COVID-19

TRACKING THE IMPACT ON THE ENTERTAINMENT LANDSCAPE

RELEASE 6

POWERED BY NIELSEN MUSIC, AN MRC DATA SERVICE

Life Suspended, Entertainment Unrestricted

MRC DATA

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 regular intervals, we aim to identify trends.

Our first five 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
- ✓ Expectations for live events
- ✓ Differences through the lens of region, race, and gender
- ✓ Differences among fans of various genres
- ✓ Importance of social causes and actions taken to support the Black Lives Matter movement

Our Release 6 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
- ✓ What the industry can do to engage consumers and support artists
- ✓ A deeper dive into the future of live events and how virtual events have been embraced
- ✓ Differences by region and among households with kids

If you haven't seen our first five releases, contact us at research_inquiries@mrc-data.com

Methodology: Survey Research

MRC DATA

STUDY TIMING

Wave 6 data was collected **July 8th through July 13th, 2020**

DATA COLLECTION

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

SAMPLE SIZE

Interviews were conducted with **1,007 Gen Pop consumers** (Ages 13+) in the United States

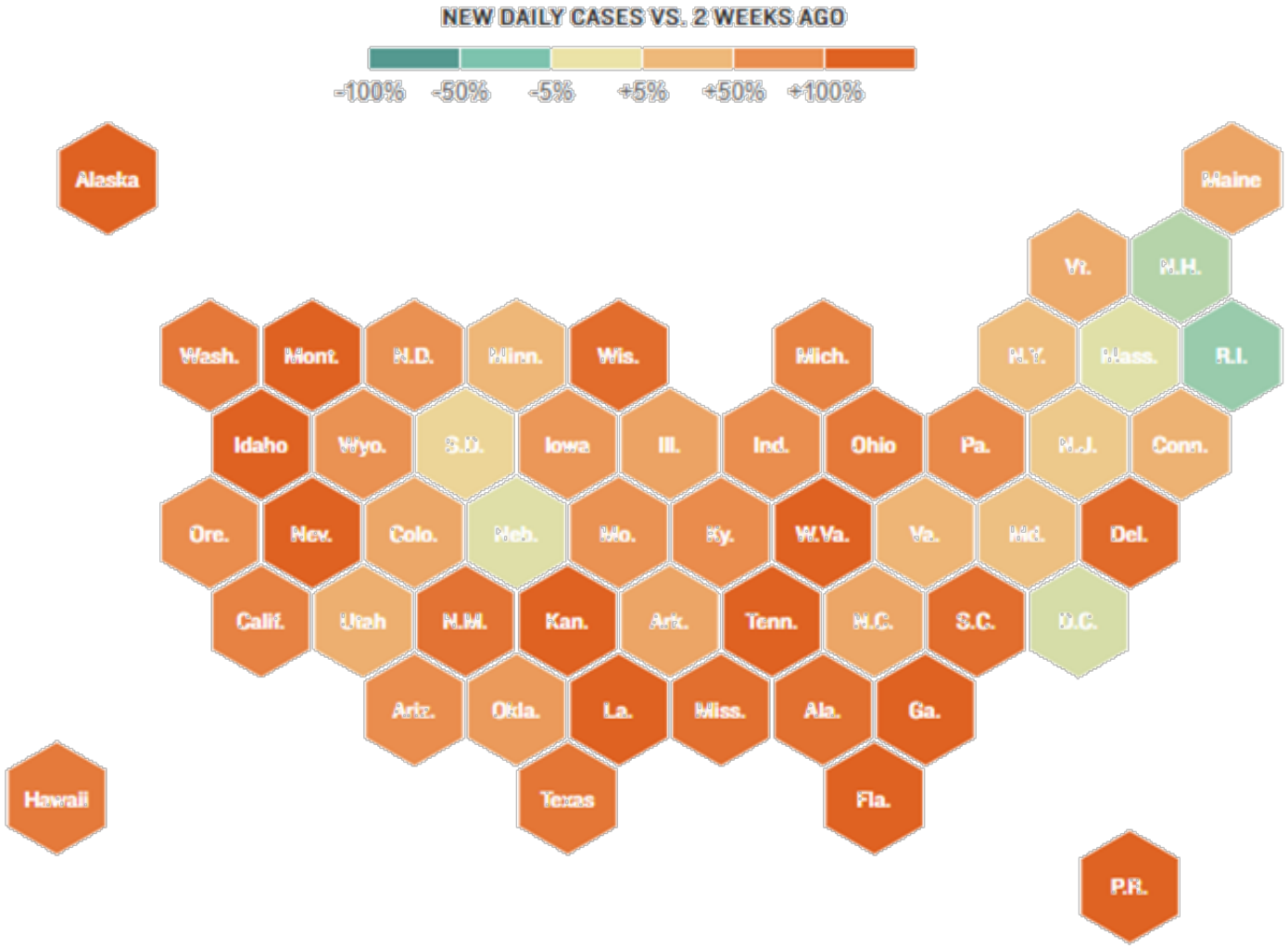
QUOTA BALANCING

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

ADDITIONAL ANALYSIS

Please contact us if interested in learning about **additional or custom analyses**

Context: New cases are rising in most U.S. states



COVID-19: Tracking the Impact on the Entertainment Landscape - Release 6.
Source: NPR https://www.npr.org/sections/health-shots/2020/03/16/816707182/map-tracking-the-spread-of-the-coronavirus-in-the-u-s

Methodology: Music Consumption Data

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 5 to Wave 6 is shown by a green arrow pointing up.

A **significant decline** from Wave 5 to Wave 6 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

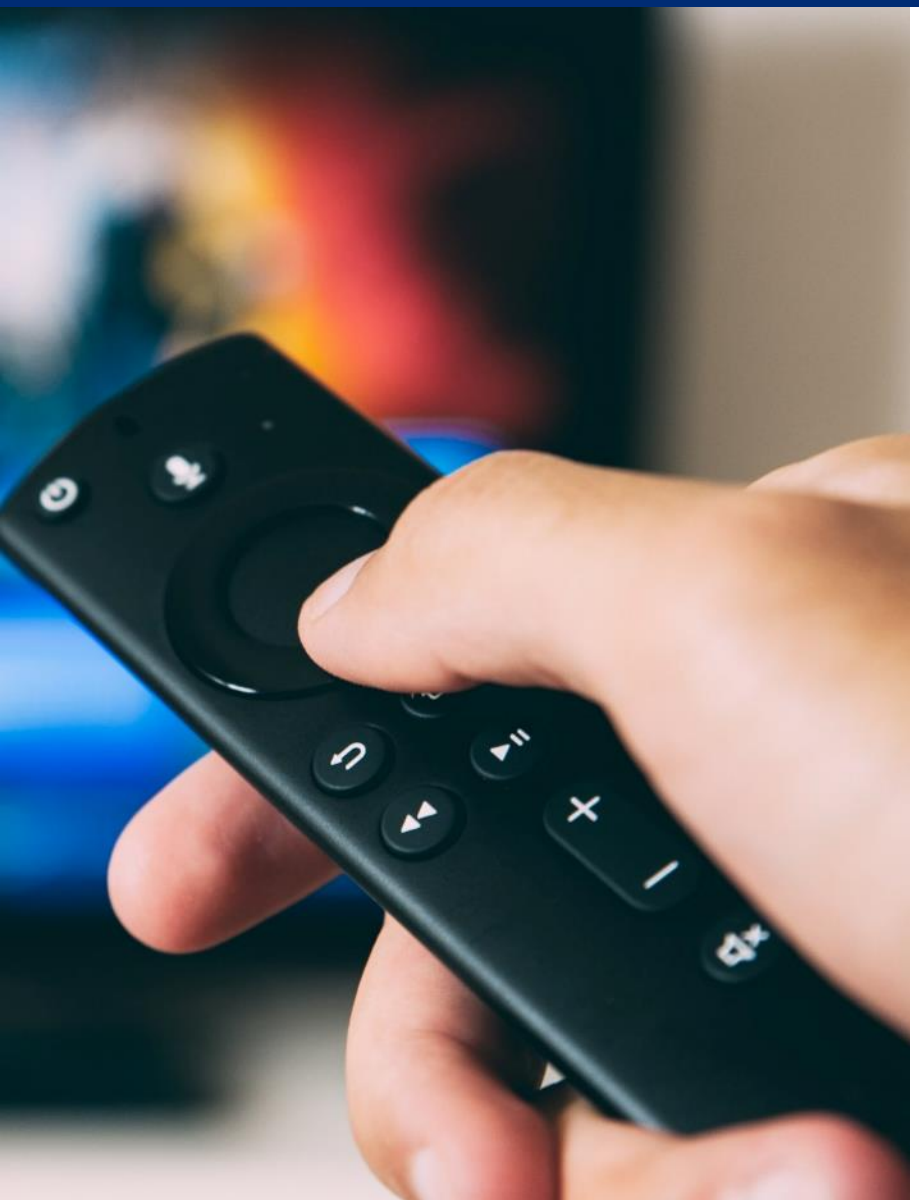
Throughout the report there may be references of indices to Gen Pop as noted by Italics in parenthesis, for example *(100)*.

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

Low Index (80 or below)	**Average** (Around 100)	**High Index** (120 or above)
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

Highlights

How are people adjusting to COVID-19 and relying on entertainment?



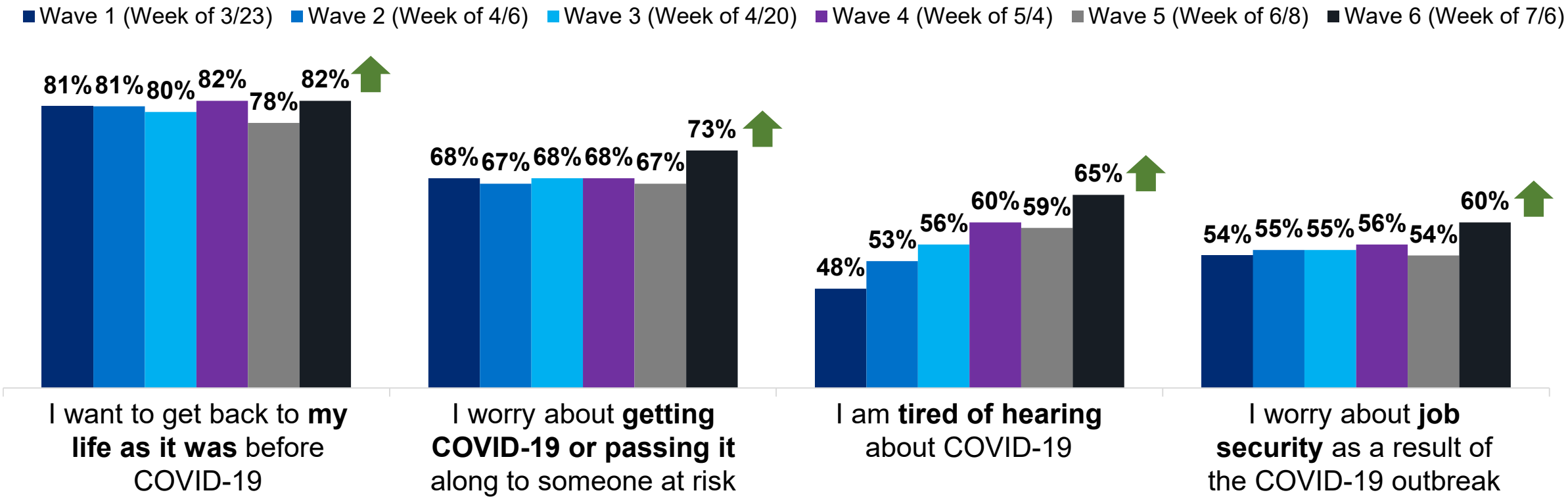
Growing Concerns: As new cases of COVID continue to climb, concerns over health, safety, and job security increase.

Comfort and Connection: People are relying on entertainment more than ever to stay informed, connected, and comforted and are spending more time with formats that provide these.

As cases continue to grow, so do concerns over safety and security as well as the desire to return to normal

MRC DATA

ATTITUDES TOWARD COVID-19



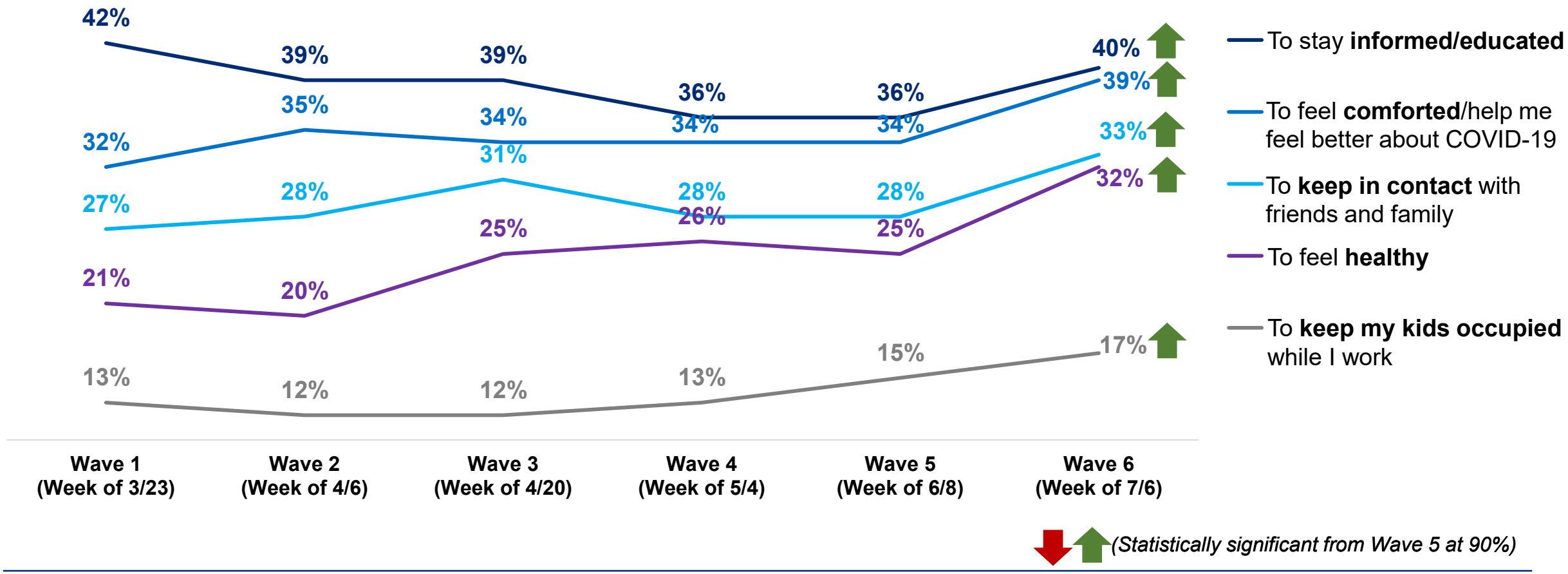
(Statistically significant from Wave 5 at 90%)

COVID-19: Tracking the Impact on the Entertainment Landscape - Release 6.
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), Wave 5 (1050), Wave 6 (1007).

People are relying on entertainment more than ever to stay connected and comforted as cases continue to climb

MRC DATA

USES FOR ENTERTAINMENT



(Statistically significant from Wave 5 at 90%)

COVID-19: Tracking the Impact on the Entertainment Landscape - Release 6.
E6. How are you using entertainment during the current COVID-19 outbreak?
Base: Gen Pop – Wave 1 (945), Wave 2 (1013), Wave 3 (1010), Wave 4 (1015), Wave 5 (1050), Wave 6 (1007).

How are subscription and consumption habits changing?

Increased Interest: Interest in adding new subscriptions continues to grow with an increased intent to pay post-pandemic. Video subscription services like Netflix or Hulu remain most popular.

Music Subscriptions Growing: Interest in music streaming services has grown substantially as consumers are spending more time with music.

Familiar Content: Familiar content, especially music, continues to appeal to consumers seeking comfort.

Interest in adding and keeping subscriptions has grown as cases spike, ushering folks back indoors

However, interest in cancelling services has also increased. Services will need to ensure a quality experience for users to keep them subscribed and paying.

INTEREST IN SUBSCRIPTION STREAMING SERVICES

	Have **added** a new subscription streaming service	Have **cancelled** a subscription streaming service	Likely to **continue paying** for added service after COVID-19
Wave 1 Week of 3/23	24%	17%	79%
Wave 2 Week of 4/6	24%	20%	76%
Wave 3 Week of 4/20	27%	23%	78%
Wave 4 Week of 5/4	31%	29%	84%
Wave 5 Week of 6/8	31%	33%	82%
Wave 6 Week of 7/6	42% ↑	40% ↑	88% ↑

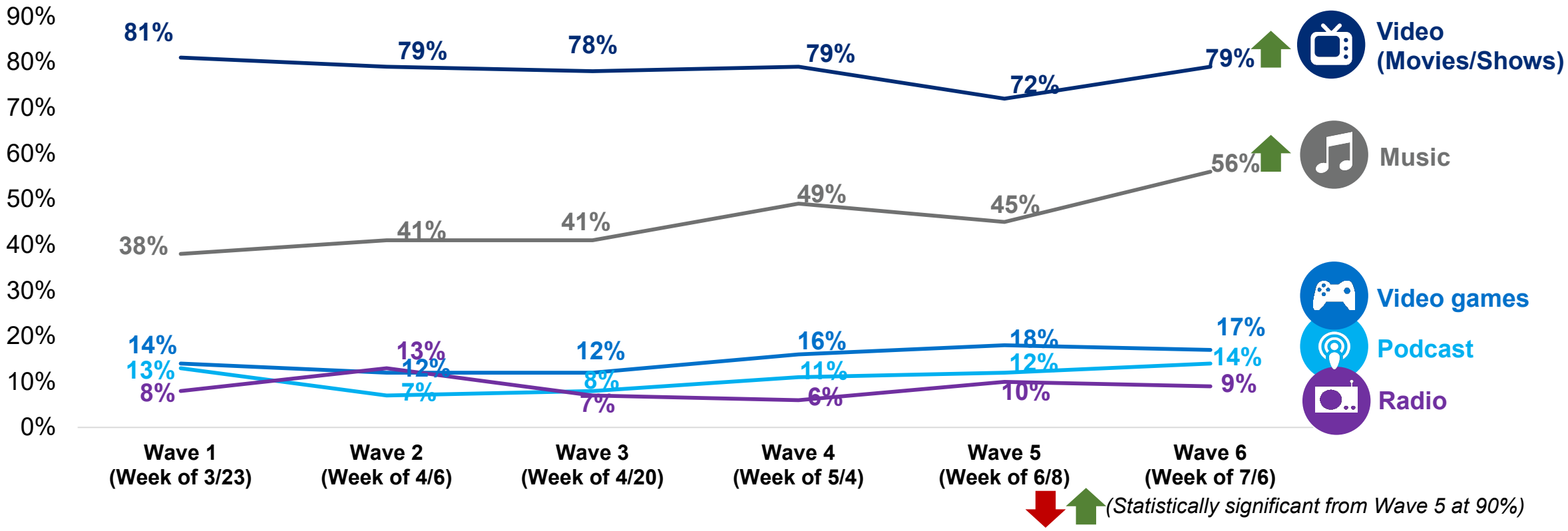
(Statistically significant from Wave 5 at 90%)

COVID-19: Tracking the Impact on the Entertainment Landscape - Release 6. E7B. In the past 2 weeks, did you sign up for a new entertainment subscription service? Base: Total Respondents Engaged in Entertainment - W1 (883), W2 (956),, W3 (946). W4 (969), W5 (990), W6 (976). E7C. In the past 2 weeks, did you cancel or replace any of your previous entertainment subscription services? Base: Current Subscribers – W1 (600), W2 (621), W3 (638), W4 (656), W5 (689), W6 (698). 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 – W1 (216), W2 (228), W3 (259), W4 (296), W5 (310), W6 (411).

Interest in music subscription services has grown substantially as people spend more time with music

However, video streaming services such as Netflix, Hulu, Amazon Prime, and Disney+ still remain the top choices to add with interest renewed as people return indoors.

TYPES OF SUBSCRIPTION STREAMING SERVICES ADDED



COVID-19: Tracking the Impact on the Entertainment Landscape - Release 6.
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), Wave 5 (310), Wave 6 (411).

Old favorites, especially familiar music, continue to appeal to consumers seeking comfort

TYPES OF CONTENT CONSUMED

Television Consumers

55% re-watched episodes of an **old favorite show**

49% watched recent episodes of **shows they started more than 2 weeks ago**

47% started a new show that **premiered recently**

39% started a new show that **did not premiere recently**

Music Consumers

82% listened to music they **usually listen** to

56% listened to new music from artists they've **listened to before**

55% listened to music they **used to listen to** but have not heard in a while

44% listened to new music from artists they've **never listened to before**

(Statistically significant from Wave 5 at 90%)

COVID-19: Tracking the Impact on the Entertainment Landscape - Release 6.
E5a_Content. Which of the following types of television shows have you watched in the past 2 weeks? Base: Television Consumers – Wave 6 (710).
M3. Which of the following types of music have you listened to in the past 2 weeks? Base: Music Consumers – Wave 6 (695).

How has COVID-19 impacted music consumption and industry expectations?

New Releases: Streaming of current songs has been steadily increasing. New releases have largely been postponed due to COVID. Weeks where major artists have released new albums have contributed to greater streaming of the Billboard's Top 200.

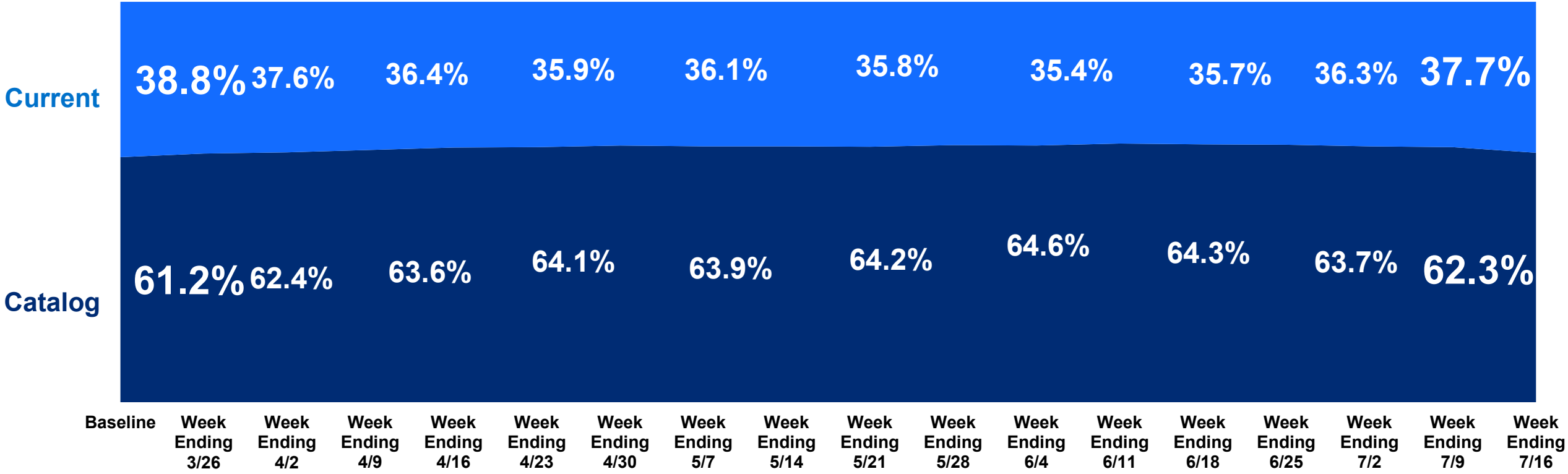
Growth Genres: Country, Rock, and Reggae experience gains in streaming while others all decline. Numerous Country artists are actually seeing more streams now than pre-COVID, many tied to new releases.

At-Home Listening: At home devices, such as smart speakers, are seeing more use for music listening. Consumers seek industry offers that will help them flourish at home such as music for meditation and playlists for working from home.

Current music's share has been steadily increasing each week since June for the first time since the initial impact

Current songs are less than 18 months old and Catalog songs are more than 18 months old.

TOTAL STREAMING SHARES BY RELEASE AGE

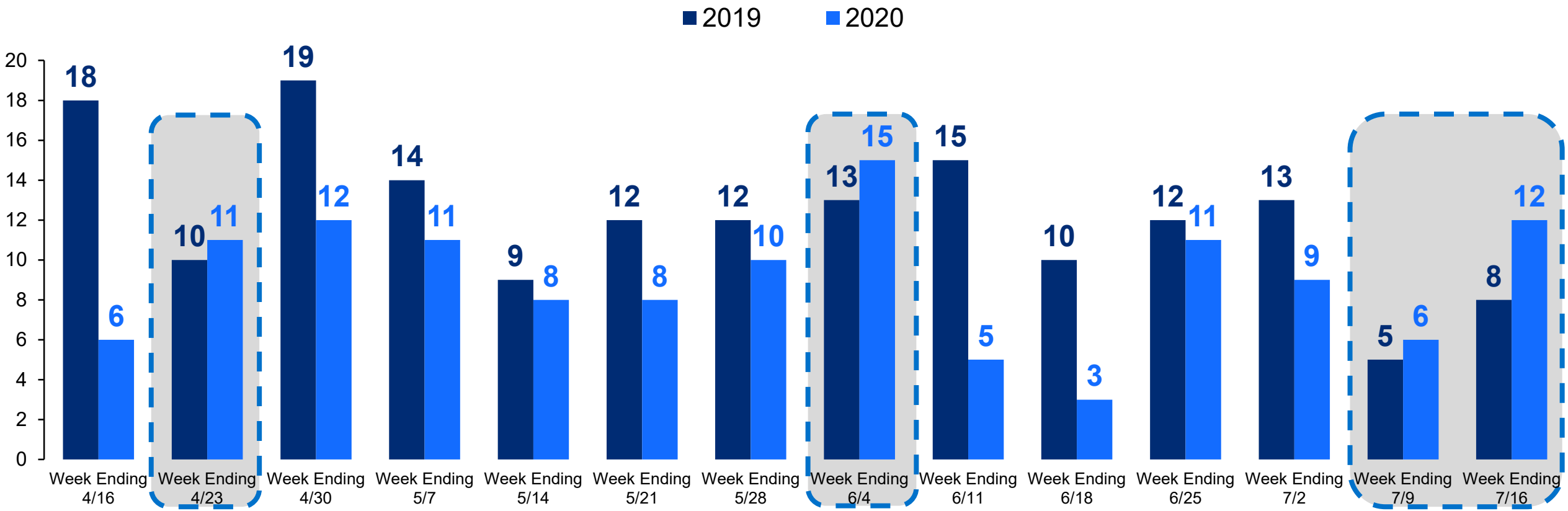


Source: Music Connect- Baseline calculated using a 3-week baseline of 2/21 – 3/12

As the industry responded to lower streaming levels and brick and mortar stores closing, new releases were postponed

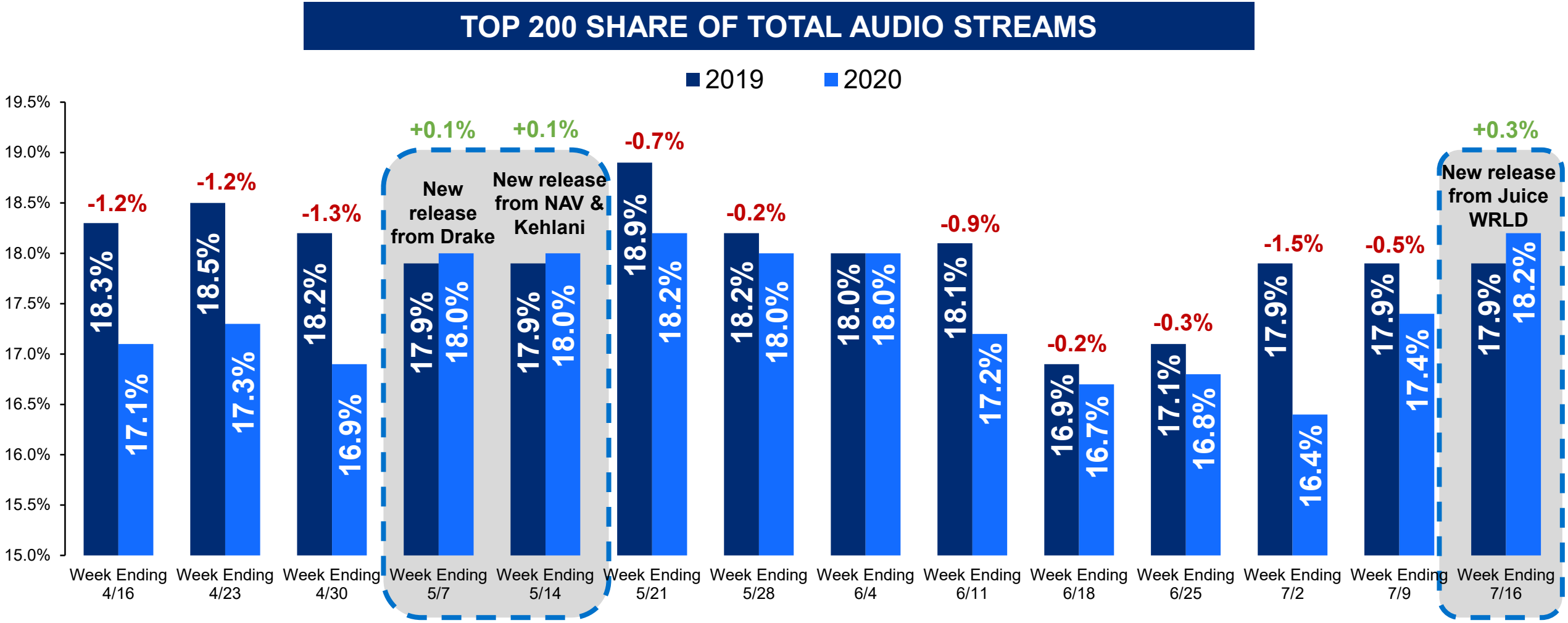
There have only been 4 weeks since mid April with more new releases in the Top 200 compared to the same weeks last year.

