MORE TIME SPENT WITH – TOP 5 ACTIVITIES

Among those engaging with specific activities


<table>
<thead>
<tr>
<th>Activity</th>
<th>Wave 1 (%)</th>
<th>Wave 2 (%)</th>
<th>Wave 3 (%)</th>
<th>Wave 4 (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Short form videos</td>
<td>64%</td>
<td>60%</td>
<td>60%</td>
<td>60%</td>
</tr>
<tr>
<td>Cooking or baking</td>
<td>66%</td>
<td>60%</td>
<td>59%</td>
<td>60%</td>
</tr>
<tr>
<td>Social media</td>
<td>65%</td>
<td>63%</td>
<td>62%</td>
<td>62%</td>
</tr>
<tr>
<td>Television</td>
<td>64%</td>
<td>62%</td>
<td>62%</td>
<td>61%</td>
</tr>
<tr>
<td>Movies</td>
<td>67%</td>
<td>60%</td>
<td>59%</td>
<td>61%</td>
</tr>
</tbody>
</table>

E3. And are you spending more or less time with each activity than you were 2 weeks ago? Base: Total Respondents – n varies by activity

COVID-19: Tracking the Impact on the Entertainment Landscape - Release 4

(Statistically significant from Wave 3 at 90%)
Video (movies/shows) services remain most popular though music streaming subscriptions have grown.

Video streaming services such as Netflix, Hulu, Amazon Prime, and Disney+ still remain the top choices to add.

TYPES OF SUBSCRIPTION STREAMING SERVICES ADDED

- **Video (Movies/Shows)**
  - Wave 1 (Week of 3/23): 14%
  - Wave 2 (Week of 4/6): 13%
  - Wave 3 (Week of 4/20): 12%
  - Wave 4 (Week of 5/4): 16%

- **Music**
  - Wave 1 (Week of 3/23): 8%
  - Wave 2 (Week of 4/6): 7%
  - Wave 3 (Week of 4/20): 6%
  - Wave 4 (Week of 5/4): 11%

- **Video games**
  - Wave 1 (Week of 3/23): 20%
  - Wave 2 (Week of 4/6): 19%
  - Wave 3 (Week of 4/20): 18%
  - Wave 4 (Week of 5/4): 17%

- **Podcast**
  - Wave 1 (Week of 3/23): 10%
  - Wave 2 (Week of 4/6): 9%
  - Wave 3 (Week of 4/20): 8%
  - Wave 4 (Week of 5/4): 7%

- **Radio**
  - Wave 1 (Week of 3/23): 0%
  - Wave 2 (Week of 4/6): 0%
  - Wave 3 (Week of 4/20): 0%
  - Wave 4 (Week of 5/4): 0%


E7D. You said that you added an entertainment subscription service. Which service(s) have you added? Base: Subscription Adders – Wave 1 (216), Wave 2 (228), Wave 3 (259), Wave 4 (296).

(Statistically significant from Wave 3 at 90%)
Consumers add temporary subscriptions to discover new content

Subscription Adders are likely to continue paying for services they like but cancelling the ones they don’t.

### INTEREST IN SUBSCRIPTION STREAMING SERVICES

<table>
<thead>
<tr>
<th>Wave</th>
<th>Have added a new subscription streaming service</th>
<th>Have cancelled a subscription streaming service</th>
<th>Likely to continue paying for added service after COVID-19</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wave 1</td>
<td>24%</td>
<td>17%</td>
<td>79%</td>
</tr>
<tr>
<td>Week of 3/23</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wave 2</td>
<td>24%</td>
<td>20%</td>
<td>76%</td>
</tr>
<tr>
<td>Week of 4/6</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wave 3</td>
<td>27%</td>
<td>23%</td>
<td>78%</td>
</tr>
<tr>
<td>Week of 4/20</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wave 4</td>
<td>31%</td>
<td>29%</td>
<td>84%</td>
</tr>
<tr>
<td>Week of 5/4</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(Statistically significant from Wave 3 at 90%)
How has COVID-19 impacted music consumption and industry expectations?

**Music Streaming:** Music video streaming continues to climb while audio streaming has returned to pre-COVID levels, potentially due to new music streaming subscriptions.

**Children’s Music:** Children’s Music audio streaming continues to grow as consumers seek music offers to help balance home and work life.

**Connection & Community:** After being isolated for so long, consumers are seeking connection and a sense of community from brands and artists. Country music has successfully engaged fans virtually.
Music video streaming continues to climb as consumers seek immersive content while audio streaming has made a full recovery as states begin to reopen.
As Country fans embrace streaming, the genre continues to outperform all other genres.

Other major genres continue their recovery as consumption begins to normalize.

**AUDIO STREAMING WEEKLY GROWTH RATES BY MAJOR GENRE**

- Pop: -2.8%
- R&B/Hip-Hop: -2.1%
- Rock: +3.3%
- Country: +21.4%

Source: Music Connect- Vs an 8-week baseline of 1/17 – 3/12
Children’s Music continues to perform better as households seek family friendly music

After making significant gains in the past few weeks, Latin has fully recovered. Dance/Electronic also has been recovering for several weeks and has hit its highest volume since the beginning of the pandemic period.