COUNT OF NEW RELEASES IN TOP 200



Source: Music Connect- Billboard Top 200

Only three weeks which all featured new releases have seen the Billboard Top 200's share of audio streams surpass last year's

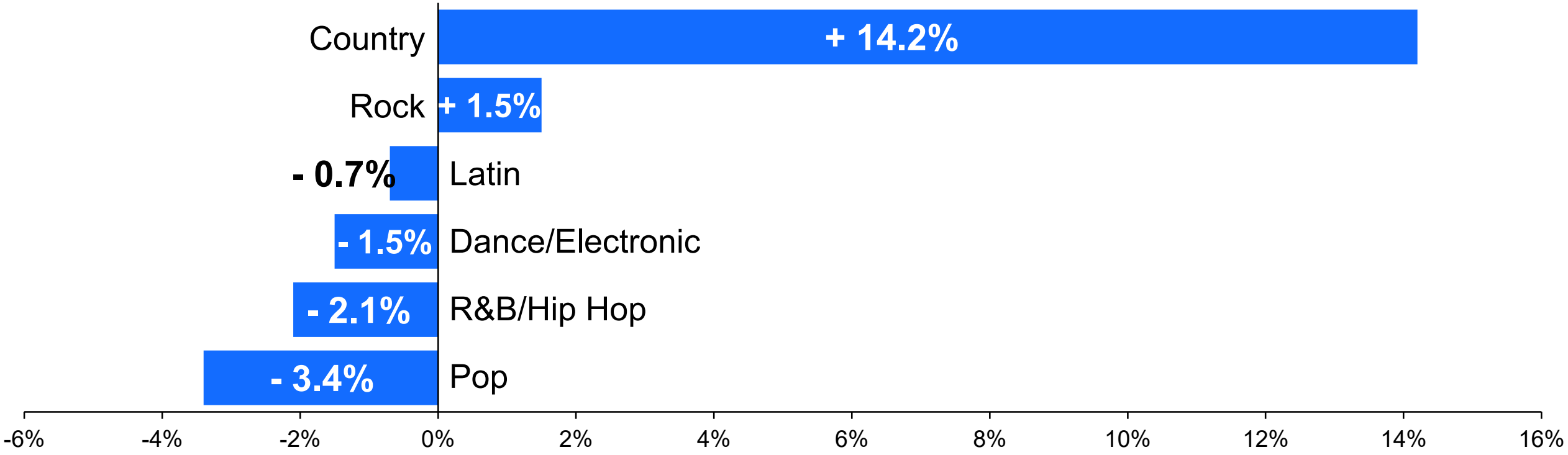


Source: Music Connect- Billboard Top 200

Rock has joined Country in being the only major genres to fully recover and see higher average weekly total streaming volumes

Rock was less impacted than the other major genres to begin with, seeing less significant initial declines than Pop and R&B/Hip Hop. Rock may also be benefiting from being a very Catalog heavy genre as listeners have been exploring older tracks.

AVERAGE WEEKLY TOTAL STREAMS BY MAJOR GENRES

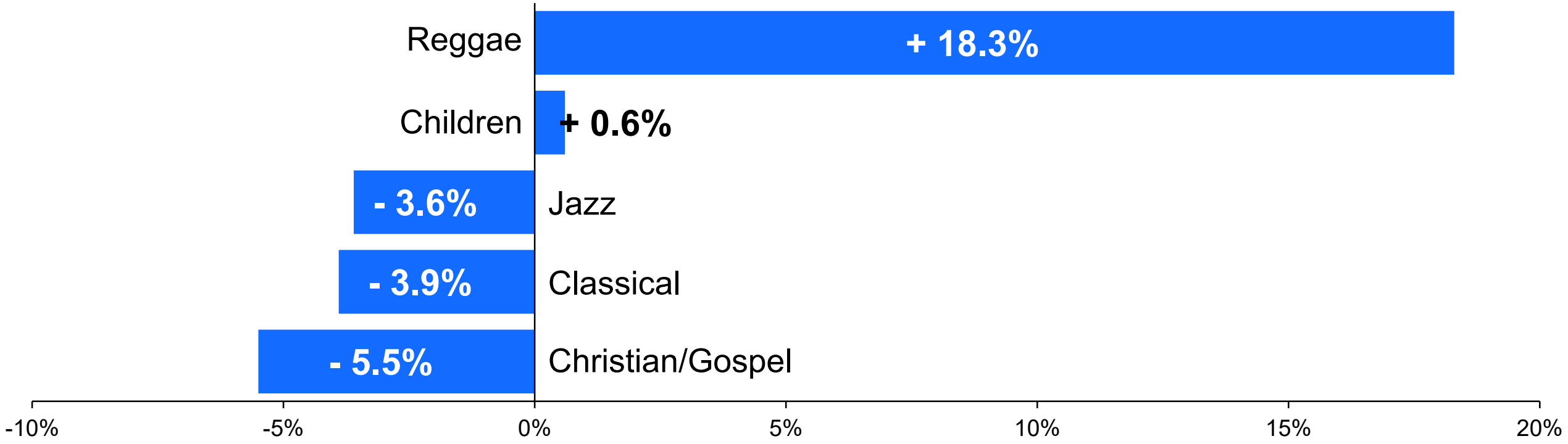


Source: Music Connect: 8-week Pre-Covid Baseline of 1/17 – 3/12 Vs. 18-week Covid Period Baseline of 3/13 – 7/16

Reggae streams continue to grow as the pandemic stretches further into the summer

Historically, Reggae streaming levels increase during the summer months. Due to shutdown measures, listeners have likely looked for calmness and relaxation, resulting in increases that took place earlier and more significantly.

AVERAGE WEEKLY TOTAL STREAMS BY ADDITIONAL GENRES



Source: Music Connect: 8-week Pre-Covid Baseline of 1/17 – 3/12 Vs. 18-week Covid Period Baseline of 3/13 – 7/16

With many states closing businesses that were previously opened, at-home devices see more use for music listening

Smartphones' convenience continues to keep them the top device for music listening.

DEVICES FOR MUSIC LISTENING

Among Music Consumers

Smartphone	Laptop	Smart speaker	Desktop	Tablet	3D/Smart TV
79%	51%	36% +6%	33% +6%	32%	28% +5%

(Statistically significant from Wave 5 at 90%)

What do live events look like moving forward?

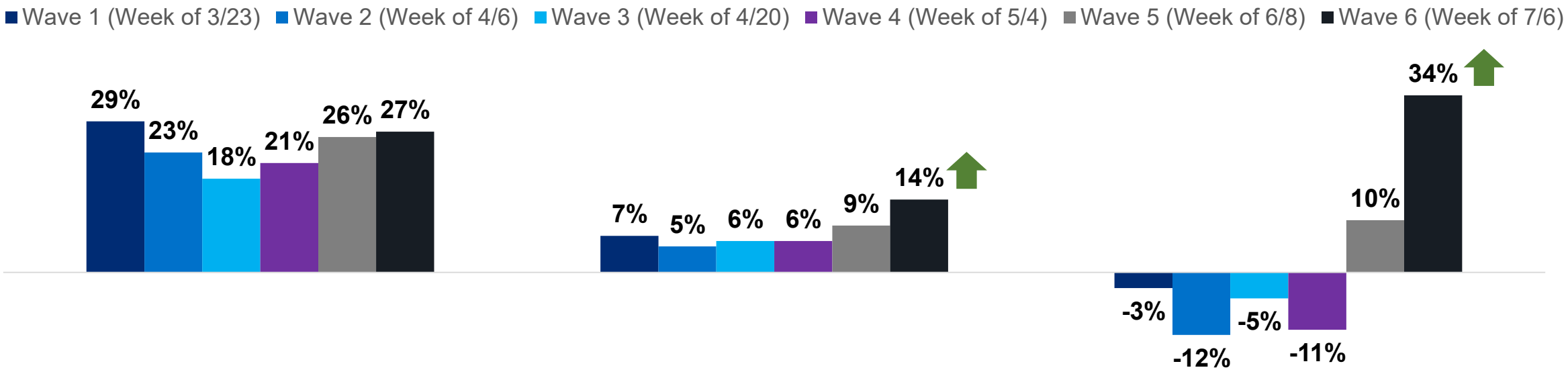
Slowly and Safely Returning: People are slowly returning to live events but still prefer smaller crowds. Live event goers have become even more accepting of safety measures.

Virtual Concerts: Interest in attending and paying for virtual concerts continues to grow as conditions regress in most states.

Connection Opportunities: Consumers seek connection to artists and other fans through virtual concerts, meet and greets, or chat functions and favor brands who sponsor virtual events.

People are slowly starting to return to live events

LIVE EVENT INTEREST AND ATTENDANCE



Likely to attend live event 1 month or less after treatment / vaccine is available

Attended a live performance / event in the past 2 weeks

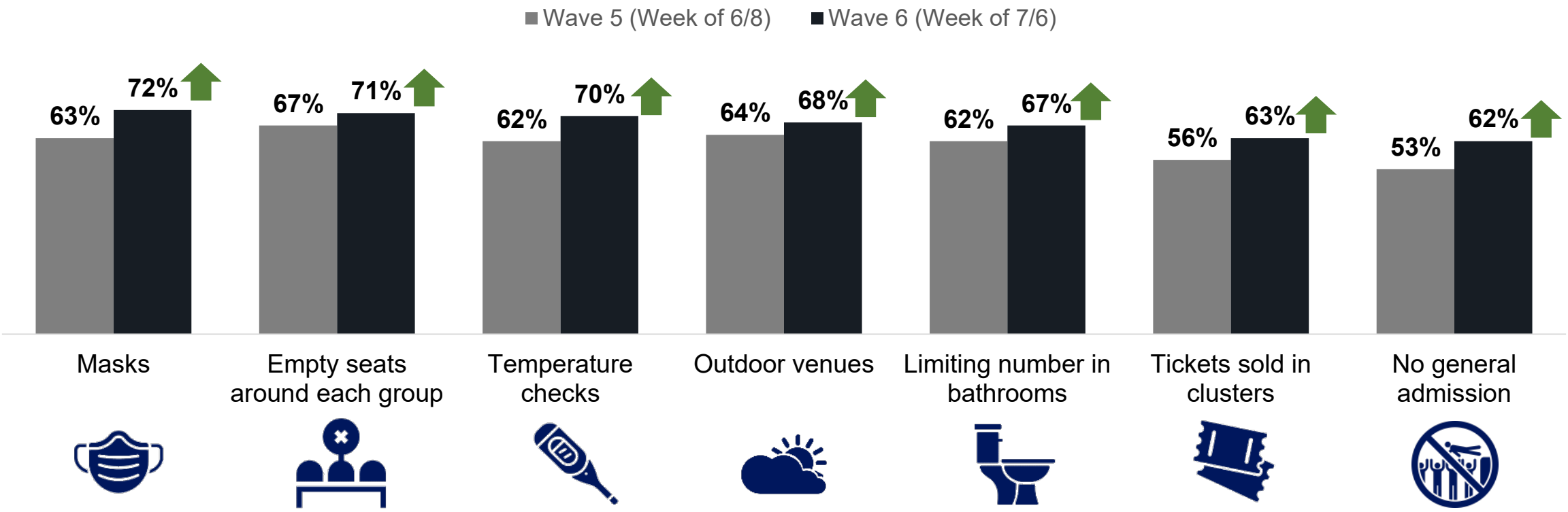
Spent more time with live events in the past 2 weeks

(Statistically significant from Wave 5 at 90%)

COVID-19: Tracking the Impact on the Entertainment Landscape - Release 6.
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 – W1 (672), W2 (701), W3 (759), W4 (765), W5 (765), W6 (777). E5E. In which of the following ways have you engaged with music in the past 2 weeks? Base: Music Consumers – W1 (607), W2 (661). W3 (692),W4 (669), W5 (690), W6 (695). 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

Live Event Goers have grown even more accepting of measures that will allow them to enjoy events safely

LIKELIHOOD TO ATTEND LIVE EVENTS REQUIRING…



(Statistically significant from Wave 5 at 90%)

COVID-19: Tracking the Impact on the Entertainment Landscape - Release 6
L6c. How likely are you to attend a live event if the following measures were required? – Top 2 Box. Base: Live Event Goers Willing to Attend in the Future - Wave 5 (751), Wave 6 (759).

Interest in virtual concerts continues to grow as conditions worsen in most states

MRC DATA

INTEREST IN VIRTUAL CONCERTS

	Wave 1 (Week of 3/23)	Wave 2 (Week of 4/6)	Wave 3 (Week of 4/20)	Wave 4 (Week of 5/4)	Wave 5 (Week of 6/8)	Wave 6 (Week of 7/6)
Feel it is **important for the industry to offer** live stream performances or virtual concerts	36%	34%	34%	37%	37%	47% ↑
Have **watched a virtual concert** / live streamed performance	21%	19%	20%	20%	22%	25%
Have **watched re-broadcasted concerts** or other previously held live music events	15%	12%	16%	16%	16%	21% ↑
Consider virtual concerts an **acceptable solution** for a cancelled event	16%	14%	15%	18%	19%	18%
Likely to stream a virtual concert in the next 2 weeks	34%	35%	33%	37%	37%	44% ↑

↓↑ *(Statistically significant from Wave 5 at 90%)*

COVID-19: Tracking the Impact on the Entertainment Landscape - Release 6. E5E. In which of the following ways have you engaged with music in the past 2 weeks? M2. How important do you feel it would be for the music industry to offer the following? Base: Music Consumers – W1(607), W2(661). W3(692),W4(669), W5(690), W6(695). QL2B. Which of the following would be acceptable solutions for a cancelled or postponed event? Base: Cancelled Event Attendees – W1(485), W2(554), W3(622), W4(639), W5(662), W6(690). QL8. How likely are you to stream a virtual concert or live streamed performance in the next 2 weeks? – Top 2 Box. Base: Non Live Streamers – W1(815), W2(887), W3(874), W4(879), W5(897), W6(831).

Create a more personal experience through meet and greets, chats, and other ways of connecting with fans virtually

VIRTUAL CONCERT ATTITUDES

Among Live Streamers

82% A **meet and greet** / chat helps me **feel connected** to that artist

82% **Technical issues** take away from my experience

80% I enjoy seeing an **artist's home or family**

79% Having a platform to **request songs** is important to me

76% Having a platform to **chat with other guests** is important to me

73% I would be willing to **pay for a recording** of the concert

72% I would be willing to pay for **exclusive merch**

64% I **lose interest** sooner and **prefer they be shorter**

(Statistically significant from Wave 5 at 90%)

Consumers seeking connection to artists and each other want brands to provide opportunity to connect through virtual concerts

I WOULD VIEW A BRAND MORE FAVORABLY IF THEY…

Wave 5 (Week of 6/8) | **Wave 6 (Week of 7/6)**

Provide ways for me to connect with family and friends from a distance	Found ways to support artists	Offered free virtual concerts through brand sponsorships/integrations	Sponsored virtual concerts	Offset the cost of virtual concerts through ads
63%	59%	55%	53%	51%
67% ↑	**66%** ↑	**61%** ↑	**59%** ↑	**57%** ↑

↓↑ *(Statistically significant from Wave 5 at 90%)*

COVID-19: Tracking the Impact on the Entertainment Landscape - Release 6
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 – Wave 5 (1050), Wave 6 (1007).

Interested in learning more about the evolving music landscape? Contact us to learn more about our upcoming US Music 360 research, available in early September.

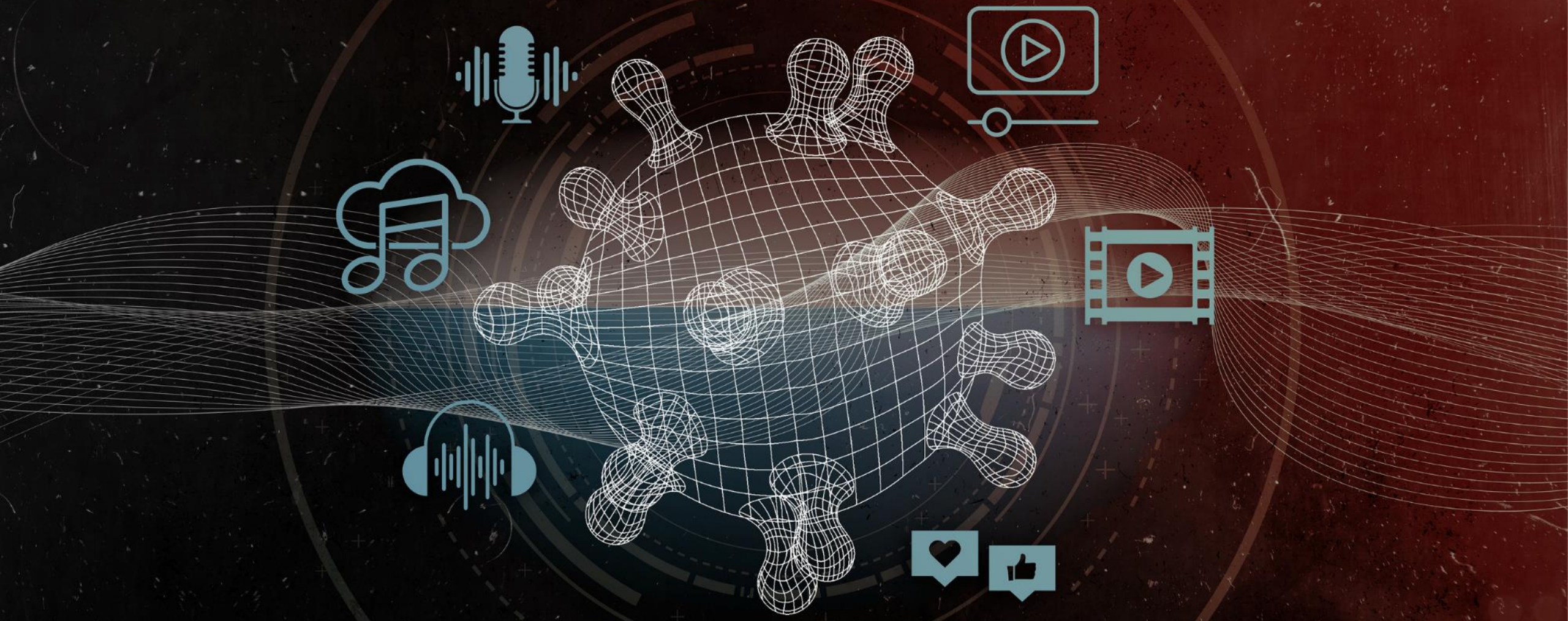
In addition, let's discuss further researching topics such as:

- ✓ Retaining new subscribers as the pandemic comes to an end
- ✓ Understanding families with children's needs and opportunities to further monetize
- ✓ Digging deeper into the evolving virtual event space and how to tap into that additional revenue stream
- ✓ Learning ways to optimize region or DMA level strategy through the ebbs and flows of the pandemic

COVID-19

TRACKING THE IMPACT ON THE ENTERTAINMENT LANDSCAPE

RELEASE 1



POWERED BY NIELSEN MUSIC, AN MRC DATA SERVICE

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

MRC DATA

STUDY TIMING

Wave 1 data was collected **March 25th through March 29th, 2020**

DATA COLLECTION

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

SAMPLE SIZE

Interviews were conducted with **945 Gen Pop consumers** (Ages 13+)

QUOTA BALANCING

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

ADDITIONAL ANALYSIS

Please contact us if interested in learning about **additional or custom analyses**

Methodology: Music Consumption Data

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

Highlights

How has COVID-19 impacted everyday life?

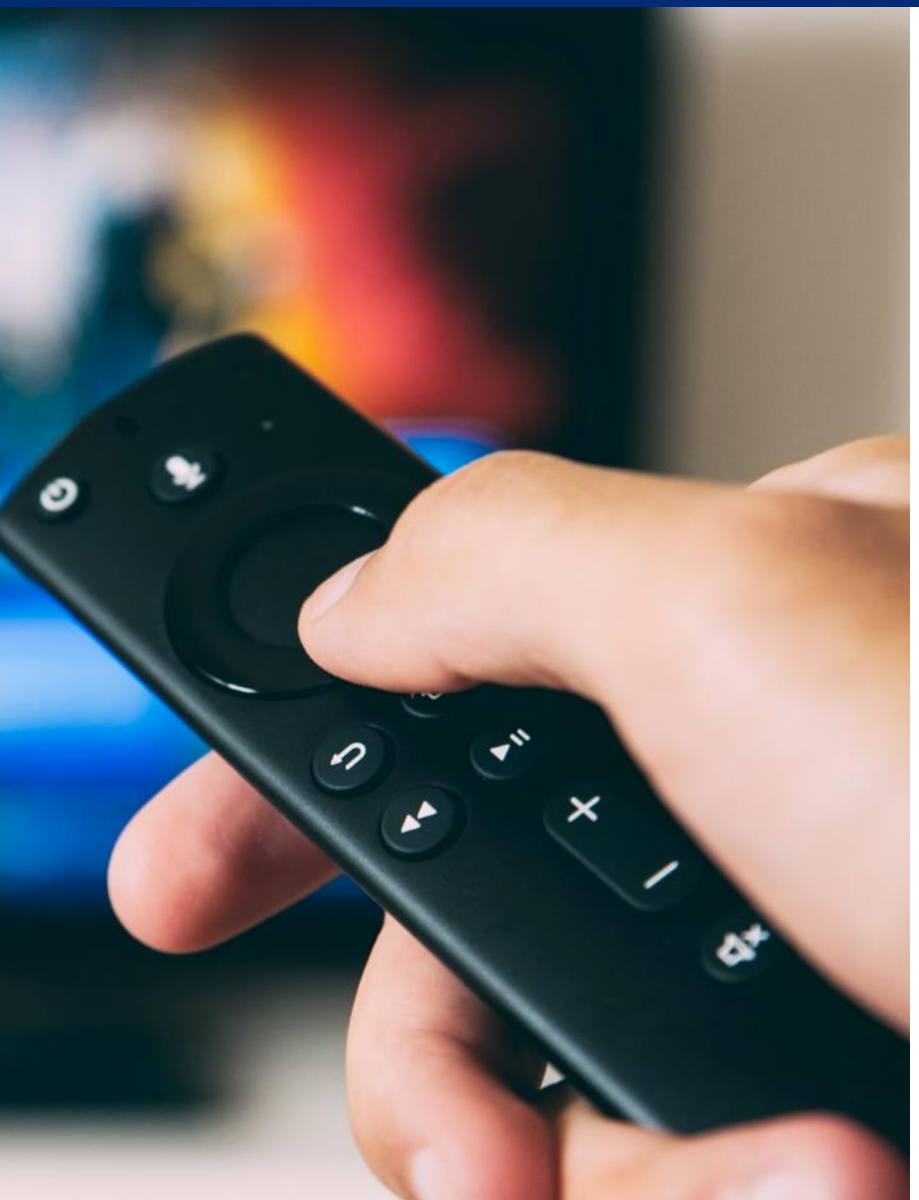
Given shutdowns, job losses, school closures, and work from home policies, consumers have more entertainment time available.

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.

What are people turning to for 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”.

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?

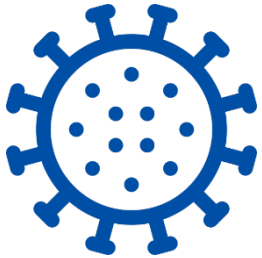
Lifestyles are changing

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 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

COVID-19: Tracking the Impact on the Entertainment Landscape. S7. Are you currently working? S7a. Are you currently working from home/remotely? S7b. Were you working from home/remotely prior to the COVID-19 outbreak? Base: total Respondents (945) S7C. Were you working prior to COVID-19? Base: Those Not Currently Working (488). S6. Please indicate if you have any children in the following age groups currently living in your household. C1. How much do you agree or disagree that the following statements reflect your attitude surrounding the COVID-19 outbreak? Top 2 Box. C2. Which of the following actions have you taken in response to the COVID-19 outbreak? Base: Total Respondents (945)

People are concerned about COVID-19 changing their lives and are taking proper precautions

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

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"

C1. How much do you agree or disagree that the following statements reflect your attitude surrounding the COVID-19 outbreak? Top 2 Box. C2. Which of the following actions have you taken in response to the COVID-19 outbreak?
B2. Which of the following products, if any, have you purchased in the past 2 weeks or intend on purchasing in the next 2 weeks? Base: Total Respondents (945)

What are people turning to for entertainment?

Entertainment shines a light during dark times

What are people turning to for entertainment

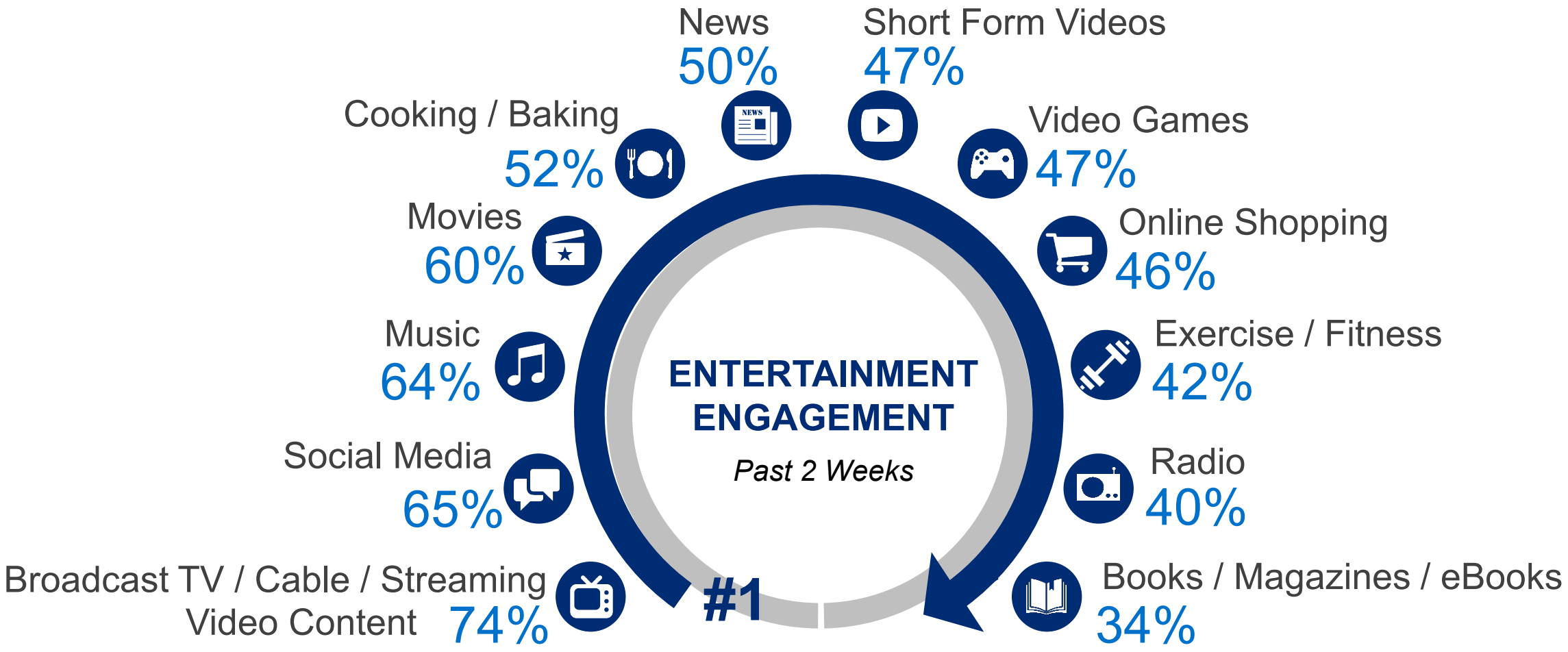
Mass Consumption

- 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

CHANGES IN ENTERTAINMENT TIME

Past 2 Weeks

79%
Are consuming
more News
than 2 weeks ago

42% are using entertainment to stay informed

On average,

60%

claim to be spending more time with entertainment

Consumers are claiming
less time with:

- **47% Live Events**
- **40% Sports**
- **20% Exercise / Fitness**

Streaming is the go-to method for engaging with movies and television

MRC DATA

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 consuming **more TV** than 2 weeks ago

70% are **streaming TV shows**

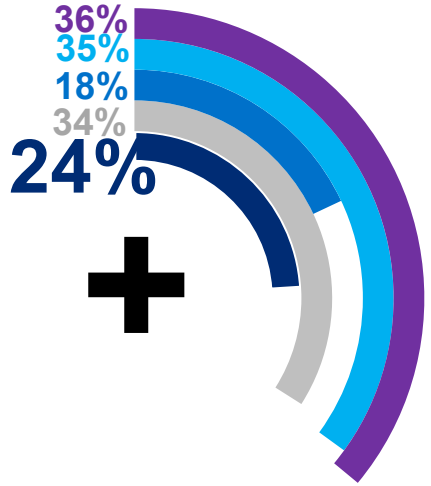
94% of those streaming use **subscription video streaming services**

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: Total Respondents (945). E5b. In which of the following ways have you watched movies in the past 2 weeks? Base: Movie Consumers (570). E5b_Streaming. What kind of streaming have you used for movies the past 2 weeks? Base: Movie Streamers (436). E5a. In which of the following ways have you watched television in the past 2 weeks? Base: Television Consumers (701). E5a_Streaming. What kind of streaming have you used for television the past 2 weeks? Base: Television Streamers (494).

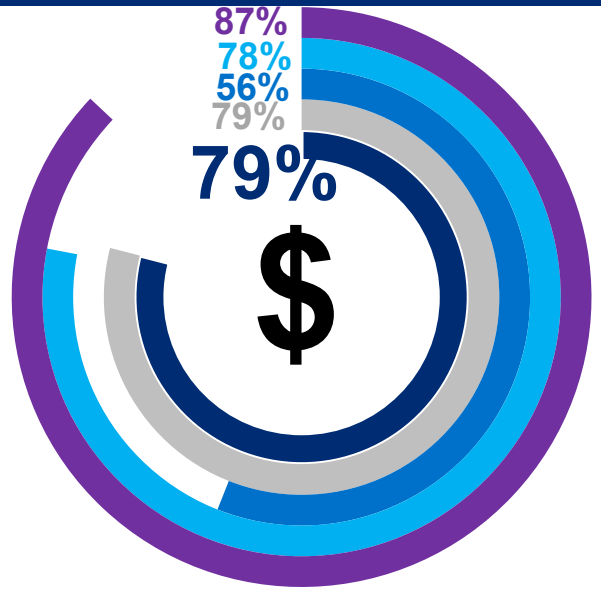
Subscriptions are expanding - most new customers are likely to keep their new streaming service

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.

ADDED A NEW SUBSCRIPTION STREAMING SERVICE



LIKELY TO CONTINUE PAYING FOR ADDED SERVICE AFTER COVID-19



- Gen Pop
- Hispanics
- Teens
- Millennials
- Households with Kids

17% ***cancelled*** a subscription streaming service in the past 2 weeks

COVID-19: Tracking the Impact on the Entertainment Landscape.
E7B. In the past 2 weeks, did you sign up for a new entertainment subscription service? Base: Total Respondents Engaged in Entertainment (883). 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 (216). E7C. In the past 2 weeks, did you cancel or replace any of your previous entertainment subscription services? Base: Current Subscribers (600)

The majority of newly added services are video streaming services

MRC DATA

TYPES OF SUBSCRIPTION STREAMING SERVICES ADDED

81% Video

#1 Netflix
#2 hulu
#3 prime video

38% Music

#1 Spotify
#2 Apple Music
#3 music

14% Video Games

#1 PlayStation
#2 twitch prime
#3 GAME PASS

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.

COVID-19: Tracking the Impact on the Entertainment Landscape.
E7D. You said that you intend to add an entertainment subscription service. Which service(s) have you added or intend to start using? Base: Subscription Adders (216).
E7E.. You said that you have cancelled or intend to cancel an entertainment subscription service. Which service(s) have you cancelled or intend to cancel? Base: Subscription Cancellers (101)

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 of 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

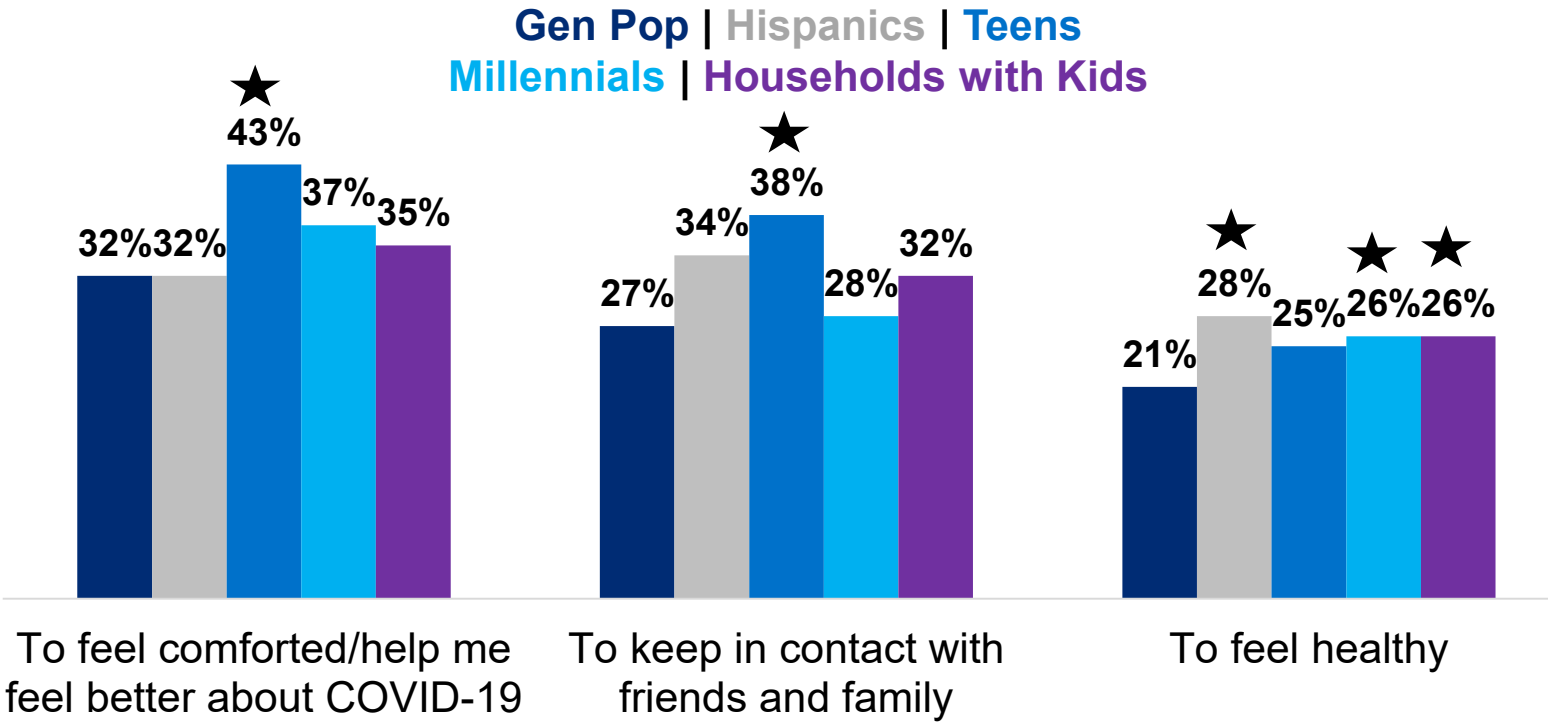
Teens utilize entertainment that will help them feel comforted or keep in contact with loved ones. Hispanics, Millennials, and Households with Kids are more motivated to seek entertainment that makes them feel healthy.

TOP USES FOR ENTERTAINMENT

60%
To pass time / avoid boredom

60%
To relax / unwind

DIFFERENCES IN USES BY GROUP



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…

Cheer Up

82% Television
78% Social media
72% Movies
67% Music
61% Short form videos

Escape

82% Television
74% Social media
69% Movies
63% Music
61% Cooking / baking

Keep in Contact

81% Social media
78% Television
67% Movies
66% Music
58% Online shopping

Occupy Kids

80% Television
73% Social media
69% Movies
66% Music
62% Video games

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

TYPES OF CONTENT CONSUMED

Past 2 Weeks

Television Consumers

60% watched recent episodes of **shows they started more than 2 weeks ago**

54% re-watched episodes of an **old favorite show**

Music Consumers

87% listened to music they **usually listen** to

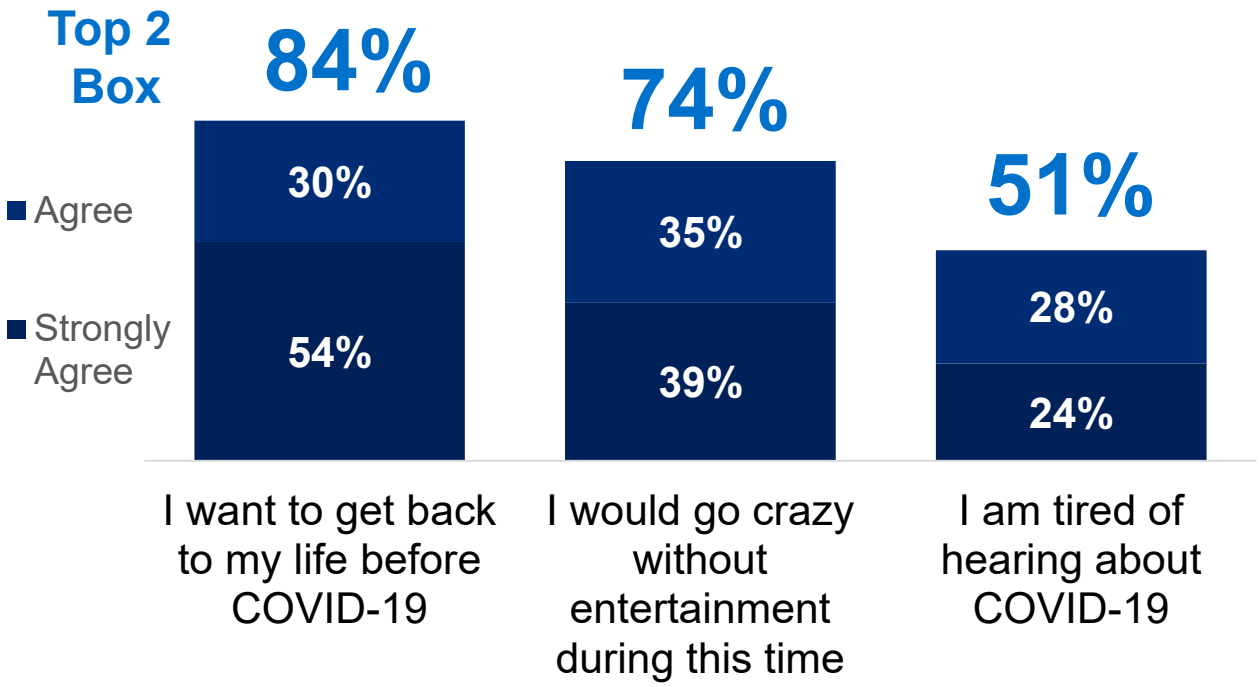
55% listened to music they **used to listen to** but **have not heard in a while**

COVID-19: Tracking the Impact on the Entertainment Landscape.
E5a_Content. Which of the following types of television shows have you watched in the past 2 weeks? Base: Television Consumers (701).
M3. Which of the following types of music have you listened to in the past 2 weeks? Base: Music Consumers (607)

Music fans are craving normalcy and rely on entertainment to relax and take their mind off things

ATTITUDES TOWARDS COVID-19

Among Music Consumers



TOP USES FOR ENTERTAINMENT

Among Music Consumers

68% To pass time/boredom

67% To relax/ unwind

54% To escape / keep my mind off things

51% To cheer me up / laugh

50% Something to do alone

COVID-19: Tracking the Impact on the Entertainment Landscape
E6. How are you using entertainment during the current COVID-19 outbreak? C1. How much do you agree or disagree that the following statements reflect your attitude surrounding the COVID-19 outbreak? Base: Music Consumers (607)

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

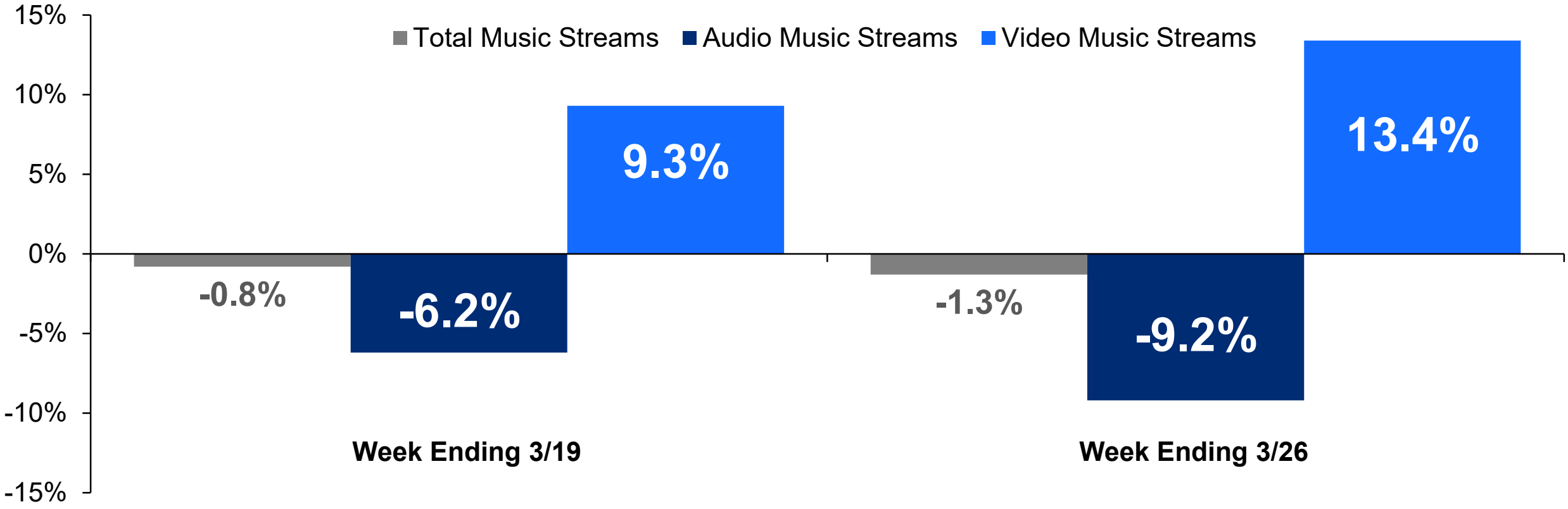
Shifting to music videos

- 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.

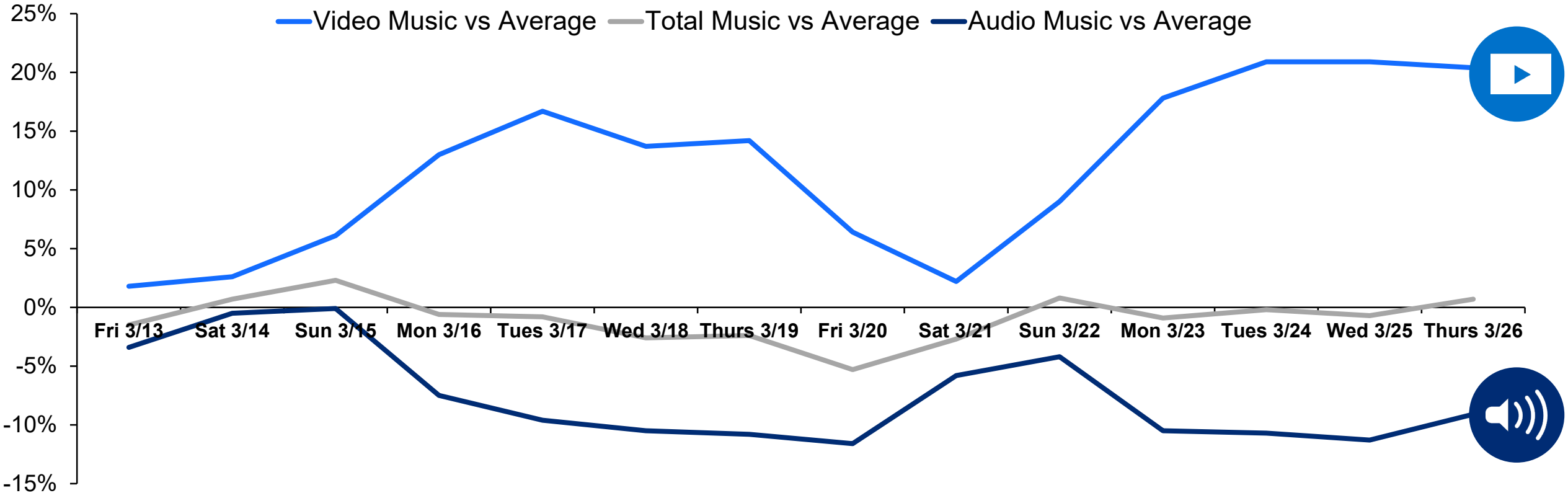
As people are adapting to shutdown measures, video music streaming has exploded with audio decreasing



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

DAILY STREAMING PERFORMANCES VS AVERAGE DAY

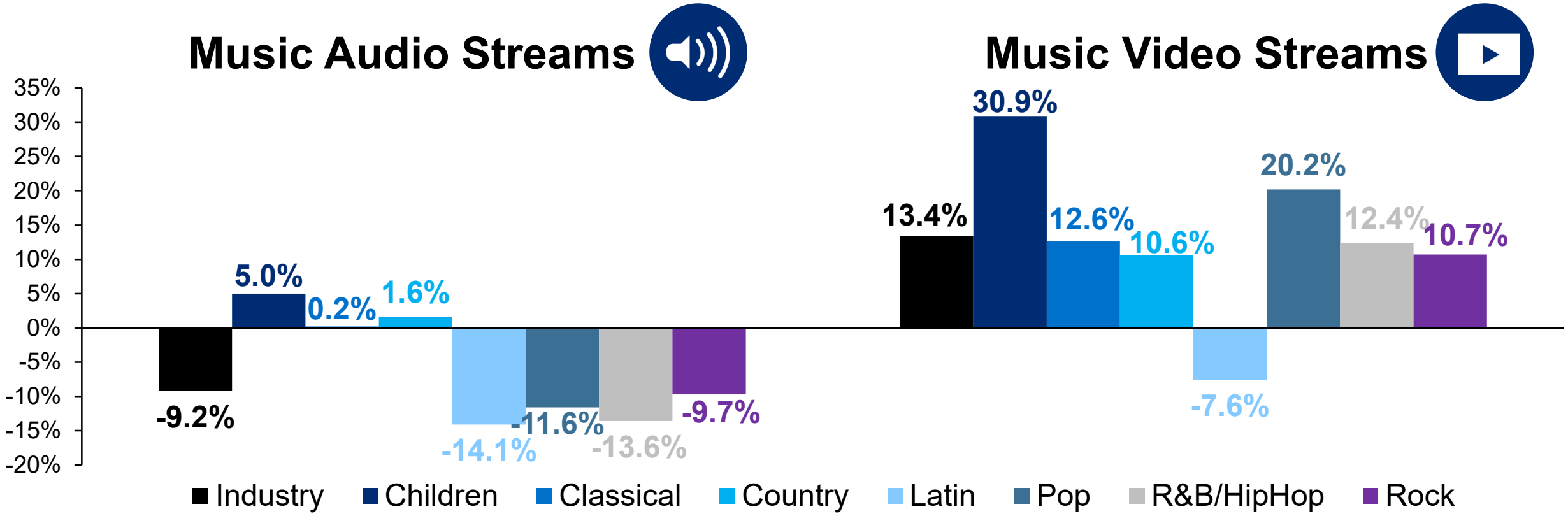


Source: Music Connect

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.

AUDIO AND VIDEO STREAMING GROWTH RATES BY GENRE



Source: Music Connect – week-ending 3/26 vs. a 8-week baseline of weekly volume from 1/17 – 3/5

With kids home from school and major cities hit hardest, major and college markets have experienced significant decreases in audio streaming

MRC DATA

AUDIO STREAM TRENDS BY MARKET WEEK ENDING 3/26

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

College Market examples	Audio Streams vs. Baseline
Lafayette, IN	-28.7%
Gainesville, FL	-26.8%
Charlottesville, VA	-19.1%
Syracuse, NY	-17.5%
Tallahassee, FL	-15.5%

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

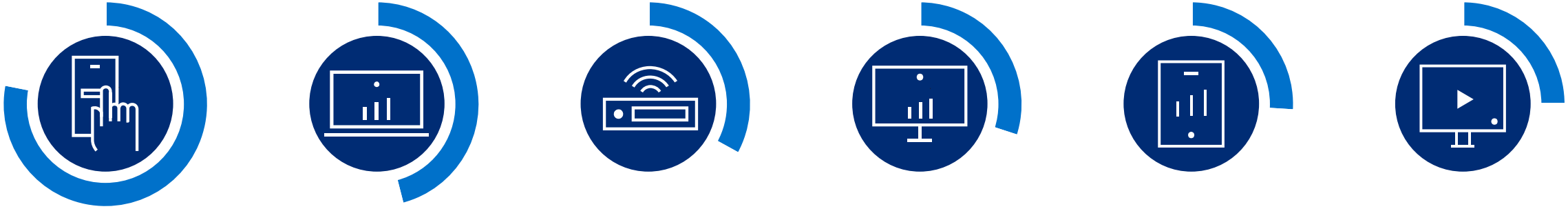
64% Television

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%	46%	33%	30%	26%	25%
Smartphone	**Laptop**	**Smart speaker**	**Desktop**	**Tablet**	**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*)

Index to Gen Pop

M4. Which of the following devices have you used to listen to music in the past 2 weeks? Base: Music Consumers – Gen Pop (607), Hispanics (112), Teens (68), Households with Kids (275)

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.

CONTENT LISTENED TO ON RADIO

Among Radio Listeners

93% Music

52% News

35% Talk Shows

24% Sports

DEVICE USED FOR MUSIC

Among Radio Listeners

77% *Index 99* Smartphone

45% *Index 98* Laptop

37% *Index 112* Smart speaker

Index to Gen Pop

USES FOR ENTERTAINMENT

Among Radio Listeners
Sorted on Index to Gen Pop

28% *Index 140* To feel energized

17% *Index 131* To keep my kids occupied

33% *Index 127* Something to do with others

56% *Index 124* To cheer me up / laugh

COVID-19: Tracking the Impact on the Entertainment Landscape
E2b_Radio. What do you listen to on the radio? Base: Those Who Use Radio for Entertainment in the Past 2 Weeks (301). M4. Which of the following devices have you used to listen to music in the past 2 weeks? Base: Radio Consumers Who Listen to Music (388).
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

MRC DATA

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

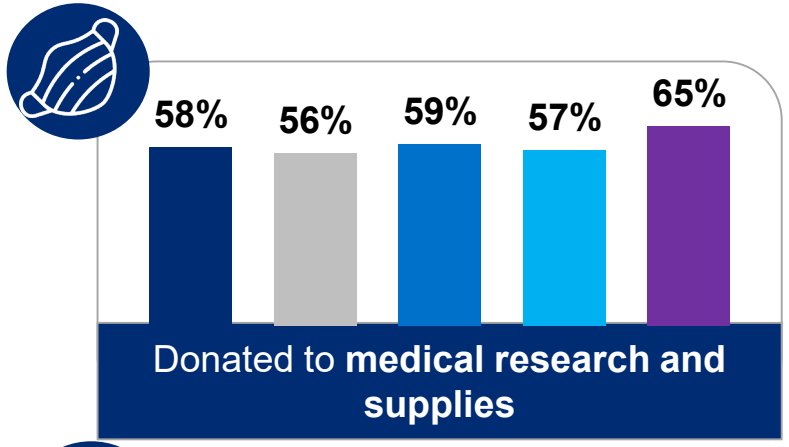
L11. How much do you agree or disagree with the following statements about music artists? Top 2 Box.

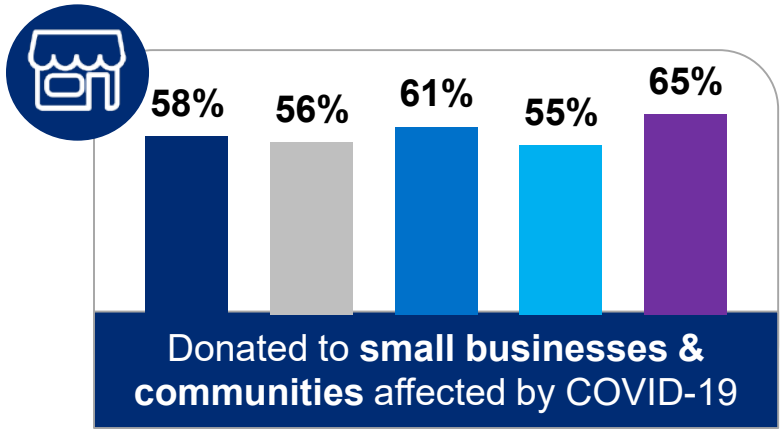
B1. How much do you agree or disagree with the following statements about consumer brands? *I would view a brand more favorably if they…* Top 2 Box. Base: Total Respondents (945)

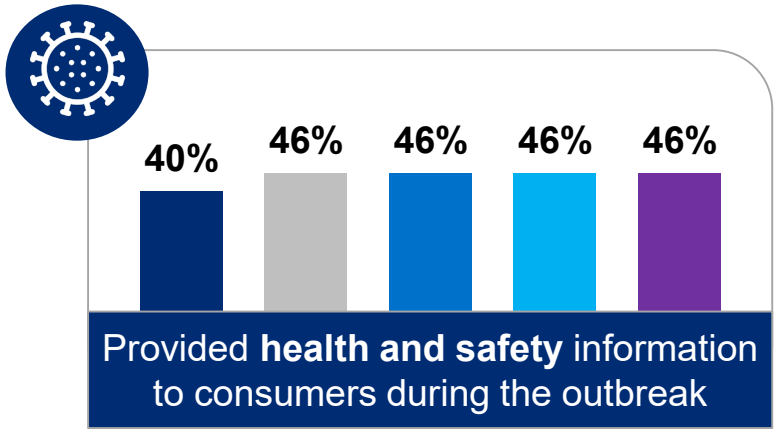
Consumers are less focused on supporting individual artists and more concerned with society as a whole

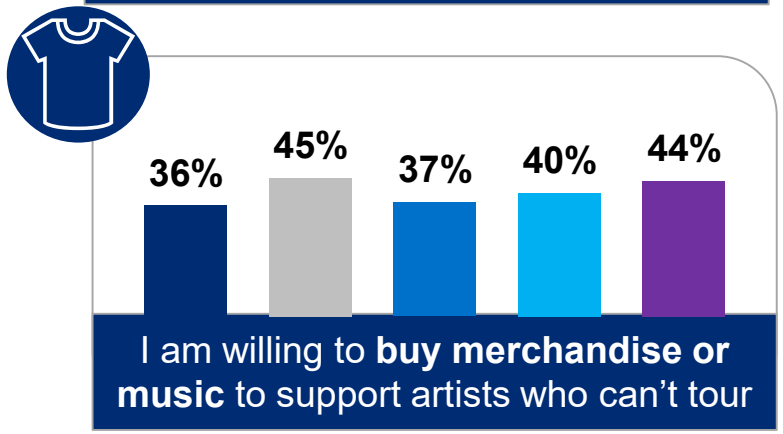
Hispanics and Households with Kids are the groups most likely to support artists at this time.

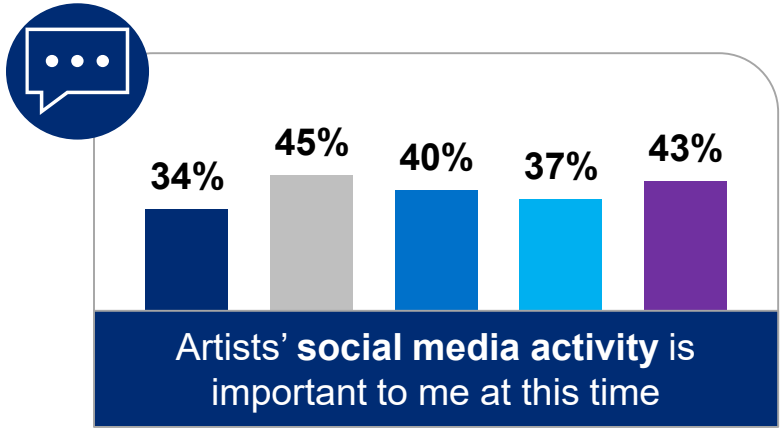
I WOULD VIEW AN ARTIST MORE FAVORABLY IF THEY…

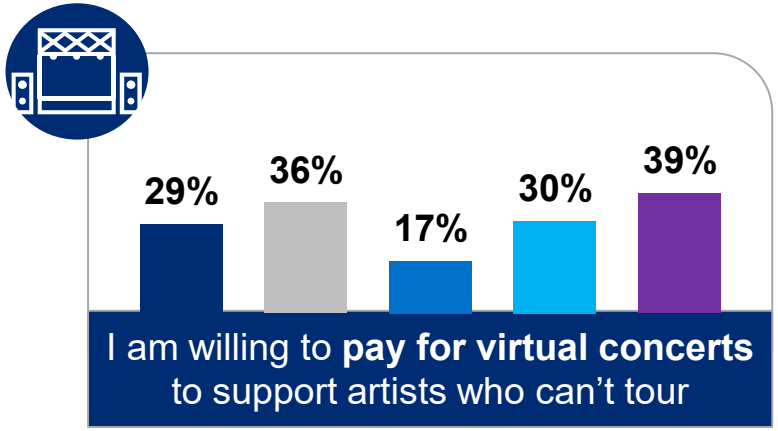












L11. How much do you agree or disagree with the following statements about music artists? Top 2 Box. Base: Total Respondents – Gen Pop (945), Hispanics (173), Teens (95), Millennials (299), Households with Kids (403)

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

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*).