Source: Music Connect- Vs an 8-week baseline of 1/17 – 3/12 139
Consumers seek connection and a sense of community from artists and brands

<table>
<thead>
<tr>
<th>ARTIST &amp; BRAND ATTITUDES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Willing to <strong>buy merchandise or music</strong> to support artists</td>
</tr>
<tr>
<td>Artists’ <strong>social media</strong> is important to me at this time</td>
</tr>
<tr>
<td>Artists should set up <strong>virtual meet and greets</strong> for canceled events</td>
</tr>
</tbody>
</table>

**Willing to buy merchandise or music to support artists**

**Artists’ social media is important to me at this time**

**Artists should set up virtual meet and greets for canceled events**

<table>
<thead>
<tr>
<th>Wave 1</th>
<th>Wave 2</th>
<th>Wave 3</th>
<th>Wave 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week of 3/23</td>
<td>Week of 4/6</td>
<td>Week of 4/20</td>
<td>Week of 5/4</td>
</tr>
<tr>
<td><strong>I would view a brand more favorably if they…</strong></td>
<td><strong>Helped small businesses &amp; communities affected</strong></td>
<td>73%</td>
<td>76%</td>
</tr>
<tr>
<td><strong>I would view a brand more favorably if they…</strong></td>
<td><strong>Found ways to support artists</strong></td>
<td>47%</td>
<td>51%</td>
</tr>
</tbody>
</table>

*(Statistically significant from Wave 3 at 90%)*

COVID-19: Tracking the Impact on the Entertainment Landscape - Release 4

B1. How much do you agree or disagree with the following statements about consumer brands? I would view a brand more favorably if they… Top 2 Box. L11. How much do you agree or disagree with the following statements about music artists? Top 2 Box. Base: Total Respondents – Wave 1 (945), Wave 2 (1013), Wave 3 (1010), Wave 4 (1015).
What do live events look like moving forward?

**Virtual Events:** Interest in virtual events has grown as experiences have improved. Continue to optimize the virtual experience and consider partnering with a cause to drive willingness to pay.

**Safety Measures:** Consumers want to feel safe in returning to live events and interest in more space for social distancing and requiring masks has grown.
Interest in virtual concerts has grown as the dangers of COVID persist.

**INTEREST IN VIRTUAL CONCERTS**

<table>
<thead>
<tr>
<th>Have watched a virtual concert / live streamed performance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wave 1 (Week of 3/23)</td>
</tr>
<tr>
<td>Wave 2 (Week of 4/6)</td>
</tr>
<tr>
<td>Wave 3 (Week of 4/20)</td>
</tr>
<tr>
<td>Wave 4 (Week of 5/4)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Consider virtual concerts an acceptable solution for a cancelled event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wave 1 (Week of 3/23)</td>
</tr>
<tr>
<td>Wave 2 (Week of 4/6)</td>
</tr>
<tr>
<td>Wave 3 (Week of 4/20)</td>
</tr>
<tr>
<td>Wave 4 (Week of 5/4)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Likely to stream a virtual concert in the next 2 weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wave 1 (Week of 3/23)</td>
</tr>
<tr>
<td>Wave 2 (Week of 4/6)</td>
</tr>
<tr>
<td>Wave 3 (Week of 4/20)</td>
</tr>
<tr>
<td>Wave 4 (Week of 5/4)</td>
</tr>
</tbody>
</table>

Experience with virtual concerts has improved as the kinks have been worked out and the process has become seamless.

EXPERIENCE WITH VIRTUAL CONCERTS
Among Live Streamers

<table>
<thead>
<tr>
<th>Wave</th>
<th>Very Satisfied</th>
<th>Somewhat Satisfied</th>
<th>Total Satisfied (Top 2 Box)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wave 1 (Week of 3/23)</td>
<td>33%</td>
<td>31%</td>
<td>64%</td>
</tr>
<tr>
<td>Wave 2 (Week of 4/6)</td>
<td>34%</td>
<td>39%</td>
<td>73%</td>
</tr>
<tr>
<td>Wave 3 (Week of 4/20)</td>
<td>28%</td>
<td>38%</td>
<td>65%</td>
</tr>
<tr>
<td>Wave 4 (Week of 5/4)</td>
<td>45%</td>
<td>34%</td>
<td>79%</td>
</tr>
</tbody>
</table>

*(Statistically significant from Wave 3 at 90%)*
Ensuring public safety and room for social distancing grows even more important as states reopen

<table>
<thead>
<tr>
<th>TOP 5 MEASURES FOR LIVE EVENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hand sanitizer stations throughout the venue</td>
</tr>
<tr>
<td>61%</td>
</tr>
<tr>
<td>62%</td>
</tr>
</tbody>
</table>

Wave 3 (Week of 4/20) | Wave 4 (Week of 5/4)  (Statistically significant from Wave 3 at 90%)
Beyond the topline insights offered on Billboard Pro, the full Release 4 report further explores:

✓ Trends in music consumption and expectations consumers have for the industry
✓ A deeper dive into the future of live events
✓ Impact on live events among key genre fans
✓ Differences among multicultural audiences and regions that remain closed

To purchase the full Release 4 report or commission analysis to gain deeper insights into how the coronavirus continues to affect the music and entertainment landscape, please contact us at research_inquiries@mrc-data.com