COVID-19: Tracking the Impact on the Entertainment Landscape
M2. How important do you feel it would be for the music industry to offer the following during the COVID-19 outbreak? Top 2 Box. Base: Music Consumers (607)
E6. How are you using entertainment during the current COVID-19 outbreak? Base: Households with Kids (403)

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

MRC DATA

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

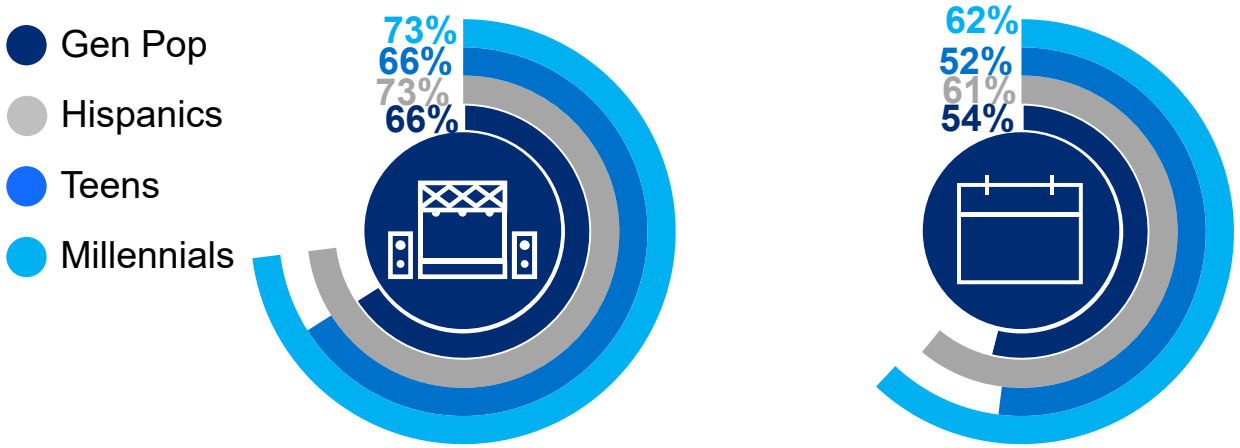
- Hispanics and Households with Kids are the groups most likely to stream and pay for virtual concerts. Artists that appeal to these groups stand to benefit most from live streamed performances.

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

Planned on attending an event that was cancelled/postponed

TOP CANCELLED FESTIVALS

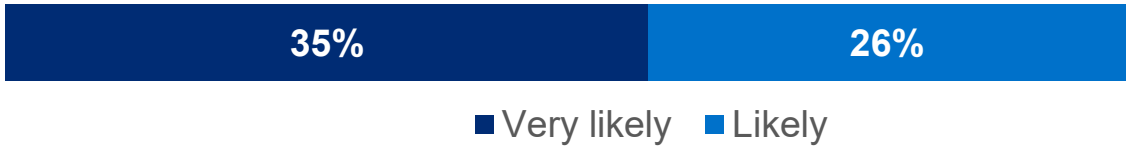
Coachella — 29%

March Madness Music Festival — 26%

Ultra musicfestival — 25%

New Orleans Jazz & Heritage Festival — 25%

The Up & Up Festival — 21%

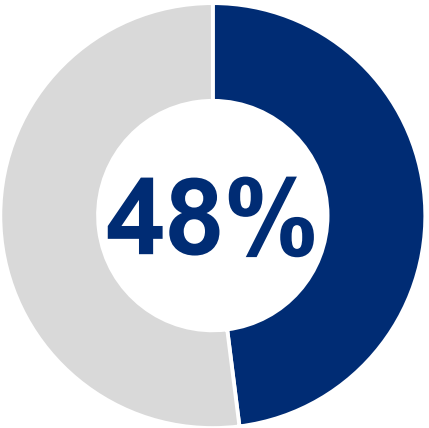


61% are likely to attend a festival if it is rescheduled to a later date

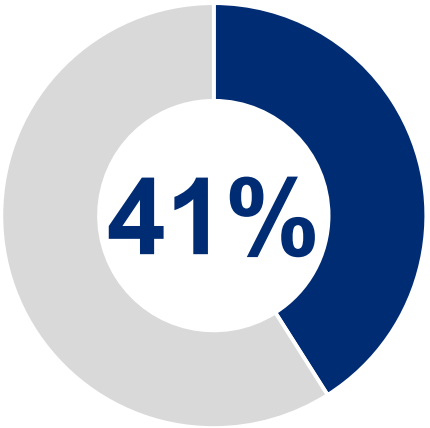
COVID-19: Tracking the Impact on the Entertainment Landscape. L1. Which of the following types of live events, if any, have you attended in the past year? L2. Which of the following types of live events, if any, were you planning on attending that were cancelled or postponed due to COVID-19? Base: Total 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



agree artists should set up **virtual meet and greets** to make up for cancelled events

ACCEPTABLE SOLUTIONS FOR CANCELLED EVENTS

67% Receive **full refund**

60% Original tickets accepted at **postponed / rescheduled event**

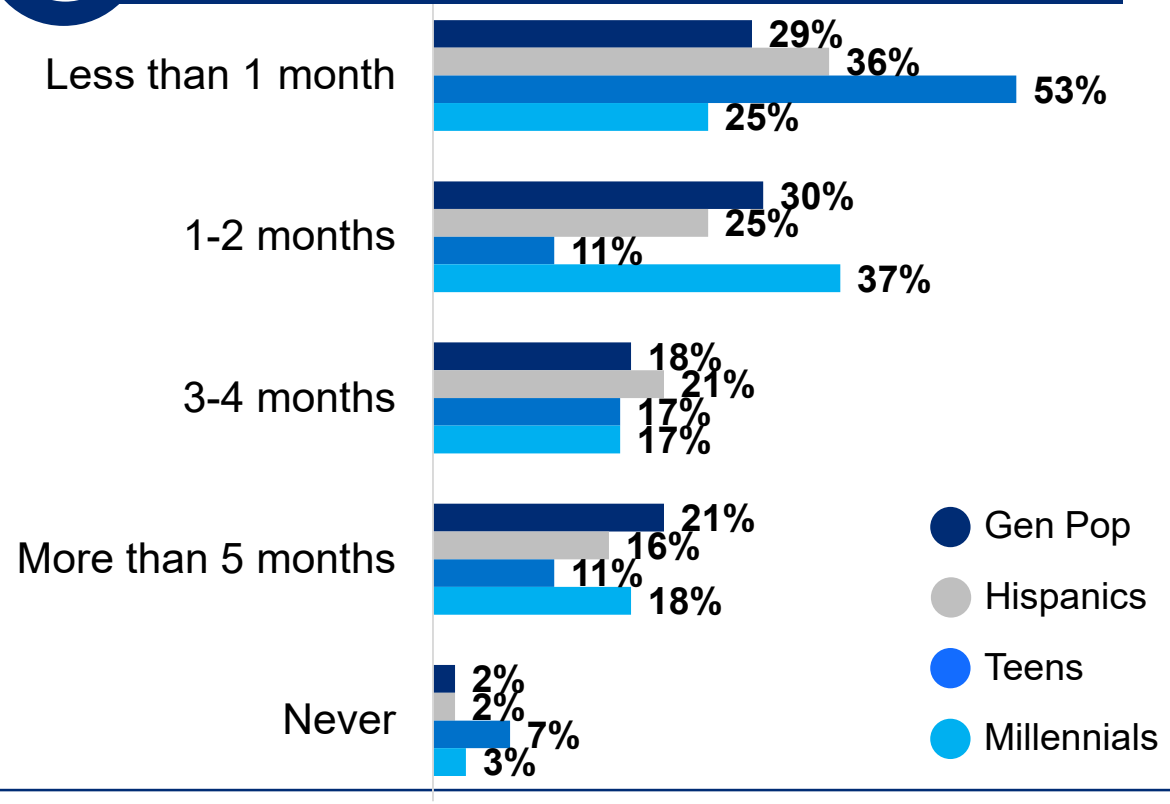
43% Original tickets honored at a **future date for a different event**

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).

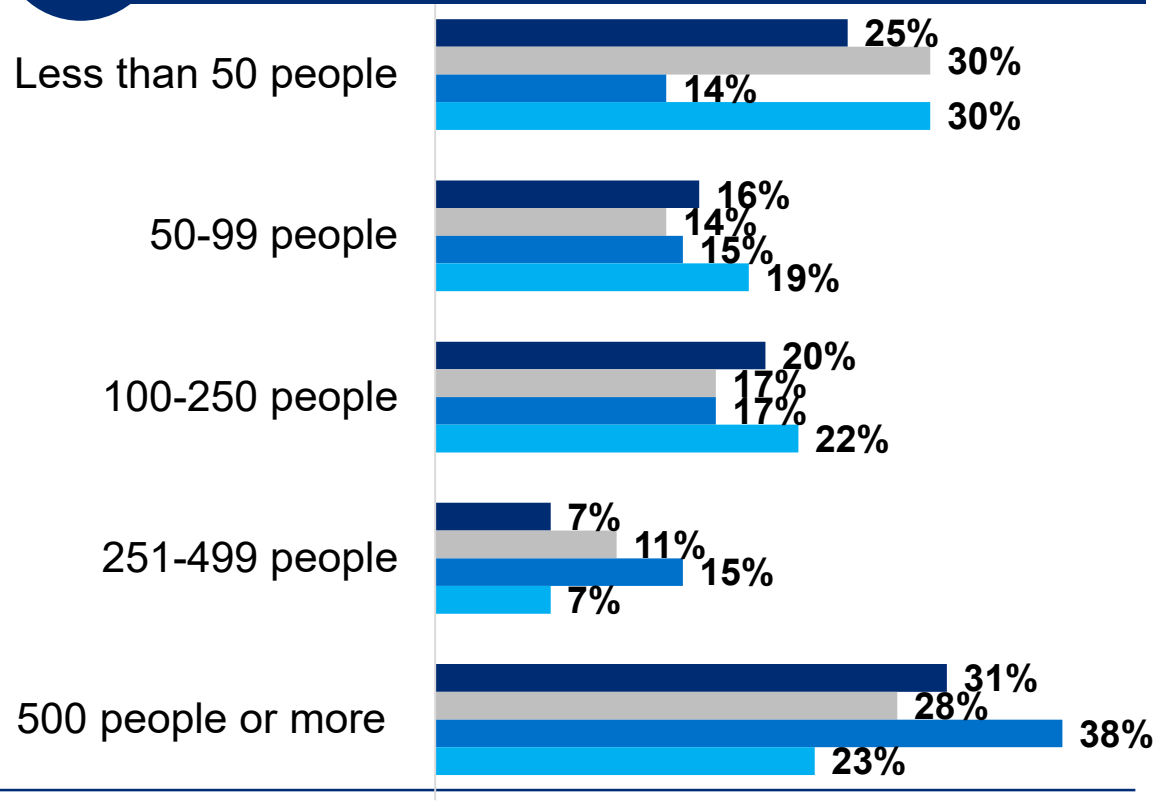
Teens are eager to get back to live events and are less concerned about large gatherings

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



WILLINGNESS TO ATTEND BASED ON EVENT SIZE



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

26% **Hispanics**

7% **Teens**

24% **Millennials**

28% **Households with Kids**

COVID-19: Tracking the Impact on the Entertainment Landscape.
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? L10. How has your impression of the artist changed based on their virtual concert / live streamed performance? Base: Live Streamers (130).

Virtual concerts are most likely to be viewed and paid for by Hispanics and Households with Kids

MRC DATA

INTEREST IN VIRTUAL CONCERTS

34% of Gen Pop who have **not previously streamed** a virtual concert are **likely to** in the next 2 weeks

- 42% **Hispanics**
- 18% **Teens**
- 38% **Millennials**
- 41% **Households with Kids**

29% of Gen Pop **are willing to pay** for virtual concerts

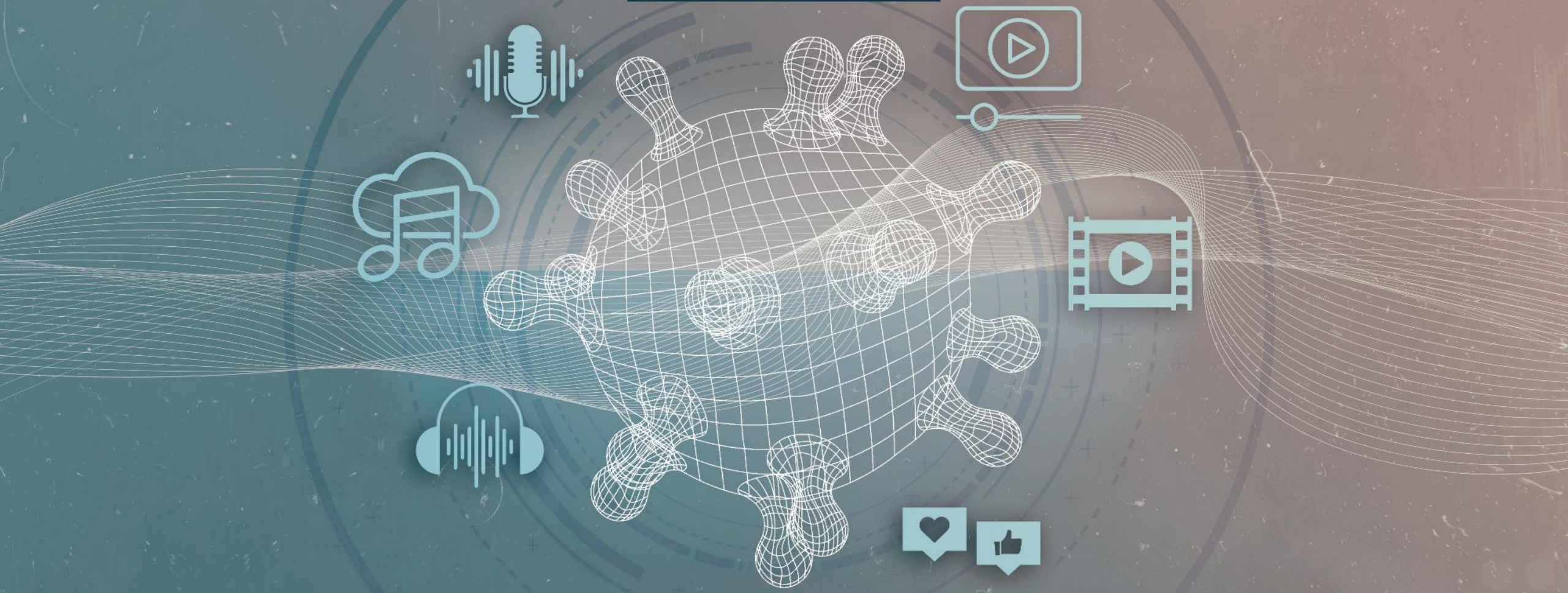
- 36% **Hispanics**
- 17% **Teens**
- 30% **Millennials**
- 39% **Households with Kids**

COVID-19: Tracking the Impact on the Entertainment Landscape.
L8. How likely are you to stream a virtual concert or live streamed performance in the next 2 weeks? Base: Non Live Streamers - Gen Pop (815), Hispanics (144), Teens (90), Millennials (250), Households with Kids (326). 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 Children (403)

COVID-19

TRACKING THE IMPACT ON THE ENTERTAINMENT LANDSCAPE

RELEASE 2



POWERED BY NIELSEN MUSIC, AN MRC DATA SERVICE

Life Suspended, Entertainment Unrestricted

MRC DATA

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

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

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 would like to purchase the full Release 2 report, contact us at research_inquiries@mrc-data.com

Methodology: Survey Research

MRC DATA

STUDY TIMING

Wave 2 data was collected **April 7th through April 11th, 2020**

DATA COLLECTION

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

SAMPLE SIZE

Interviews were conducted with **1,013 Gen Pop consumers** (Ages 13+) in the United States

QUOTA BALANCING

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

ADDITIONAL ANALYSIS

Please contact us if interested in learning about **additional or custom analyses**

Methodology: Music Consumption Data

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.

PAST 2 WEEK PURCHASES

Snack Food	Frozen Food	Paper Products	Cleaning Products	Personal Care
75%	**68%**	**65%**	**59%**	**55%**
(+1%)	*(-2%)*	*(+1%)*	*(+2%)*	*+6%*

(Changes vs. Wave 1)

SHIFTS IN ATTITUDES ON COVID-19

+5% **53%** agree "I am **tired of hearing about COVID-19**"

(-2%) **79%** agree "I **worry about the economy** as a result of the COVID-19 outbreak"

(-1%) **67%** agree "I **worry about getting COVID** or passing it along to someone at risk"

(-3%) **51%** have stocked up on food or household supplies

-5% **42%** agree "I worry about trying to **balance my home and work life** during this time"

(Statistically significant from Wave 1 at 90%)

C1. How much do you agree or disagree that the following statements reflect your attitude surrounding the COVID-19 outbreak? Top 2 Box. C2. Which of the following actions have you taken in response to the COVID-19 outbreak?
B2. Which of the following products, if any, have you purchased in the past 2 weeks or intend on purchasing in the next 2 weeks? Base: Total Respondents (1013)

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

Alcohol	Clothing / Accessories	Electronics	Automotives
31%	**23%**	**13%**	**5%**
-4%	(-2%)	(-2%)	(-1%)

(Changes vs. Wave 1)

SHIFTS IN BEHAVIORS DUE TO COVID-19

(+3%) **73%** have **maintained distance** from others

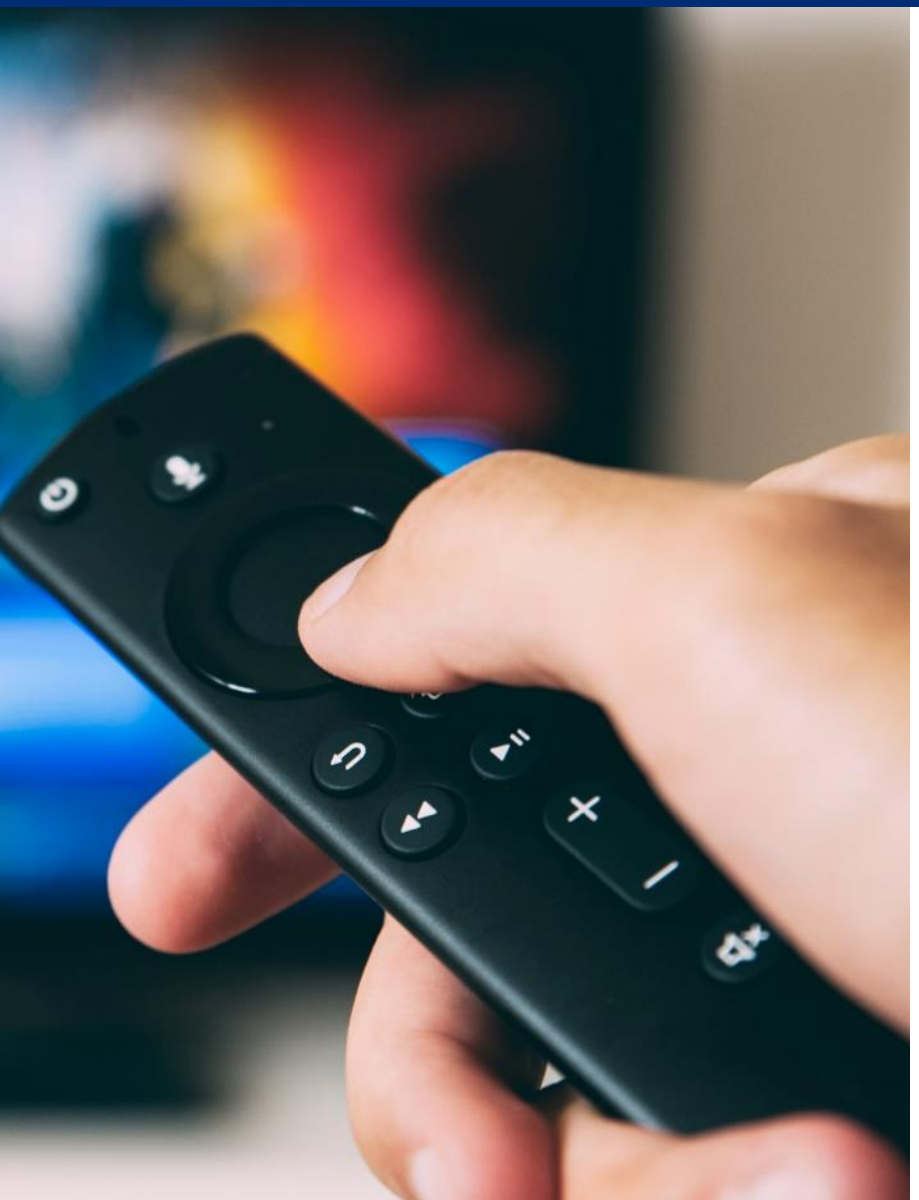
(+2%) **72%** have **avoided crowded areas**

+6% **42%** have **cancelled travel** plans

(Statistically significant from Wave 1 at 90%)

COVID-19: Tracking the Impact on the Entertainment Landscape - Release 2
C1. How much do you agree or disagree that the following statements reflect your attitude surrounding the COVID-19 outbreak? Top 2 Box. C2. Which of the following actions have you taken in response to the COVID-19 outbreak?
B2. Which of the following products, if any, have you purchased in the past 2 weeks or intend on purchasing in the next 2 weeks? Base: Total Respondents (1013)

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

Television Consumers

61% watched recent episodes of **shows they started more than 2 weeks ago**

58% re-watched episodes of an **old favorite show**

+6% **41%** started a new show that premiered recently

Music Consumers

84% listened to music they **usually listen** to

+7% **62%** listened to music they **used to listen to** but **have not heard in a while**

+6% **62%** Listened to **new music**

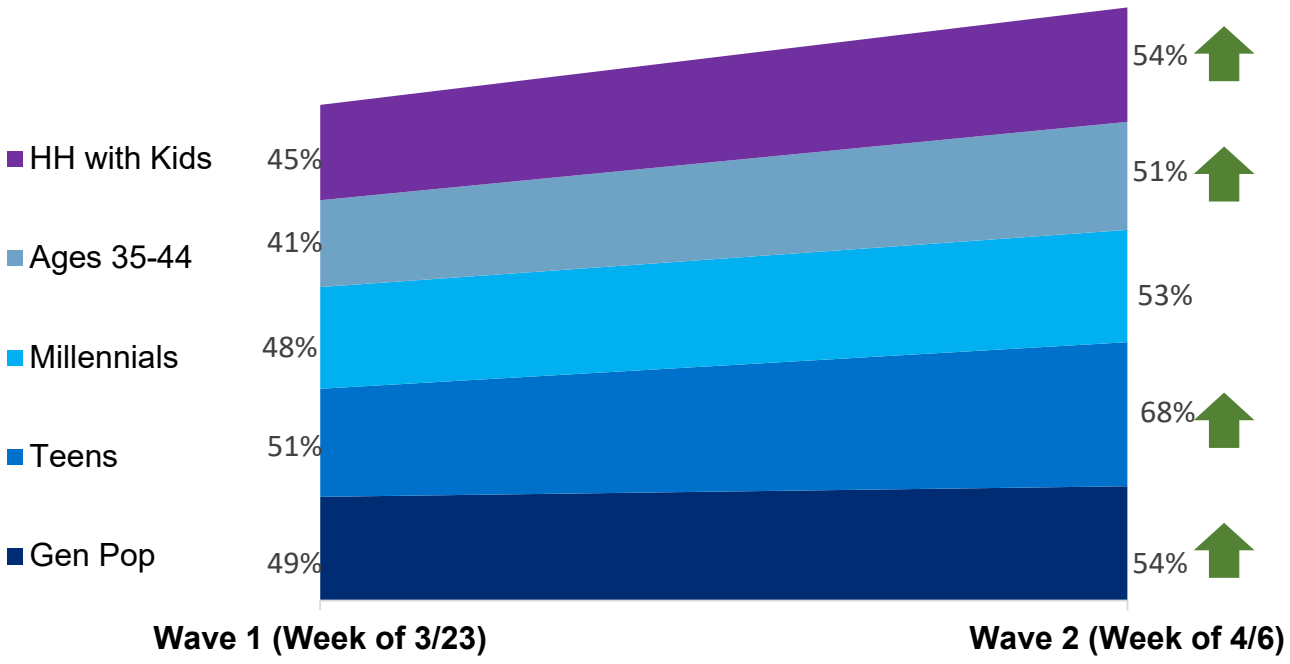
(Statistically significant from Wave 1 at 90%)

COVID-19: Tracking the Impact on the Entertainment Landscape - Release 2.
E5a_Content. Which of the following types of television shows have you watched in the past 2 weeks? Base: Television Consumers – Wave 1 (701), Wave 2 (723)
M3. Which of the following types of music have you listened to in the past 2 weeks? Base: Music Consumers – Wave 1 (607), Wave 2 (661)

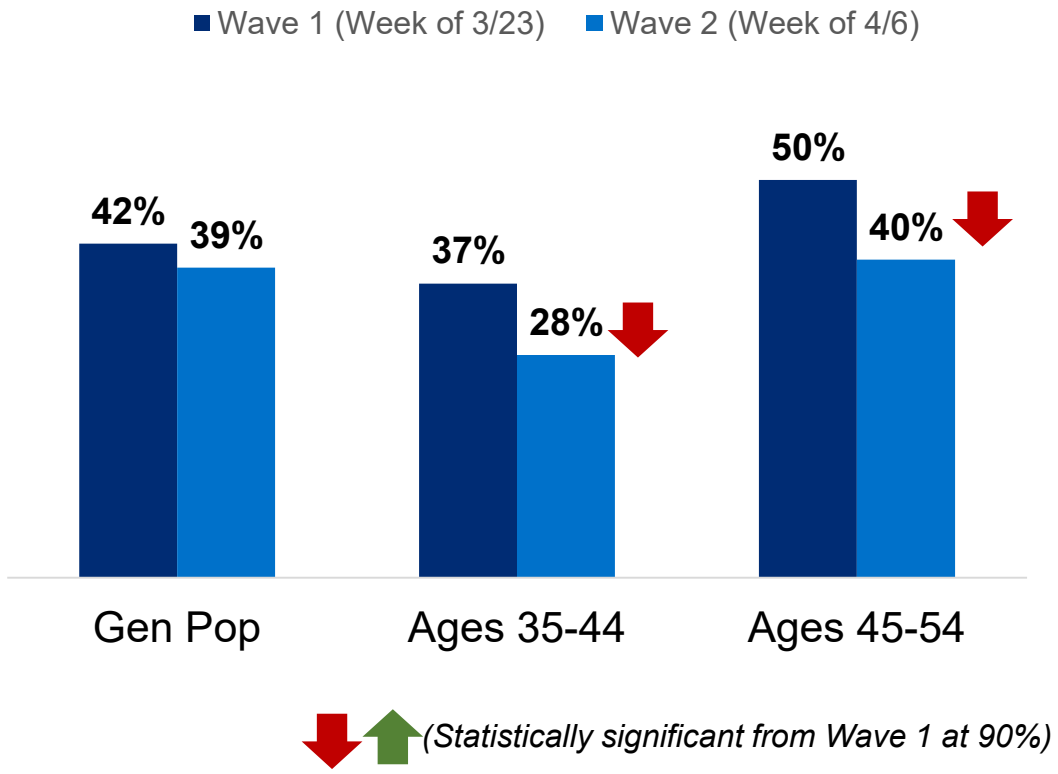
People are using entertainment more to take their minds off of the current situation and less to stay informed

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



E6. How are you using entertainment during the current COVID-19 outbreak? Base: Total Respondents – Wave 1: Gen Pop (945), Teens (95), Millennials (299), Ages 35-44 (169), Ages 45-54 (178), Households with Kids (403), Wave 2: Gen Pop (1013), Teens (97), Millennials (326), Ages 35-44 (187), Ages 45-54 (193), Households with Kids (446)

Interest in adding subscriptions remains consistent but may begin to slip as people begin to tighten the purse strings

MRC DATA

INTEREST IN SUBSCRIPTION STREAMING SERVICES

	Have **added** a new subscription streaming service	Have **cancelled** a subscription streaming service	Likely to **continue paying** for added service after COVID-19
Wave 1 (Week of 3/23)	24%	17%	79%
Wave 2 (Week of 4/6)	24%	20%	76%

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%)

COVID-19: Tracking the Impact on the Entertainment Landscape - Release 2. 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), Working from Home (275), Lost Job to COVID-19 (223). 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). 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).

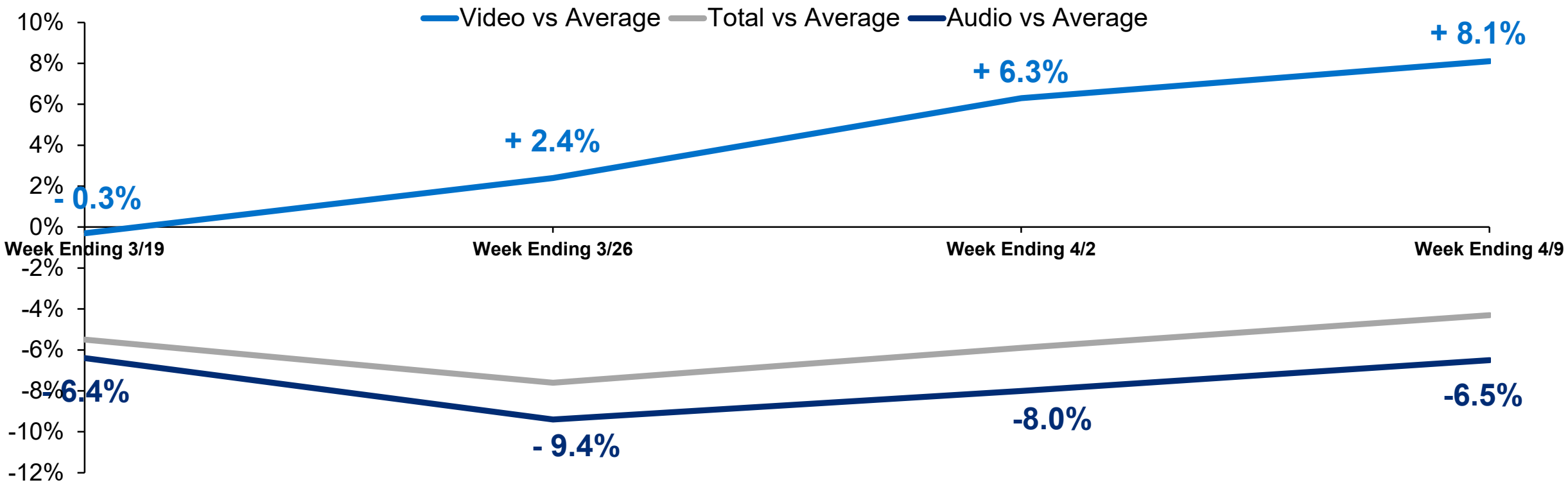
How has COVID-19 impacted music consumption and industry expectations?

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

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 video streaming continues to climb and audio streaming begins to normalize

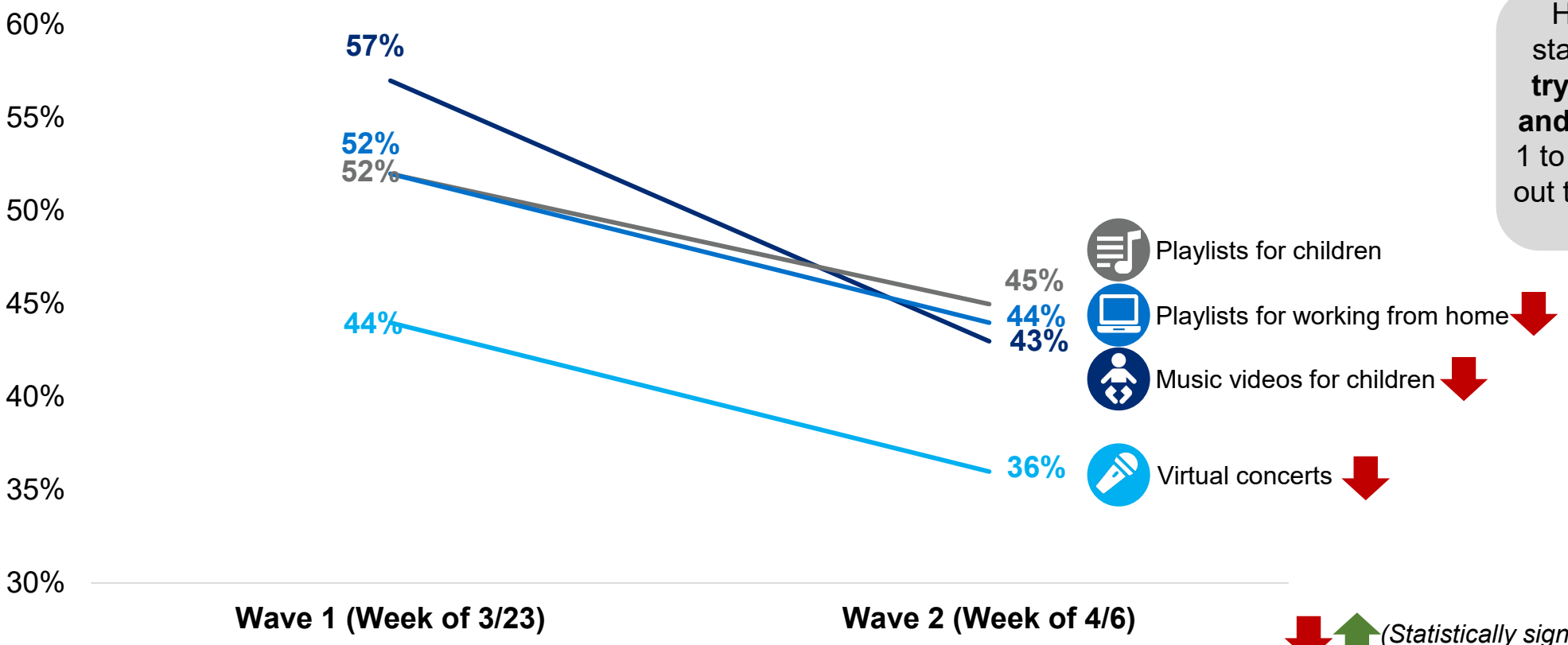
WEEKLY STREAMING PERFORMANCES VERSUS AVERAGE DAY



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

IMPORTANCE OF MUSIC OFFERS TO HOUSEHOLDS WITH KIDS



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.

(Statistically significant from Wave 1 at 90%)

COVID-19: Tracking the Impact on the Entertainment Landscape - Release 2
M2. How important do you feel it would be for the music industry to offer the following during the COVID-19 outbreak? Top 2 Box. Base: Music Consumers – Households with Kids: Wave 1 (276), Wave 2 (303)
C1. How much do you agree or disagree that the following statements reflect your attitude surrounding the COVID-19 outbreak? Top 2 Box. Base: Total Respondents – Wave 1 (403), Wave 2 (446)

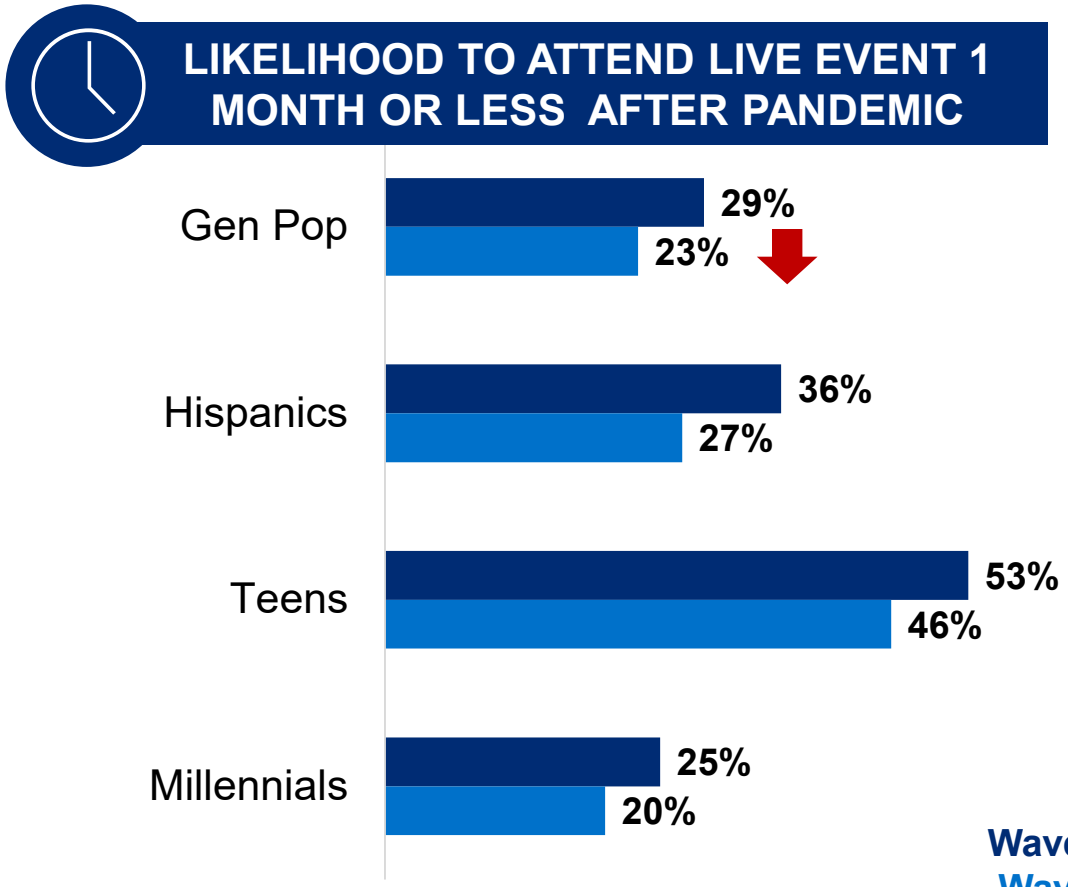
What do live events look like moving forward?

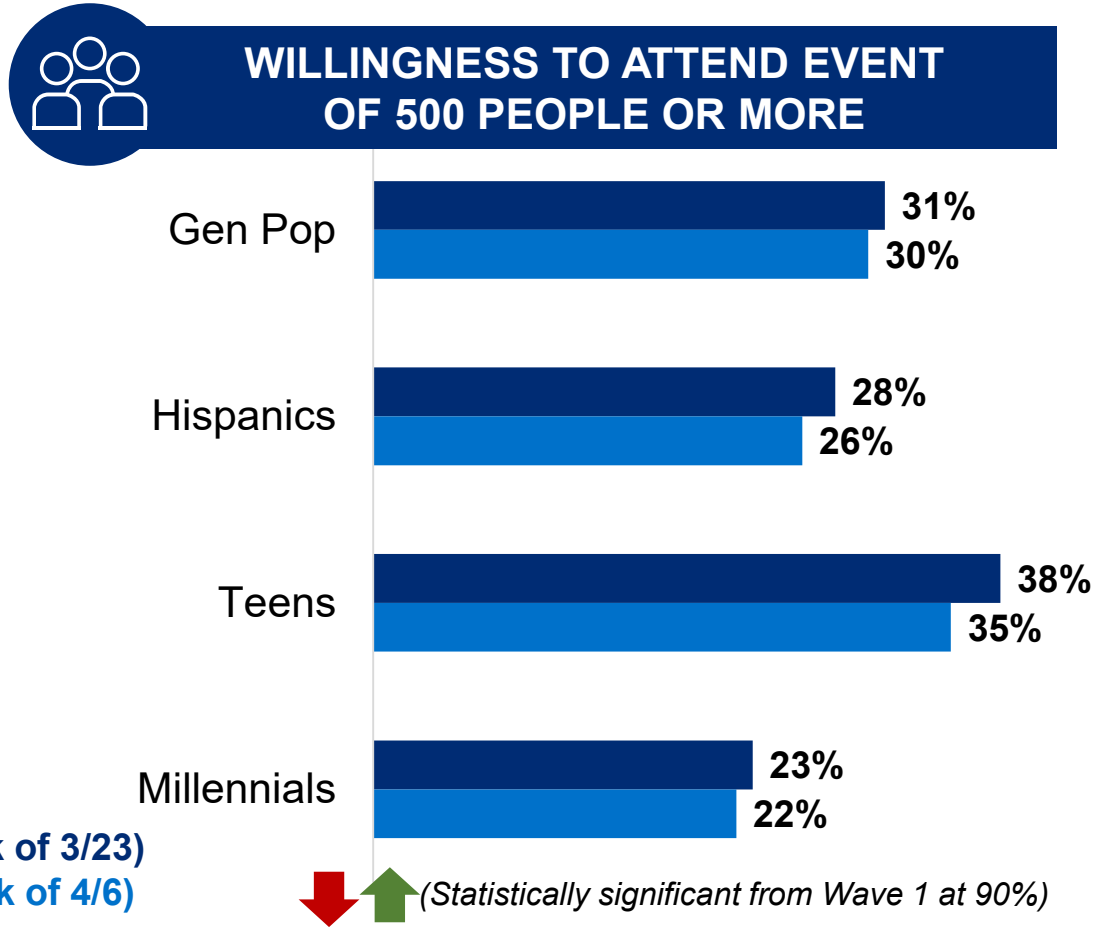
Longer Road to Return: Consumers overall, especially those with children, are less likely to rush back to live events within a month of a vaccine or treatment being available.

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.





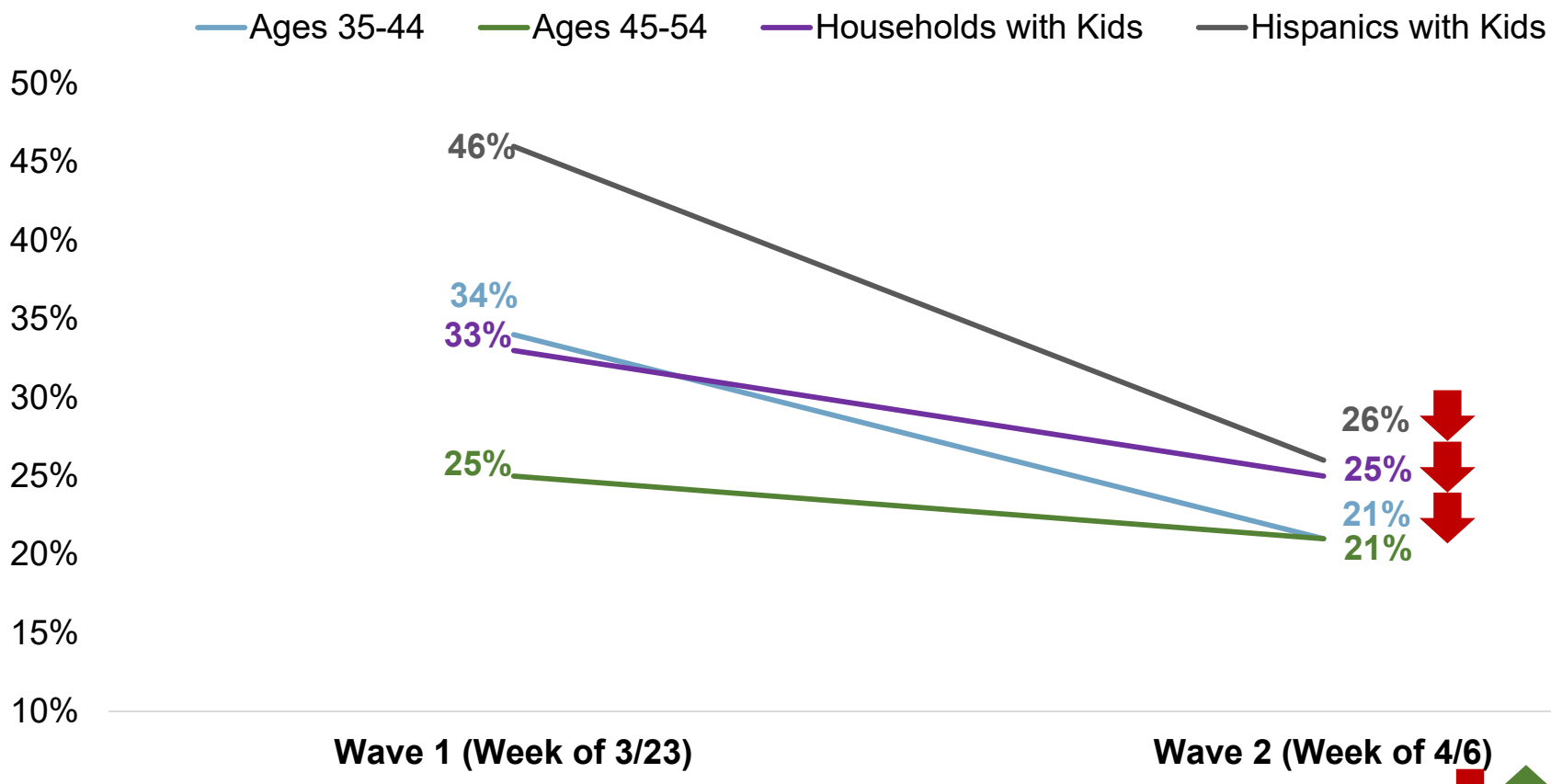
Wave 1 (Week of 3/23)
Wave 2 (Week of 4/6)

COVID-19: Tracking the Impact on the Entertainment Landscape - Release 2. 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 –Wave 1: Gen Pop (701), Hispanics (132), Teens (70), Millennials (228), Wave 2: Gen Pop (701), Hispanics (123), Teens (81), Millennials (252). 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 – Wave 1: Gen Pop (658), Hispanics (130), Teens (65), Millennials (222), Wave 2: Gen Pop (683), Hispanics (121), Teens (80), Millennials (248)

Hesitation to return to live events is largely driven by 35-54 year olds and consumers with kids

MRC DATA

LIKELIHOOD TO ATTEND LIVE EVENT 1 MONTH OR LESS AFTER PANDEMIC



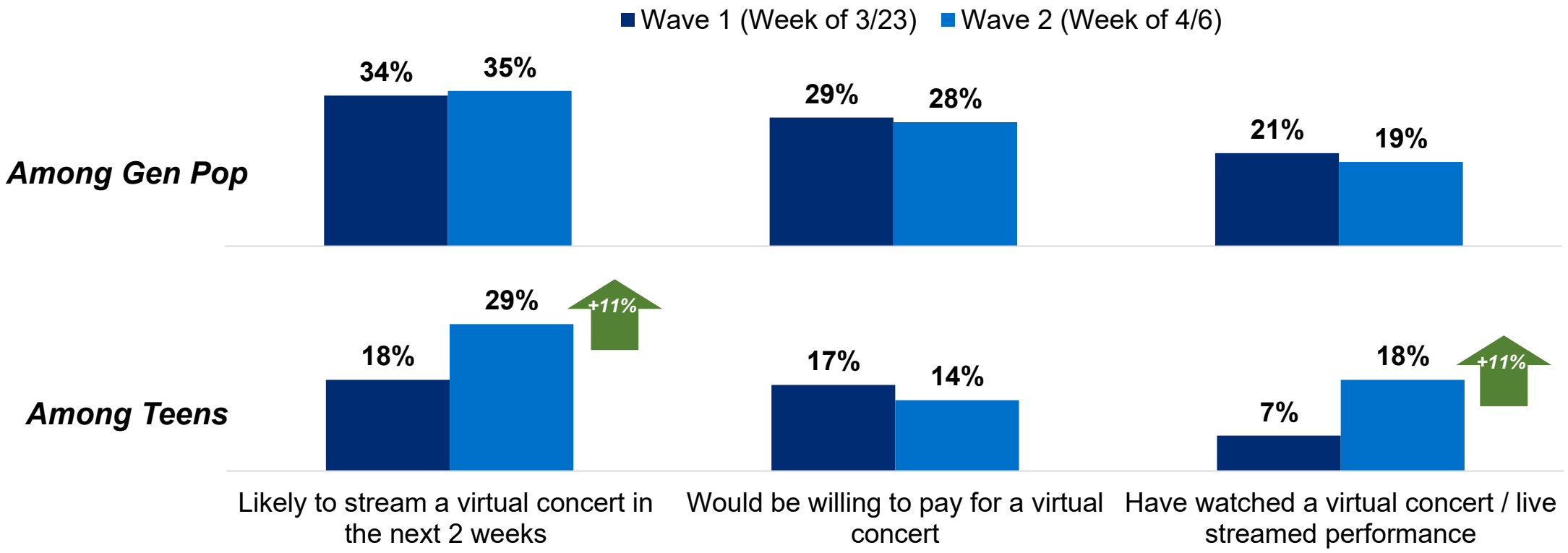
(Statistically significant from Wave 1 at 90%)

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

COVID-19: Tracking the Impact on the Entertainment Landscape - Release 2. 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 – Wave 1: Ages 35-44 (136), Ages 45-54 (122), Households with Kids (328), Hispanics with Kids (70), Wave 2: Ages 35-44 (131), Ages 45-54 (117), Households with Kids (346), Hispanics with Kids (72). C2. Which of the following actions have you taken in response to the COVID-19 outbreak? Base: Households with Kids – Wave 1 (403), Wave 2 (446), Hispanics with Kids – Wave 1 (92), Wave 2 (86).

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



(Statistically significant from Wave 1 at 90%)

COVID-19: Tracking the Impact on the Entertainment Landscape - Release 2. E5E. In which of the following ways have you engaged with music in the past 2 weeks? Base: Music Consumers – Gen Pop: Wave 1 (608), Wave 2 (661), Teens: Wave 1 (68), Wave 2 (84). L8. How likely are you to stream a virtual concert or live streamed performance in the next 2 weeks? Base: Non Live Streamers – Gen Pop: Wave 1 (815), Wave 2 (887), Teens: Wave 1 (90), Wave 2 (82). L11. How much do you agree or disagree with the following statements about music artists? Top 2 Box. Base: Total Respondents – Gen Pop: Wave 1 (945), Wave 2 (1013). Teens: Wave 1 (95), Wave 2 (97).

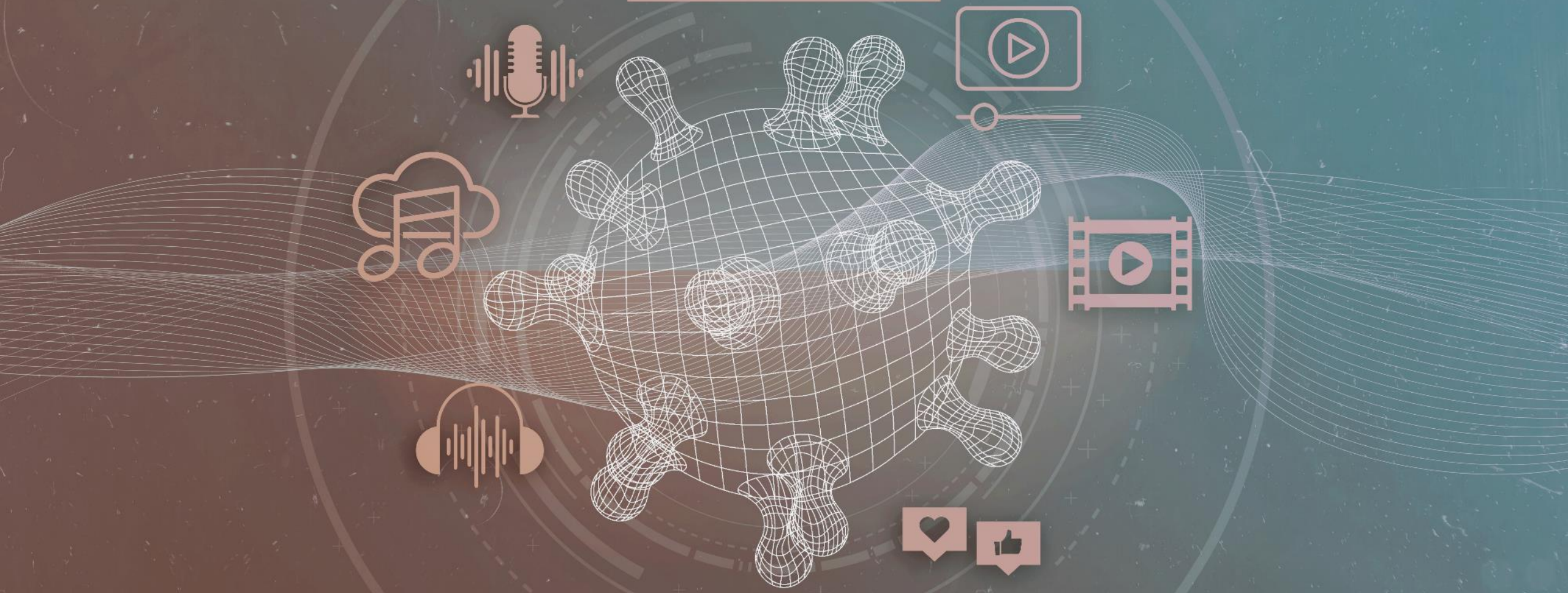
Based on our findings, we identified core recommendations for the entertainment industry

- 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.

COVID-19

TRACKING THE IMPACT ON THE ENTERTAINMENT LANDSCAPE

RELEASE 3



POWERED BY NIELSEN MUSIC, AN MRC DATA SERVICE

Life Suspended, Entertainment Unrestricted

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

If you haven't seen our Release 1 or 2 reports, contact us at research_inquiries@mrc-data.com

Methodology: Survey Research

MRC DATA

STUDY TIMING

Wave 3 data was collected **April 23rd through April 27th, 2020**

DATA COLLECTION

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

SAMPLE SIZE

Interviews were conducted with **1,010 Gen Pop consumers** (Ages 13+) in the United States

QUOTA BALANCING

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

ADDITIONAL ANALYSIS

Please contact us if interested in learning about **additional or custom analyses**

Methodology: Music Consumption Data

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.

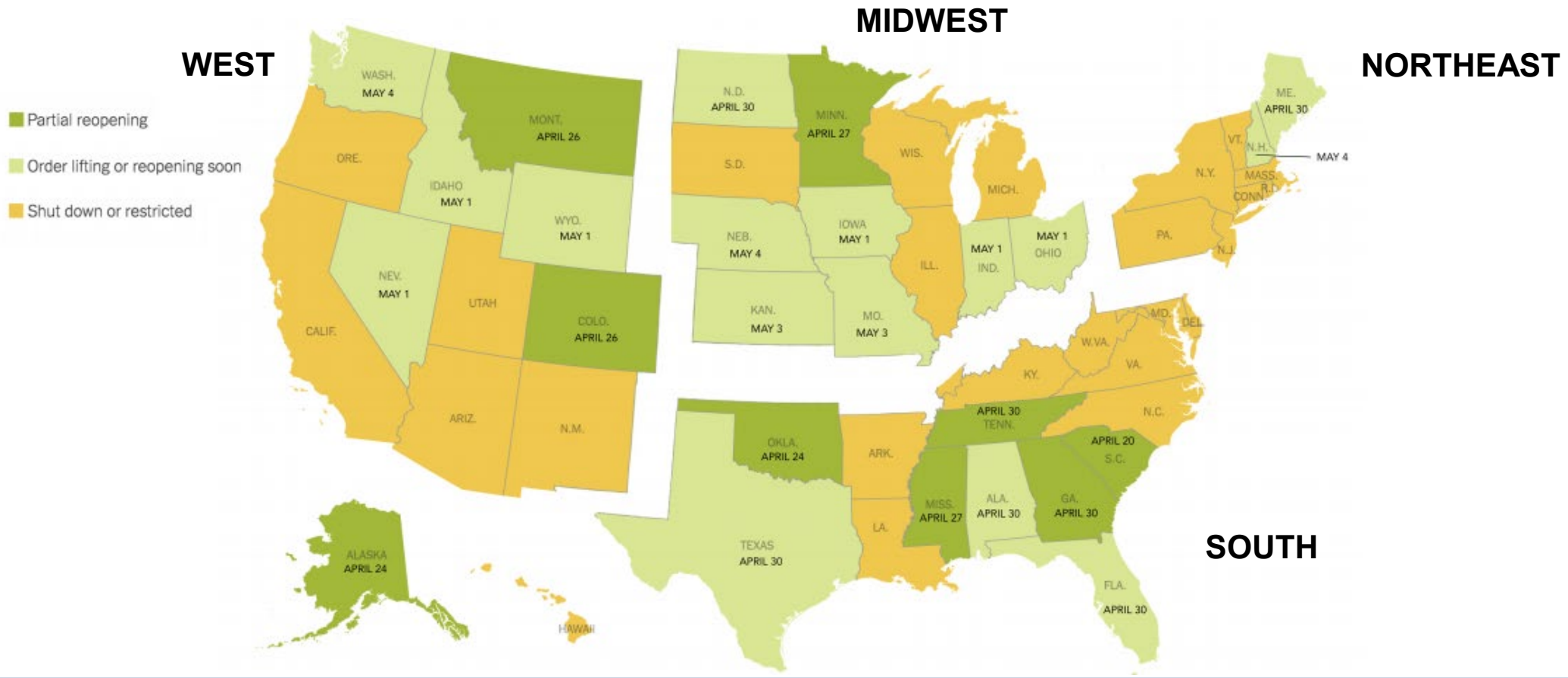
A **significant decline** from Wave 2 to Wave 3 is shown by a red arrow pointing down.

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.

Context: Reopening Orders by State

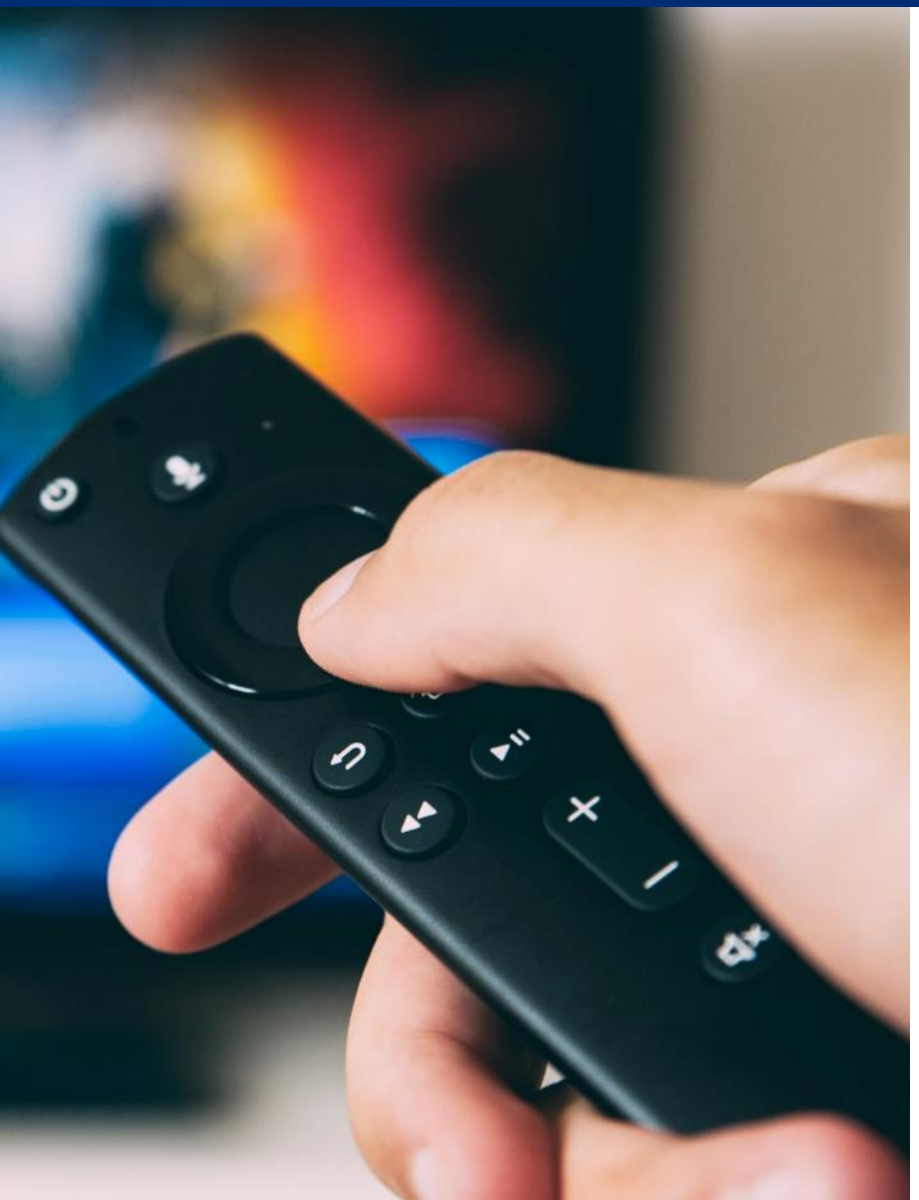
States, mostly in the Midwest and South, are beginning to lift stay at home orders and reopen businesses, houses, of worship, and parks.



Source: https://www.nytimes.com/interactive/2020/us/states-reopen-map-coronavirus.html

Highlights

How are people adjusting to COVID-19 and relying on entertainment?



Tired of COVID: People grow tired of COVID news.

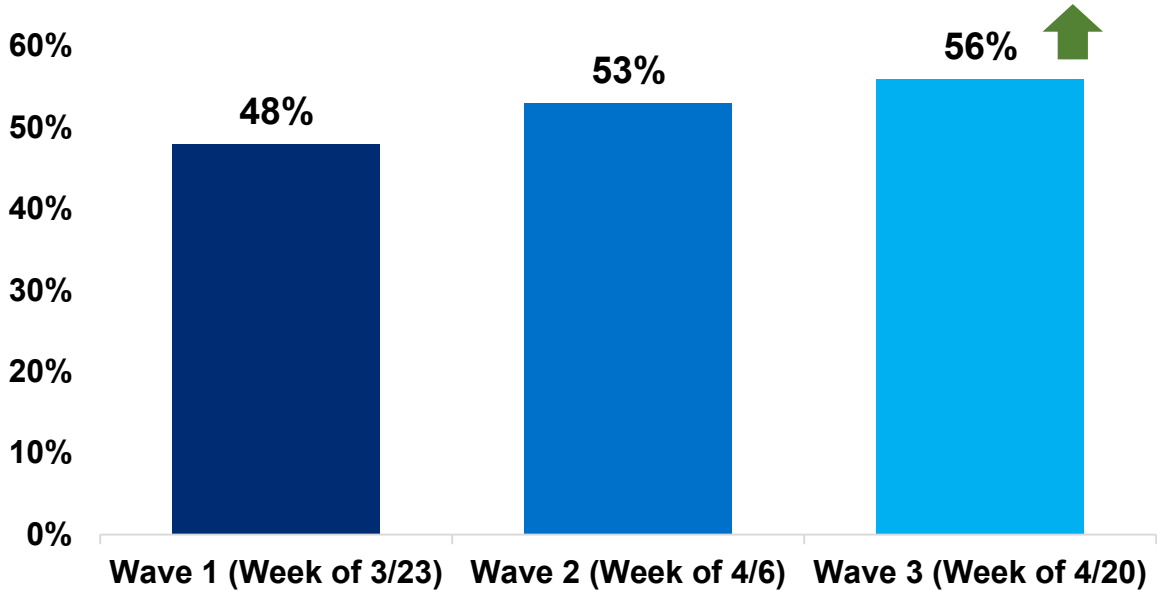
Seeking Cheer and Escape: As consumers turn away from COVID news, they turn to entertainment for cheer and seek more on-screen activities to escape.

Time for Self-Improvement: As social isolation sets in, people turn inward and focus on self-improvement.

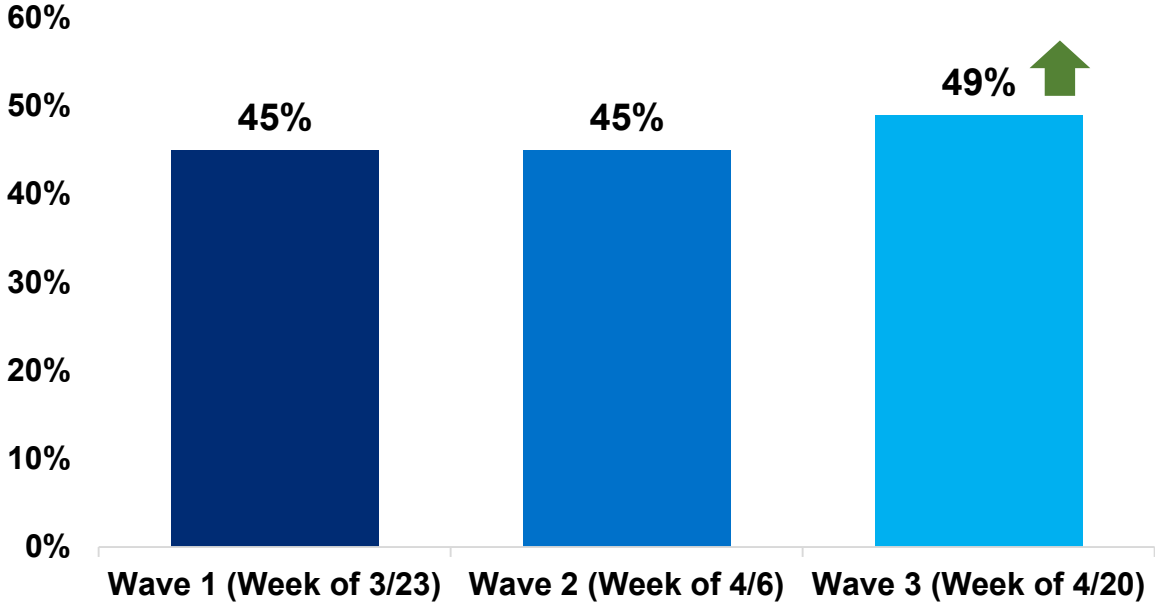
People continue to grow tired of COVID and seek entertainment to lift their spirits

MRC DATA

TIRED OF HEARING ABOUT COVID-19



USE ENTERTAINMENT TO CHEER UP



(Statistically significant from Wave 2 at 90%)

COVID-19: Tracking the Impact on the Entertainment Landscape - Release 3. C1. How much do you agree or disagree that the following statements reflect your attitude surrounding the COVID-19 outbreak? Top 2 Box. E6. How are you using entertainment during the current COVID-19 outbreak? Base: Gen Pop – Wave 1 (945), Wave 2 (1013), Wave 3 (1010),

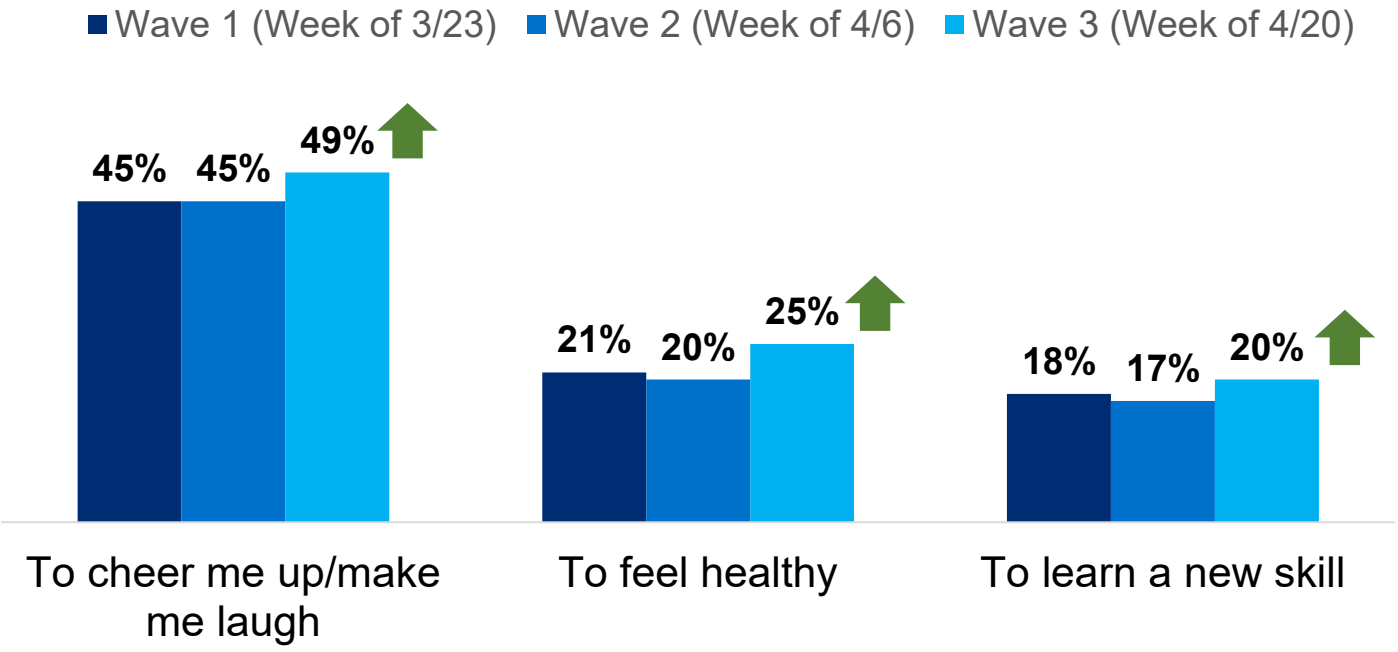
As people continue to be shut in, they seek positivity through entertainment

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	To relax / unwind
Wave 1 Week of 3/23	60%	60%
Wave 2 Week of 4/6	62%	61%
Wave 3 Week of 4/20	58%	64%

SHIFTS IN ENTERTAINMENT USES



(Statistically significant from Wave 2 at 90%)

COVID-19: Tracking the Impact on the Entertainment Landscape - Release 3
E6. How are you using entertainment during the current COVID-19 outbreak? Base: Total Respondents – Wave 1 (945), Wave 2 (1013), Wave 3 (1010),

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

MRC DATA

TYPES OF CONTENT CONSUMED

Television Consumers

57% re-watched episodes of an **old favorite show**

-6% **55%** watched recent episodes of **shows they started more than 2 weeks ago**

+6% **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**

+4% **43%** listened to new music from artists they've **never listened to before**

(Statistically significant from Wave 2 at 90%)

COVID-19: Tracking the Impact on the Entertainment Landscape - Release 3.
E5a_Content. Which of the following types of television shows have you watched in the past 2 weeks? Base: Television Consumers – Wave 1 (701), Wave 2 (723), Wave 3 (733).
M3. Which of the following types of music have you listened to in the past 2 weeks? Base: Music Consumers – Wave 1 (607), Wave 2 (661), Wave 3 (692).

Consumers add temporary subscriptions to keep themselves occupied while furloughed

MRC DATA

INTEREST IN SUBSCRIPTION STREAMING SERVICES

	Have **added** a new subscription streaming service	Have **cancelled** a subscription streaming service	Likely to **continue paying** for added service after COVID-19
Wave 1 Week of 3/23	24%	17%	79%
Wave 2 Week of 4/6	24%	20%	76%
Wave 3 Week of 4/20	27% ↑	23% ↑	78%

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*).

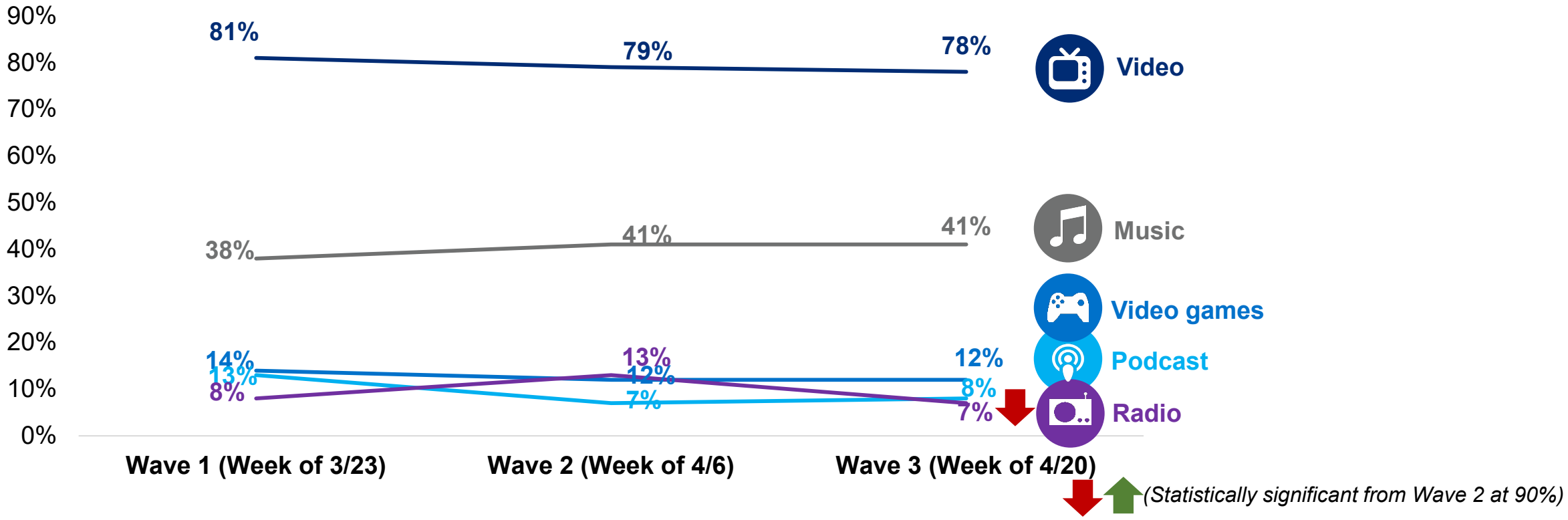
↓↑ *(Statistically significant from Wave 2 at 90%)*

COVID-19: Tracking the Impact on the Entertainment Landscape - Release 3. 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). Working from Home (299), Lost Job to COVID-19 (195). 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). 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)..

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



COVID-19: Tracking the Impact on the Entertainment Landscape - Release 3.
E7D. You said that you intend to add an entertainment subscription service. Which service(s) have you added or intend to start using? Base: Subscription Adders – Wave 1 (216), Wave 2 (228), Wave 3 (259).

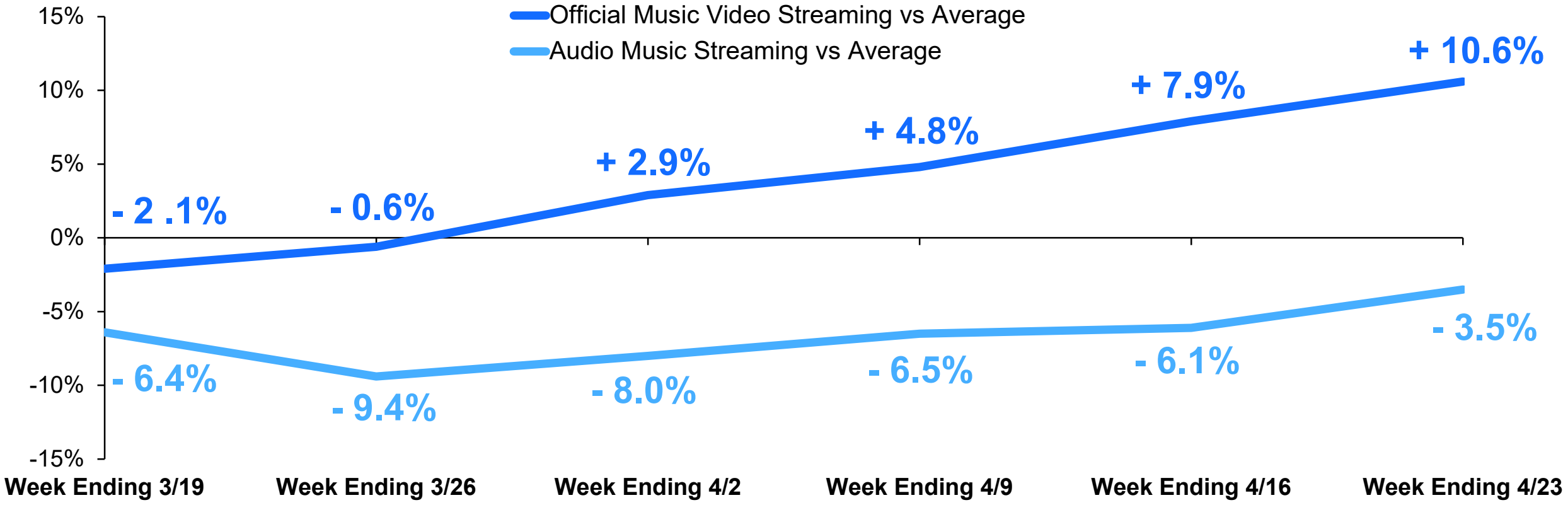
How has COVID-19 impacted music consumption and industry expectations?

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.

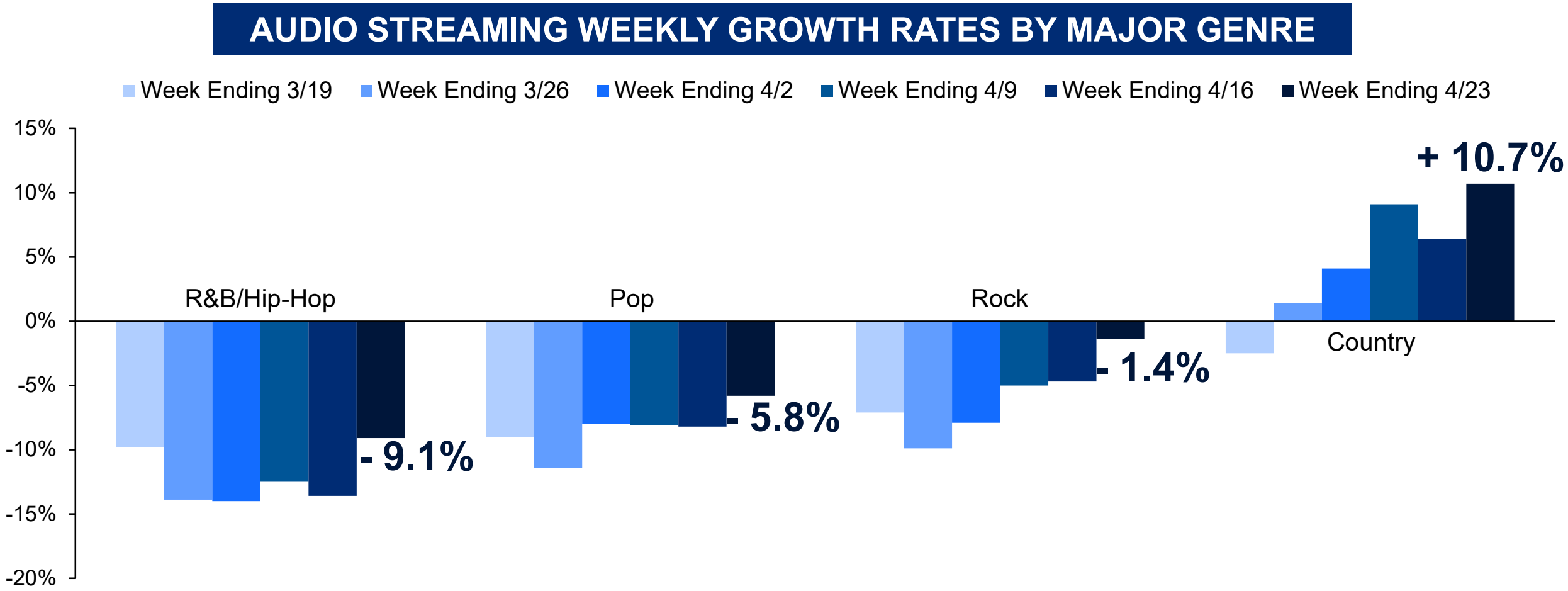
Music video streaming continues to climb and audio streaming continues to normalize

WEEKLY STREAMING PERFORMANCES VERSUS AVERAGE WEEK



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

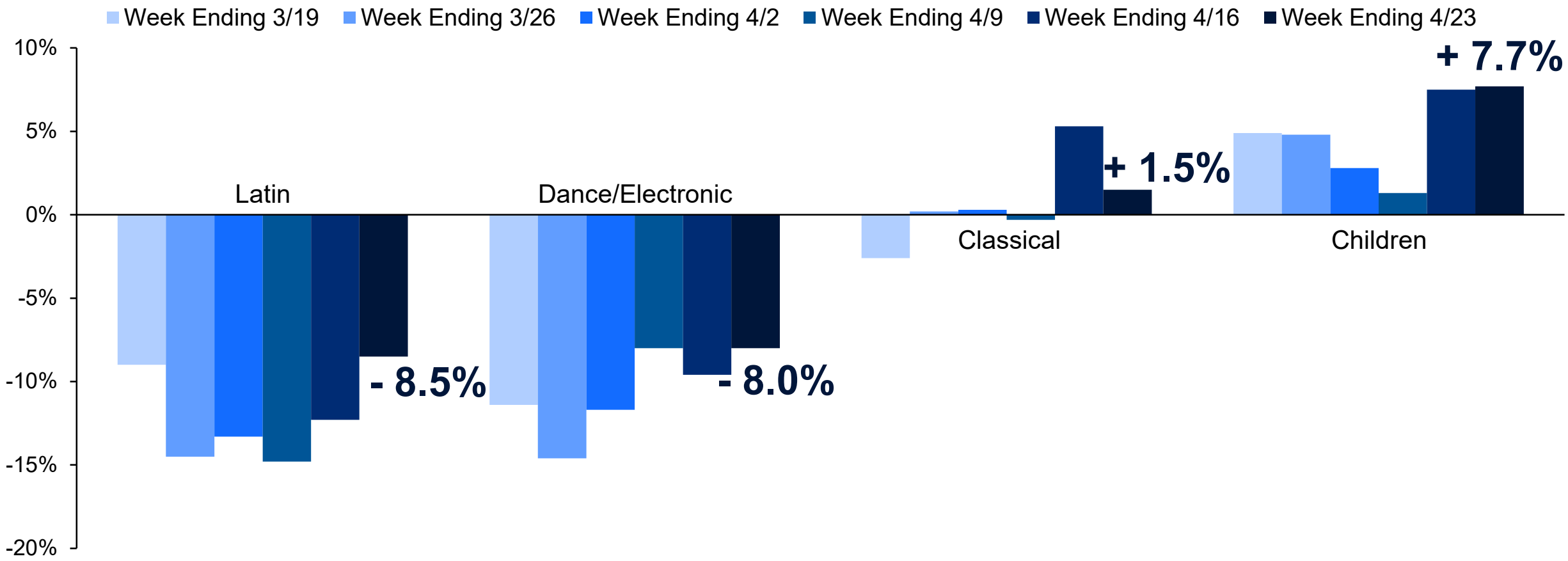
Country streaming continues to perform well, while other major genres are recovering from their lows



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



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 way 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

MRC DATA

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

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

51% To see my favorite artists perform live

43% As a special occasion / treat

43% To share an experience with friends

29% To take time for myself away from responsibilities

28% To support local artists and venues

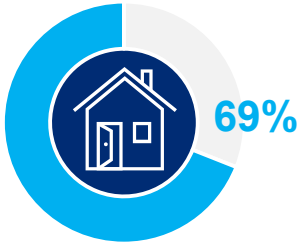
L2c. Which of the following explains why you choose to attend live events? Base: Live Event Goers - Gen Pop (759), Hispanics (148), Households with Kids (327), Millennials (272)

Leverage virtual concerts to facilitate artist connections with fans

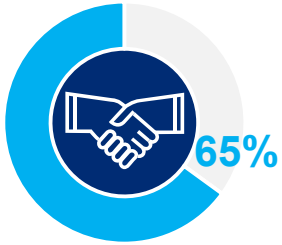
Virtual concert hosts should work out technical issues in advance and keep performances shorter than in-person concerts. Virtual meet and greets and song requests are potential avenues to monetize virtual concerts.

VIRTUAL CONCERT ATTITUDES

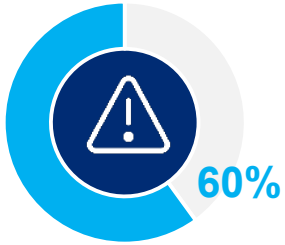
Among Live Streamers



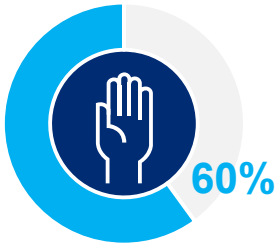
I enjoy seeing an **artist's home or family**



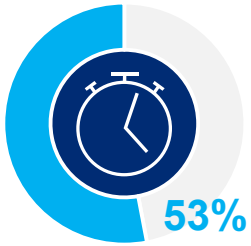
A **meet and greet** / chat with the artist helps me **feel connected** to that artist



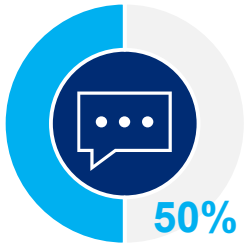
Technical issues take away from my experience



Having a platform to **request songs** is important to me



I **lose interest** sooner than I would an in-person concert and would **prefer they be shorter**



Having a platform to **chat with other guests** is important to me

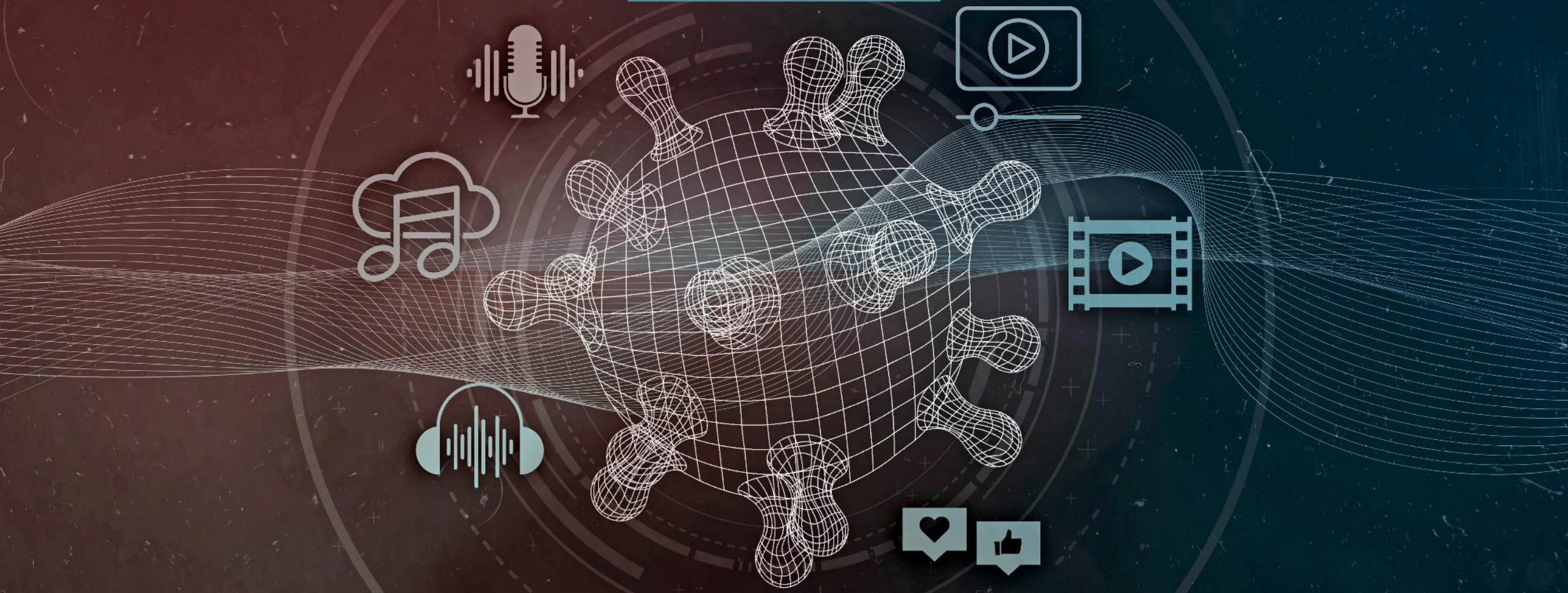
L9B. How much do you agree or disagree with the following statements about virtual concerts / live streamed performances? - Top 2 Box. Base: Live Streamers (136)

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

COVID-19

TRACKING THE IMPACT ON THE ENTERTAINMENT LANDSCAPE

RELEASE 4



POWERED BY NIELSEN MUSIC, AN MRC DATA SERVICE

Life Suspended, Entertainment Unrestricted

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

Methodology: Survey Research

MRC DATA

STUDY TIMING

Wave 4 data was collected **May 7th through May 10th, 2020**

DATA COLLECTION

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

SAMPLE SIZE

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

QUOTA BALANCING

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

ADDITIONAL ANALYSIS

Please contact us if interested in learning about **additional or custom analyses**

Methodology: Music Consumption Data

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 3 to Wave 4 is shown by a green arrow pointing up.

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

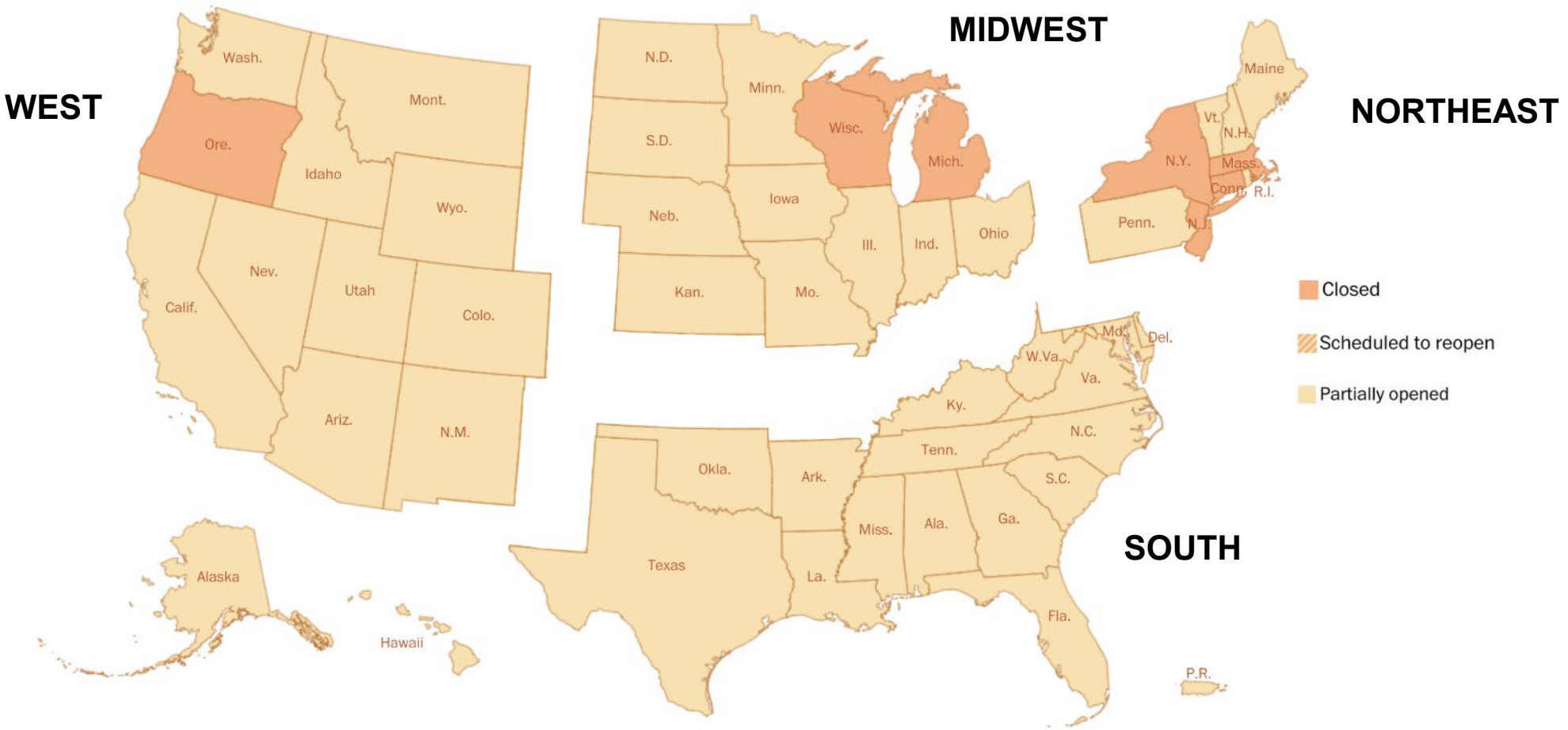
Throughout the report there may be references of indices to Gen Pop as noted by Italics in parenthesis, for example *(100)*.

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

Low Index (80 or below)	**Average** (Around 100)	**High Index** (120 or above)
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

Context: Reopening Orders by State

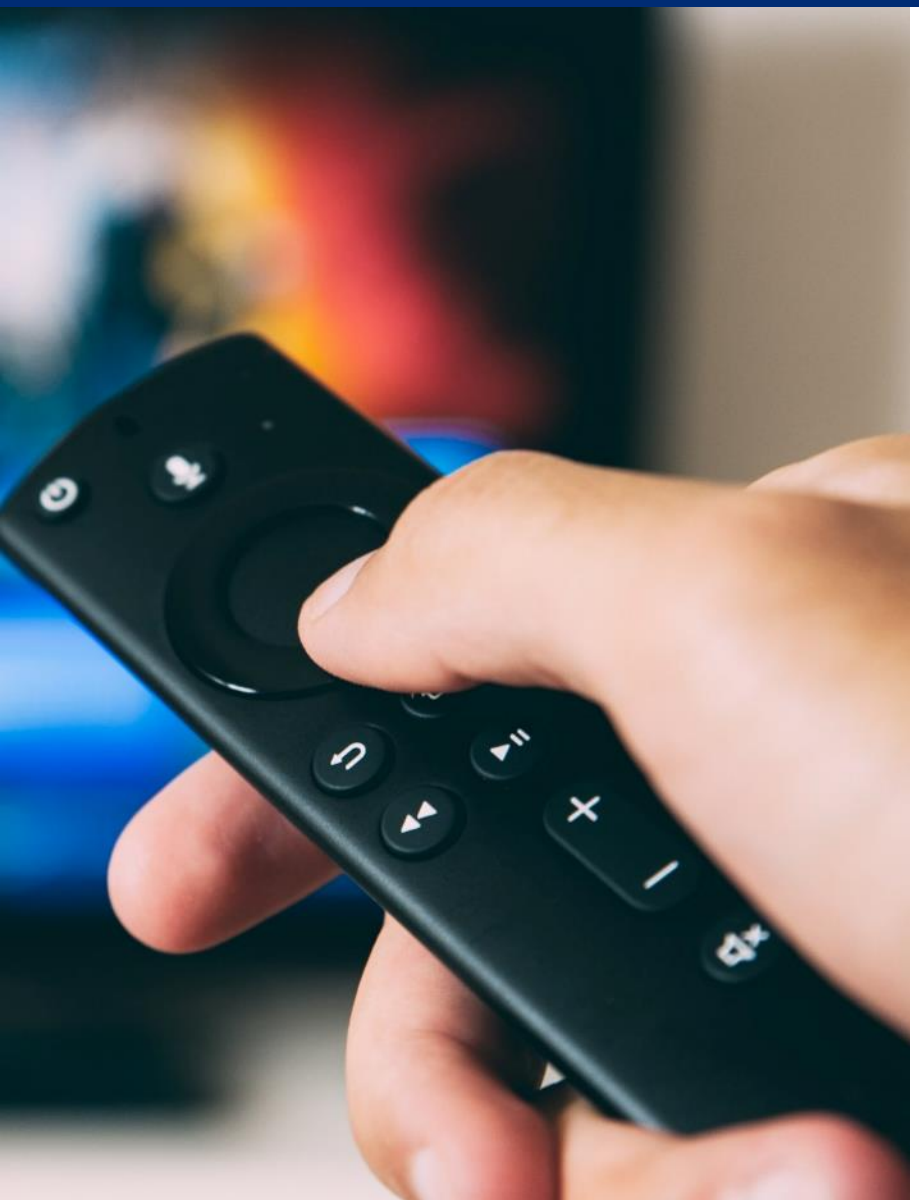
The Northeast is the slowest region to reopen.



Source: https://www.washingtonpost.com/graphics/2020/national/states-reopening-coronavirus-map/

Highlights

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.

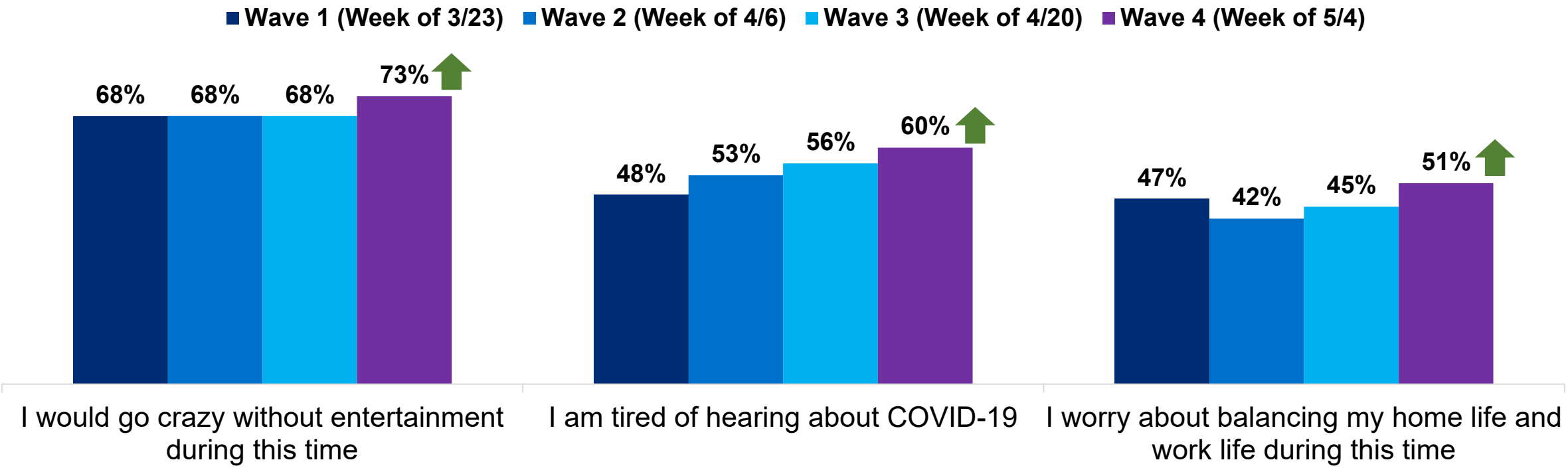
Energy Needed: As consumers search for more active entertainment options, cater to their needs by providing ways to feel energized.

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



(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),

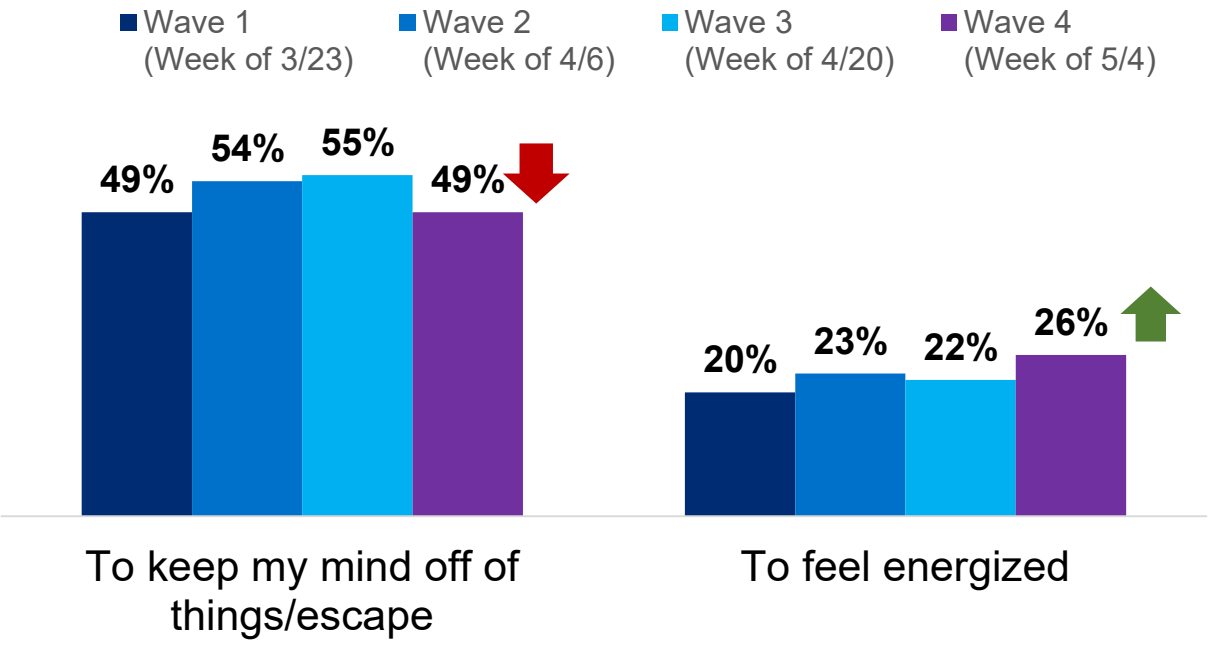
As weeks in isolation pass, people seek energy through entertainment

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	To pass time / avoid boredom
Wave 1 Week of 3/23	60%	60%
Wave 2 Week of 4/6	61%	62%
Wave 3 Week of 4/20	64%	58%
Wave 4 Week of 5/4	63%	62%

SHIFTS IN ENTERTAINMENT USES



(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

MRC DATA

TYPES OF CONTENT CONSUMED

Television Consumers

-5% **52%** re-watched episodes of an **old favorite show**

53% watched recent episodes of **shows they started more than 2 weeks ago**

-7% **39%** started a new show that **did not premiere recently**

+4% **45%** started a new show that **premiered recently**

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**

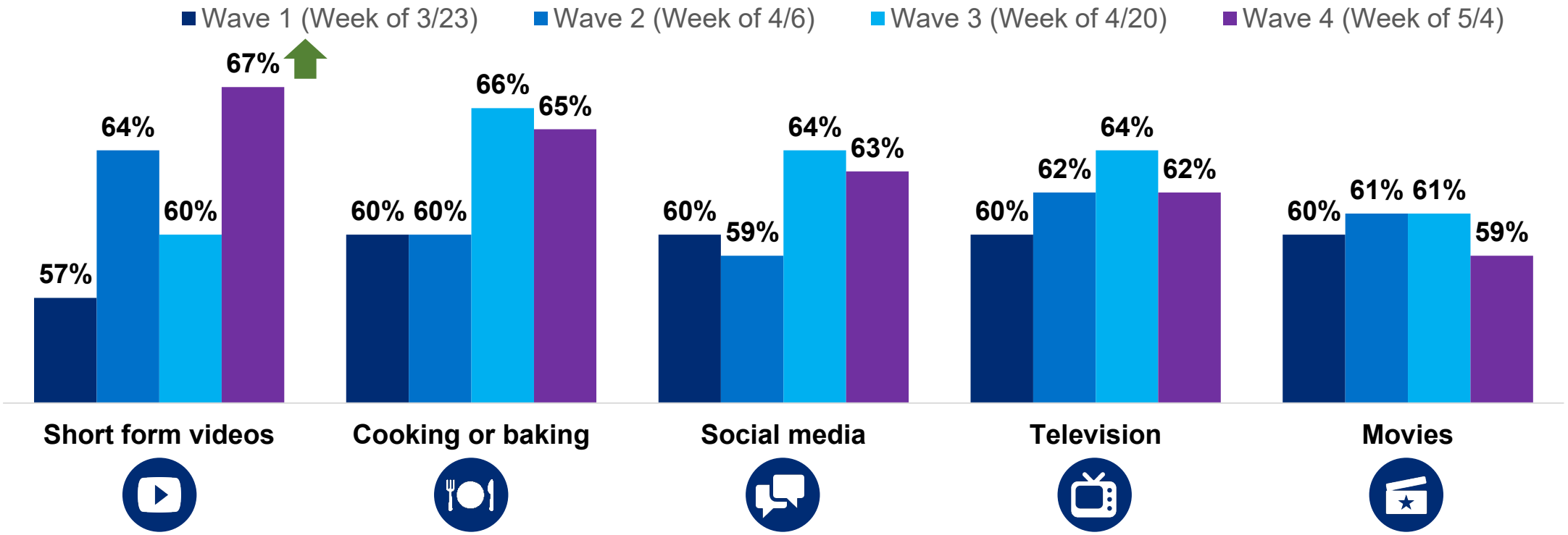
(Statistically significant from Wave 3 at 90%)

COVID-19: Tracking the Impact on the Entertainment Landscape - Release 4.
E5a_Content. Which of the following types of television shows have you watched in the past 2 weeks? Base: Television Consumers – Wave 1 (701), Wave 2 (723), Wave 3 (733), Wave 4 (715).
M3. Which of the following types of music have you listened to in the past 2 weeks? Base: Music Consumers – Wave 1 (607), Wave 2 (661), Wave 3 (692), Wave 4 (669).

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



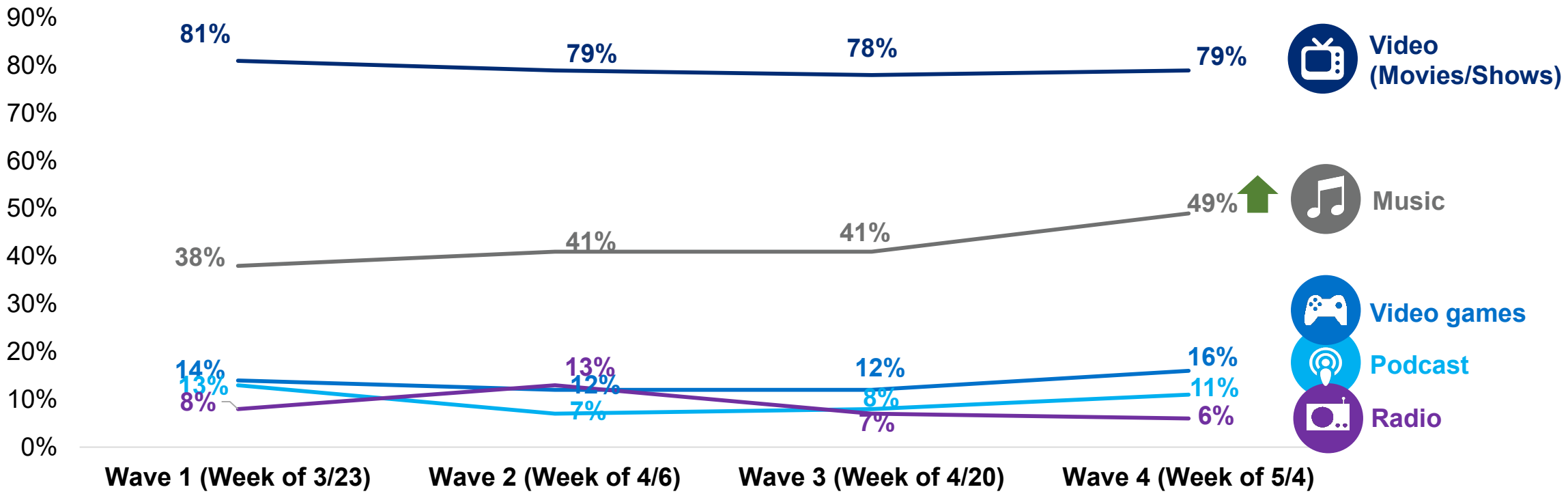
(Statistically significant from Wave 3 at 90%)

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

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



(Statistically significant from Wave 3 at 90%)

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

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

	Have **added** a new subscription streaming service	Have **cancelled** a subscription streaming service	Likely to **continue paying** for added service after COVID-19
Wave 1 Week of 3/23	24%	17%	79%
Wave 2 Week of 4/6	24%	20%	76%
Wave 3 Week of 4/20	27%	23%	78%
Wave 4 Week of 5/4	31%	29% ↑	84% ↑

(Statistically significant from Wave 3 at 90%)

COVID-19: Tracking the Impact on the Entertainment Landscape - Release 4. 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). Wave 4 (969). 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). 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).

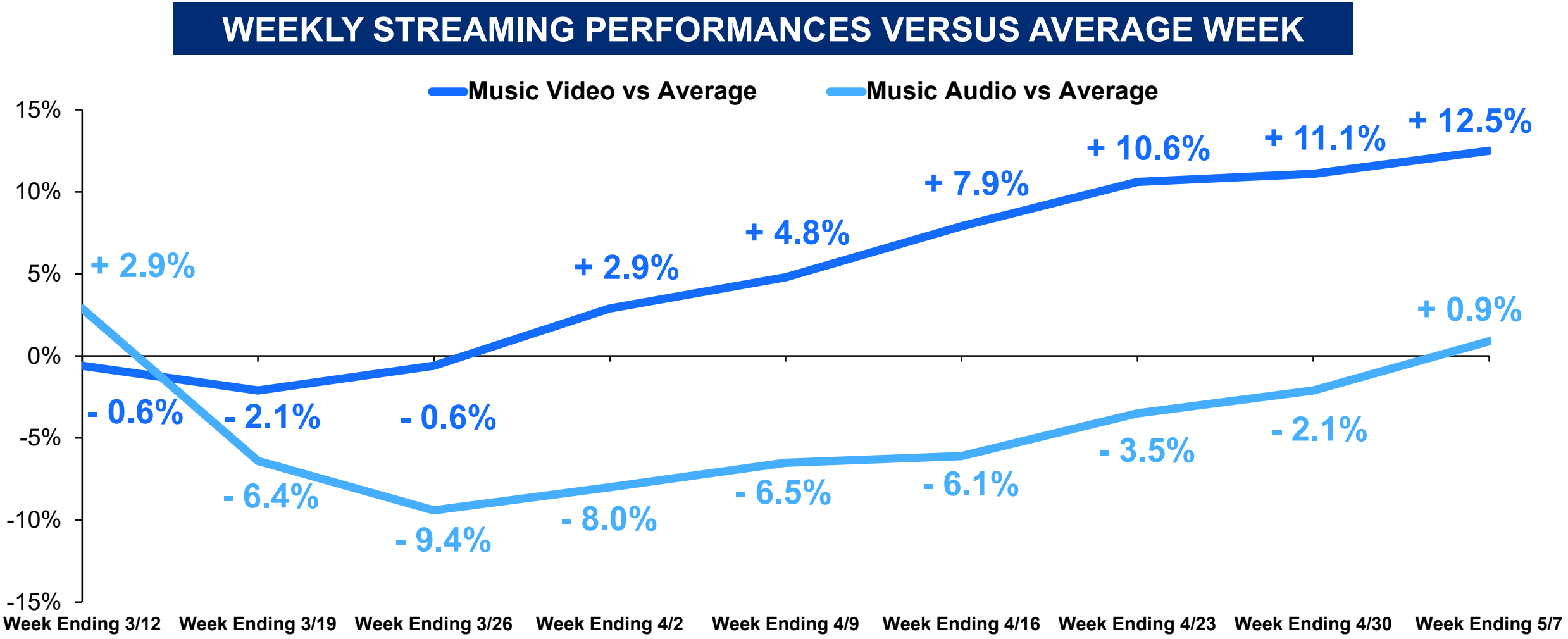
How has COVID-19 impacted music consumption and industry expectations?

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

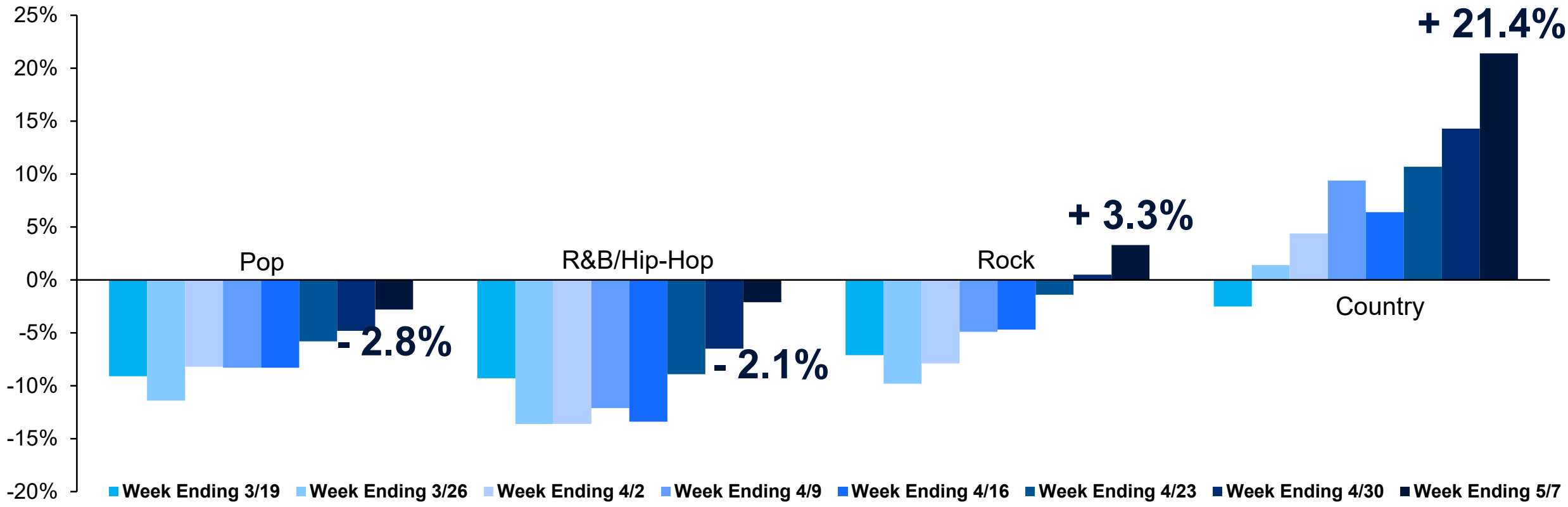


Source: Music Connect- Audio vs an 8-week baseline of 1/17 – 3/12; Video vs a 3-week baseline of 2/21 – 3/12

As Country fans embrace streaming, the genre continues to outperform all other genres

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

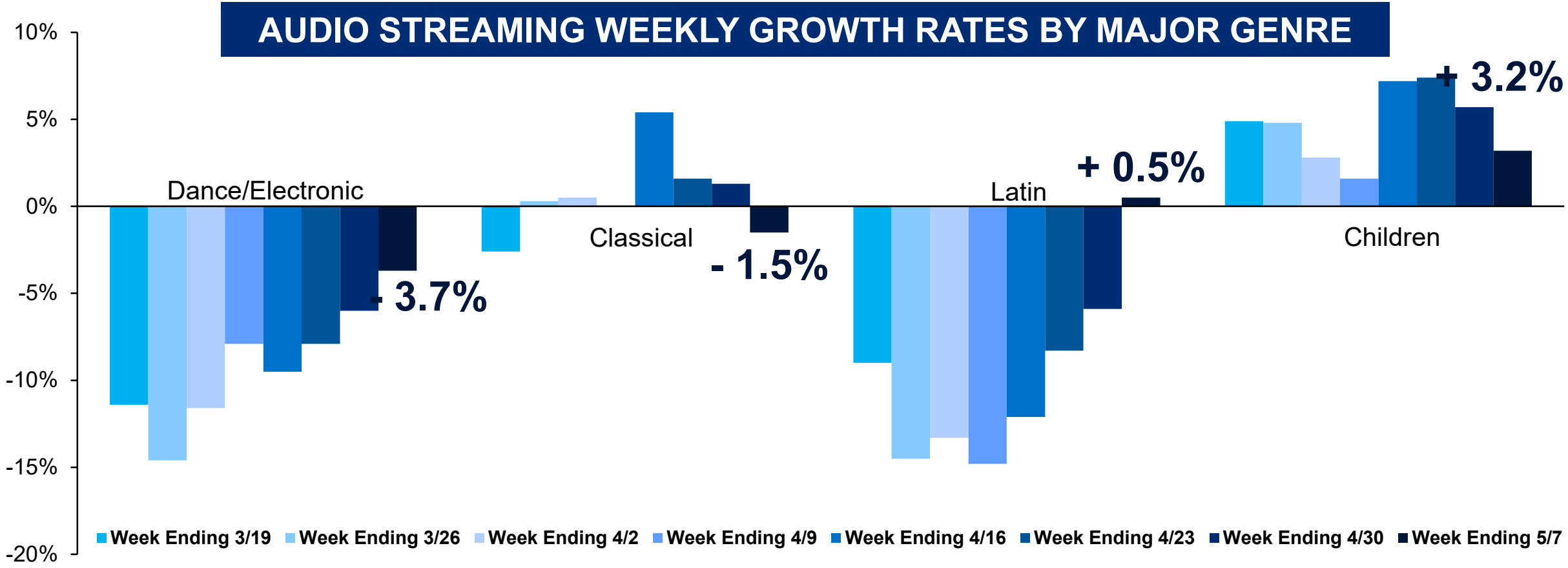
AUDIO STREAMING WEEKLY GROWTH RATES BY MAJOR GENRE



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

Consumers seek connection and a sense of community from artists and brands

MRC DATA

ARTIST & BRAND ATTITUDES

	Wave 1 Week of 3/23	Wave 2 Week of 4/6	Wave 3 Week of 4/20	Wave 4 Week of 5/4
Willing to **buy merchandise or music** to support artists	36%	38%	38%	43% ↑
Artists' social media is important to me at this time	34%	33%	31%	40% ↑
Artists should set up **virtual meet and greets** for canceled events	41%	42%	41%	46% ↑
I would view a brand more favorably if they…				
Helped **small businesses & communities** affected	73%	76%	72%	76% ↑
Found ways to **support artists**	47%	51%	49%	55% ↑

↓↑ *(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

MRC DATA

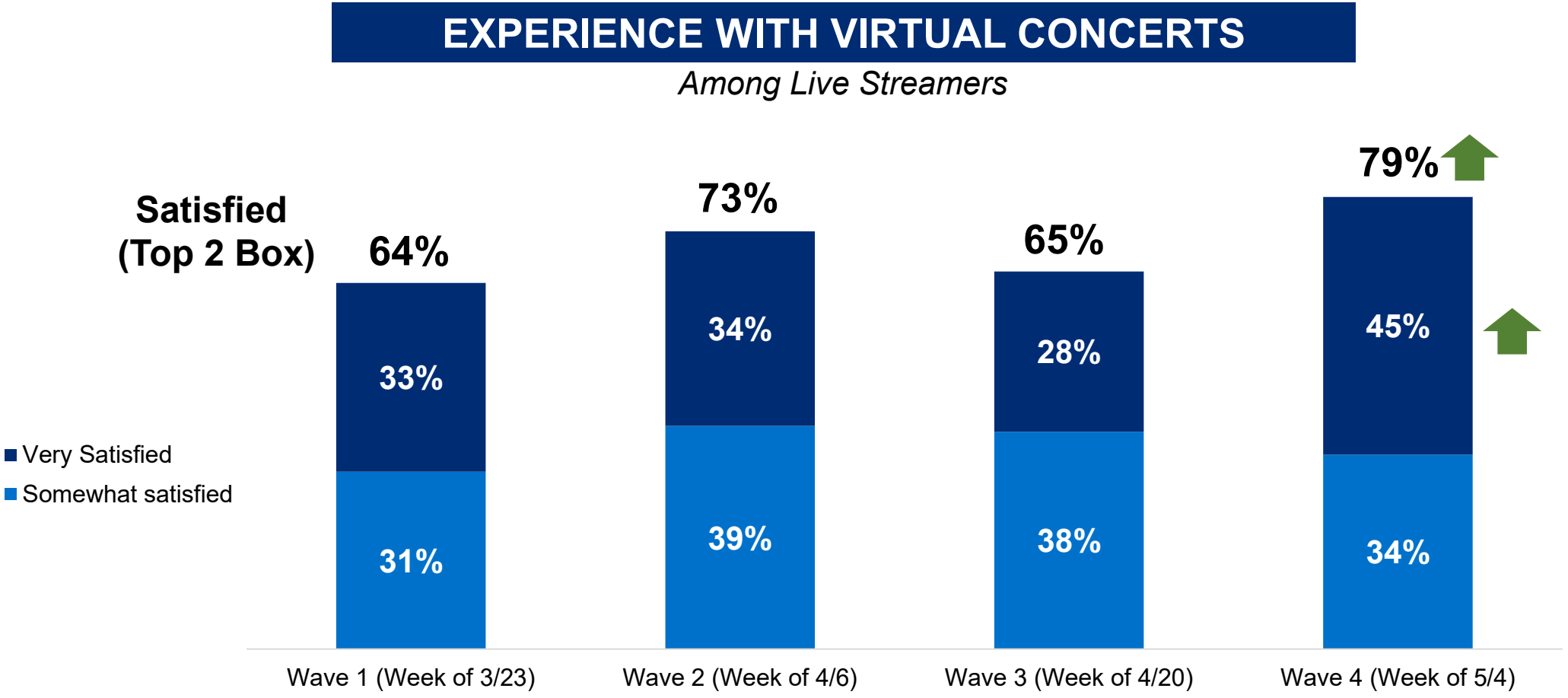
INTEREST IN VIRTUAL CONCERTS

Have **watched a virtual concert** / live streamed performance	Consider virtual concerts an **acceptable solution** for a cancelled event	**Likely to stream** a virtual concert in the next 2 weeks
21%	16%	34%
19%	14%	35%
20%	15%	33%
20%	18%	37% ↑

Wave 1 (Week of 3/23) | Wave 2 (Week of 4/6) | Wave 3 (Week of 4/20) | Wave 4 (Week of 5/4) ↓↑ *(Statistically significant from Wave 3 at 90%)*

COVID-19: Tracking the Impact on the Entertainment Landscape - Release 4. E5E. In which of the following ways have you engaged with music in the past 2 weeks? Base: Music Consumers – Wave 1 (608), Wave 2 (661). Wave 3 (692), Wave 4 (669). QL2B. Which of the following would be acceptable solutions for a cancelled or postponed event? Base: Cancelled Event Attendees – Wave 1 (485), Wave 2 (554), Wave 3 (622), Wave 4 (639). QL8. How likely are you to stream a virtual concert or live streamed performance in the next 2 weeks? – Top 2 Box. Base: Non Live Streamers – Wave 1 (815), Wave 2 (887), Wave 3 (874), Wave 4 (879).

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



(Statistically significant from Wave 3 at 90%)

COVID-19: Tracking the Impact on the Entertainment Landscape - Release 4.
L9. How would you rate your experience with virtual concerts/live streamed performances? Base: Live Streamers – Wave 1 (130), Wave 2 (126), Wave 3 (136), Wave 4 (136)

Ensuring public safety and room for social distancing grows even more important as states reopen

MRC DATA

TOP 5 MEASURES FOR LIVE EVENTS

Hand sanitizer stations throughout the venue	Limited seating to allow for social distancing	Outdoor / open air venues	Limiting number of tickets sold / not allowing for maximum capacity	Attendees having to wear masks
61%	44%	51%	50%	32%
62%	50% ↑	48%	48%	42% ↑

Wave 3 (Week of 4/20) | Wave 4 (Week of 5/4)

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

COVID-19: Tracking the Impact on the Entertainment Landscape - Release 4
L6b. 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 - Wave 3 (743), Wave 4 (755).

Beyond the topline insights offered on Billboard Pro, the full Release 4 report further explores:

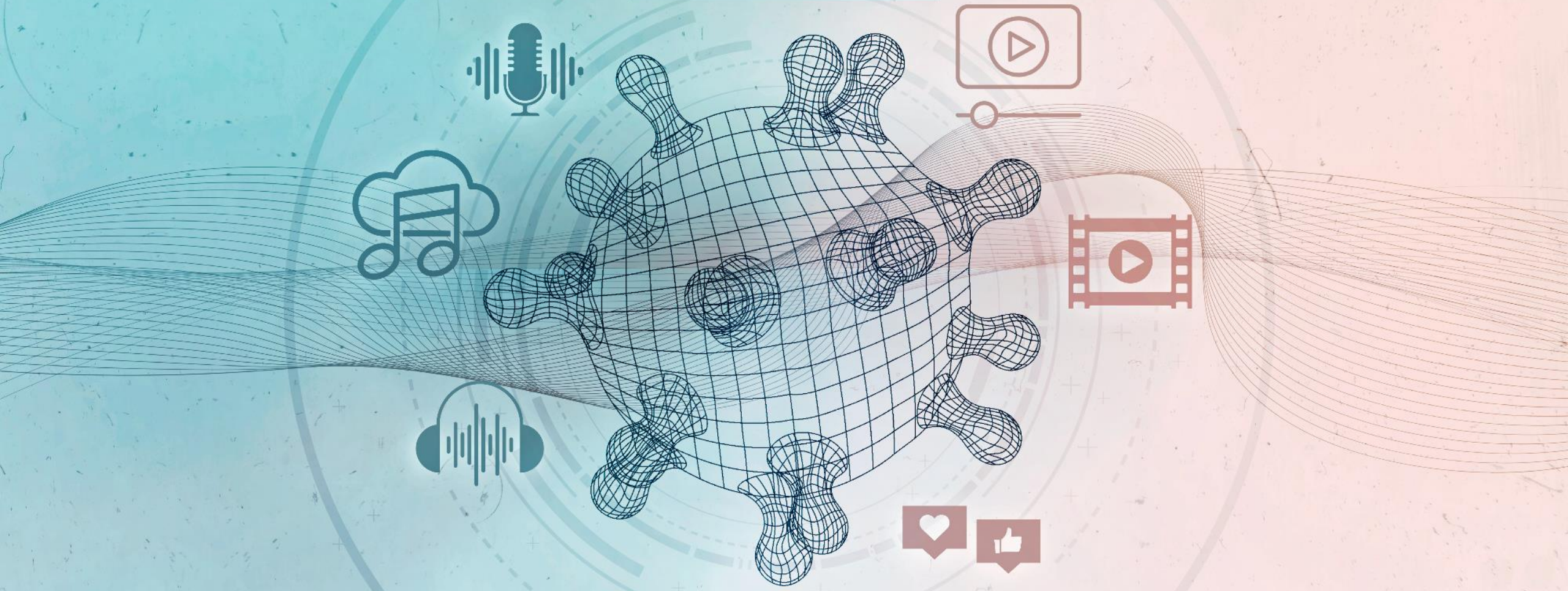
- ✓ Trends in music consumption and expectations consumers have for the industry
- ✓ A deeper dive into the future of live events
- ✓ Impact on live events among key genre fans
- ✓ Differences among multicultural audiences and regions that remain closed

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

COVID-19

TRACKING THE IMPACT ON THE ENTERTAINMENT LANDSCAPE

RELEASE 5



POWERED BY NIELSEN MUSIC, AN MRC DATA SERVICE

Life Suspended, Entertainment Unrestricted

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

MRC DATA

STUDY TIMING

Wave 5 data was collected **June 10th through June 14th, 2020**

DATA COLLECTION

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

SAMPLE SIZE

Interviews were conducted with **1,050 Gen Pop consumers** (Ages 13+) in the United States

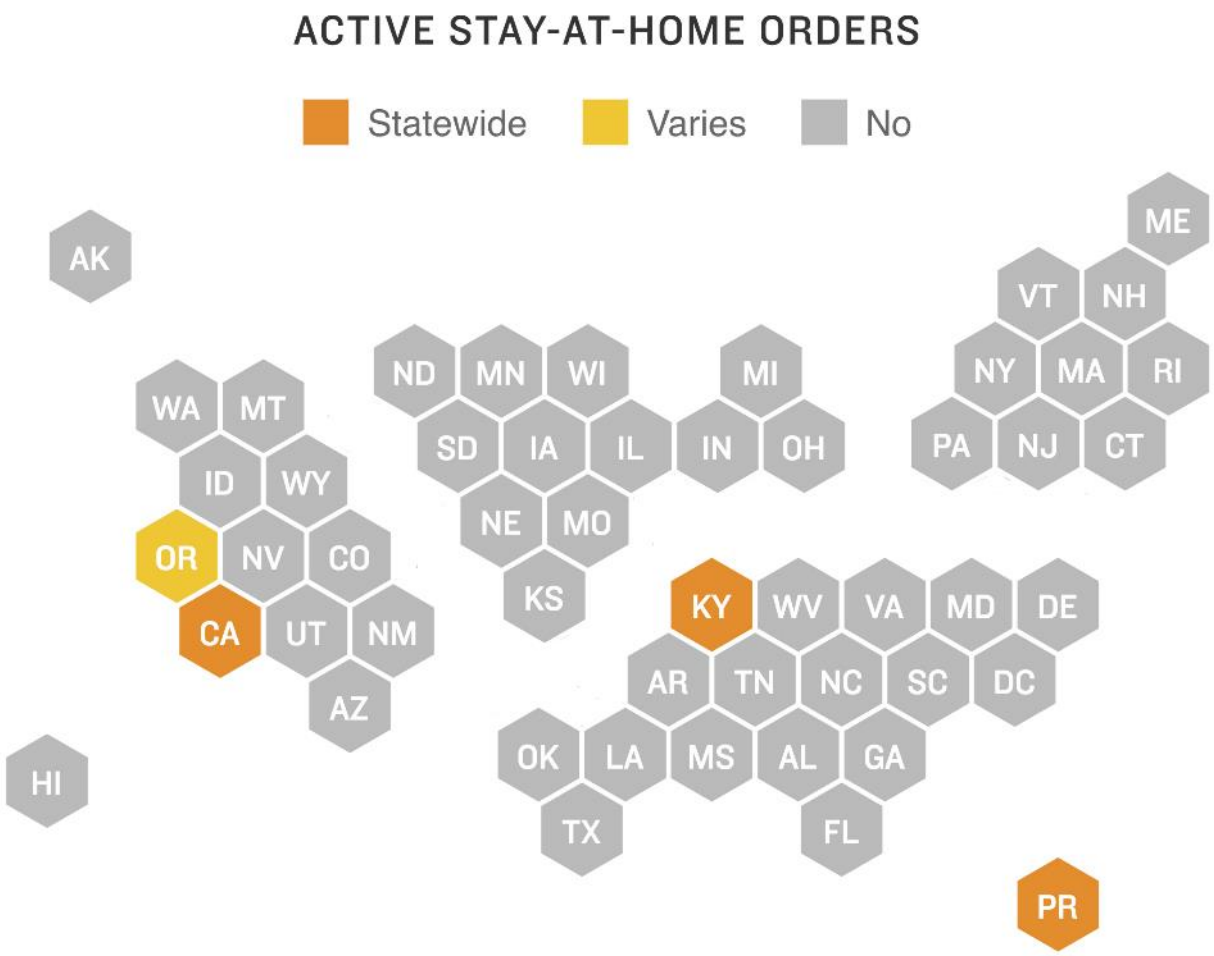
QUOTA BALANCING

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

ADDITIONAL ANALYSIS

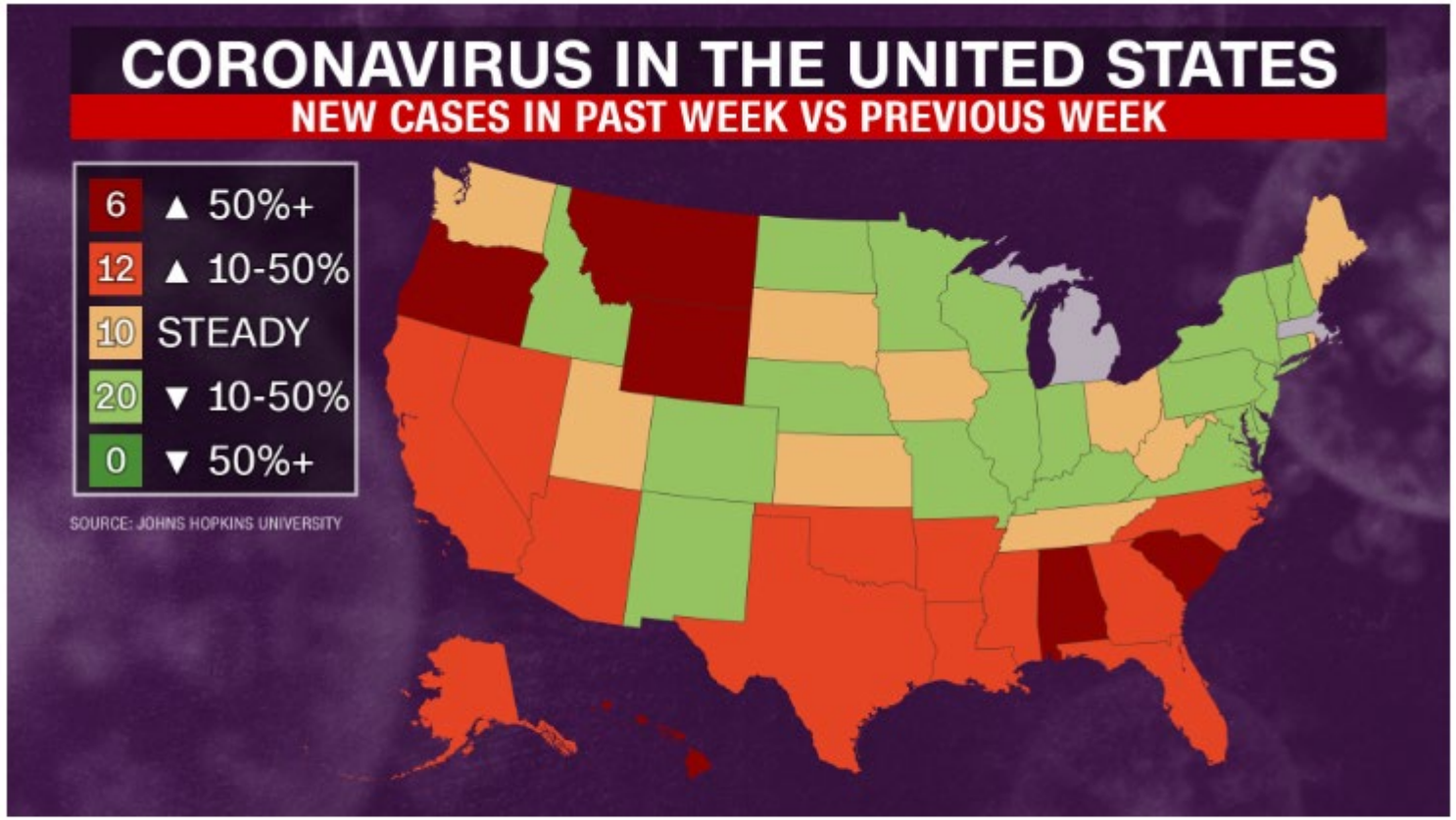
Please contact us if interested in learning about **additional or custom analyses**

Context: Stay-at-home orders have mostly ended across the United States for now



COVID-19: Tracking the Impact on the Entertainment Landscape - Release 5.
Source: NPR 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.

Source: CNN / Johns Hopkins https://www.npr.org/2020/03/12/815200313/what-governors-are-doing-to-tackle-spreading-coronavirus

Methodology: Music Consumption Data

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

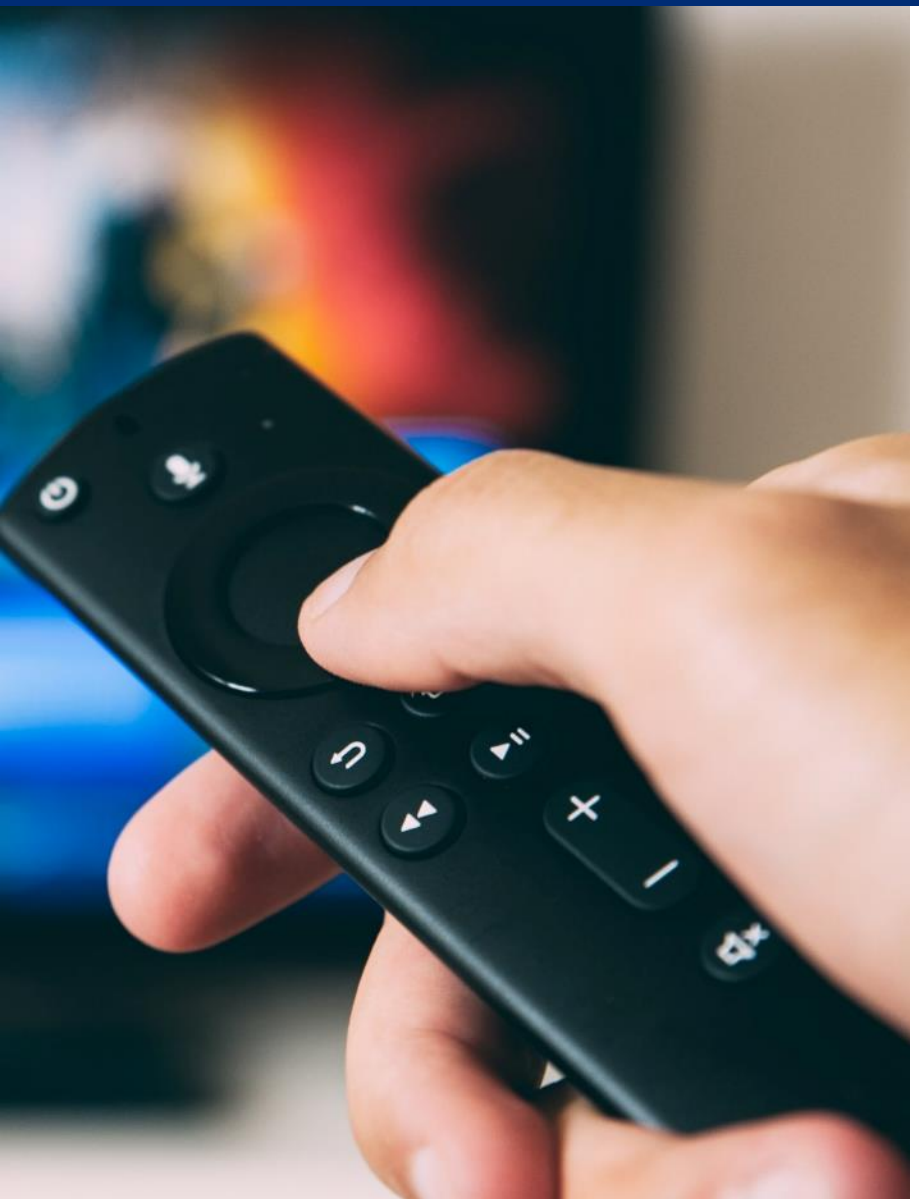
Throughout the report there may be references of indices to Gen Pop as noted by Italics in parenthesis, for example *(100)*.

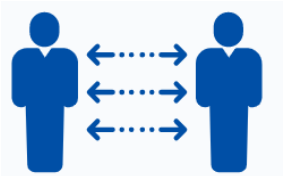
Indices are calculated as % of the sample group / % of Gen Pop.

Low Index (80 or below)	**Average** (Around 100)	**High Index** (120 or above)
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

Highlights

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.

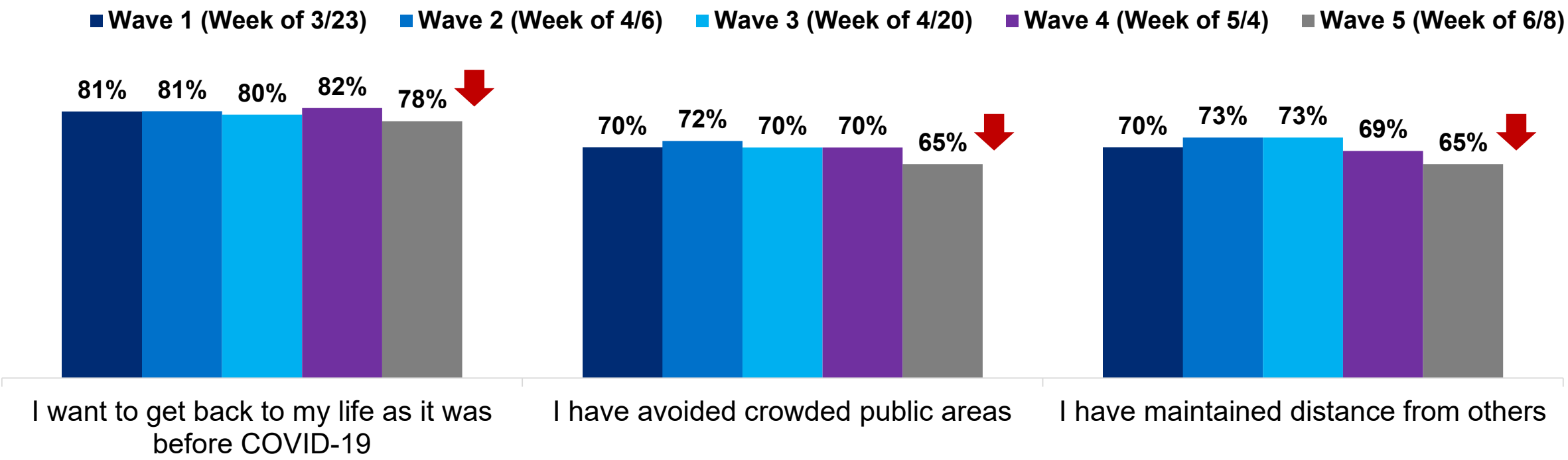
Less Time: With warmer weather and businesses such as restaurants and hair salons opening up, people are spending less time with indoor activities.

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

MRC DATA

COVID-19 ATTITUDES & ACTIONS



(Statistically significant from Wave 4 at 90%)

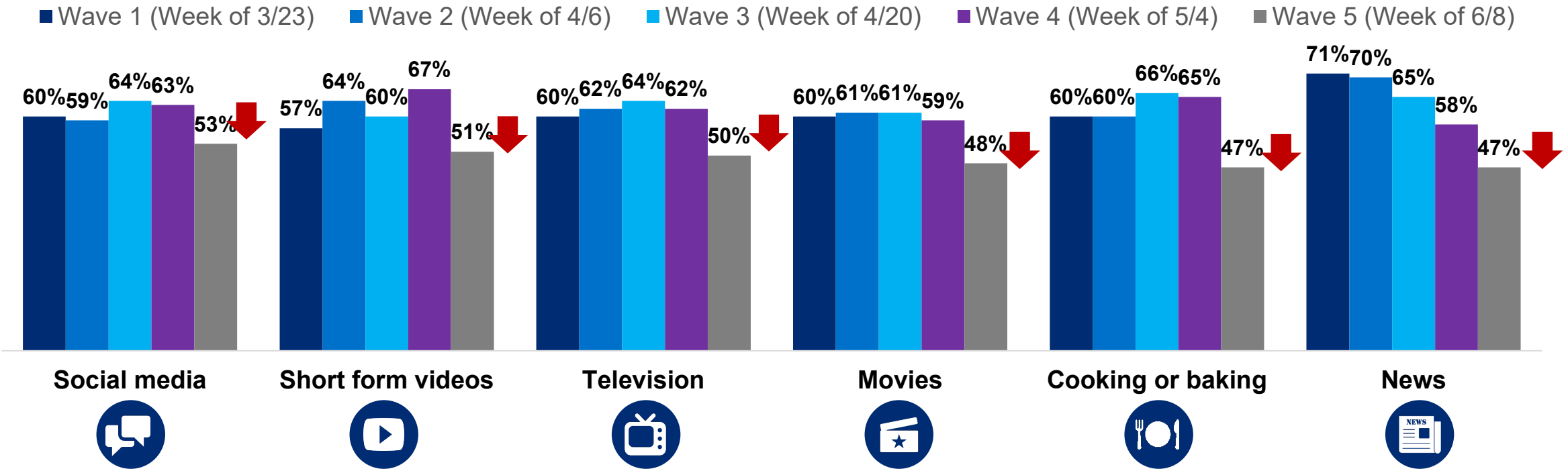
COVID-19: Tracking the Impact on the Entertainment Landscape - Release 5.
C1. How much do you agree or disagree that the following statements reflect your attitude surrounding the COVID-19 outbreak? Top 2 Box. Base: Gen Pop – Wave 1 (945), Wave 2 (1013), Wave 3 (1010), Wave 4 (1015), Wave 5 (1050).
C2. Which of the following actions have you taken in response to the COVID-19 outbreak? Base: Gen Pop – Wave 1 (945), Wave 2 (1013), Wave 3 (1010), Wave 4 (1015), Wave 5 (1050).

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



(Statistically significant from Wave 4 at 90%)

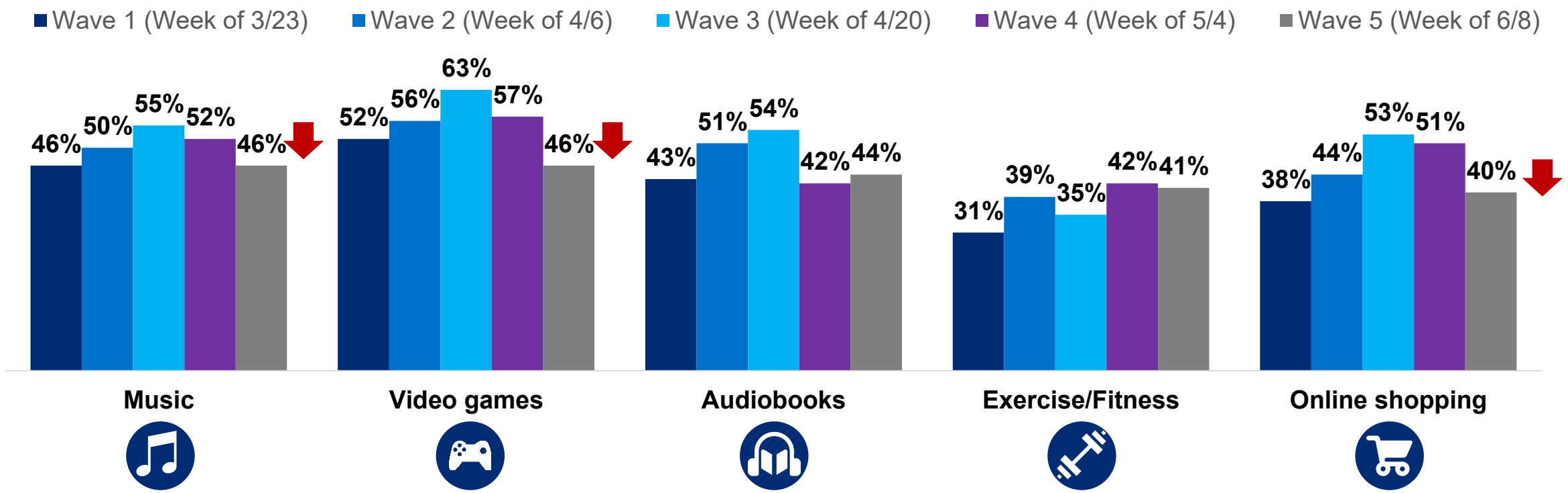
Audiobooks and exercise, which can be enjoyed outdoors, are the only top activities to not see declines

MRC DATA

MORE TIME SPENT WITH – RANK 6-10 ACTIVITIES

Among those engaging with specific activities

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



(Statistically significant from Wave 4 at 90%)

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

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.

Consumers are likely to continue to pay for subscriptions they added earlier in the pandemic

MRC DATA

INTEREST IN SUBSCRIPTION STREAMING SERVICES

	Have **added** a new subscription streaming service	Have **cancelled** a subscription streaming service	Likely to **continue paying** for added service after COVID-19
Wave 1 Week of 3/23	24%	17%	79%
Wave 2 Week of 4/6	24%	20%	76%
Wave 3 Week of 4/20	27%	23%	78%
Wave 4 Week of 5/4	31%	29%	84%
Wave 5 Week of 6/8	31%	33%	82%

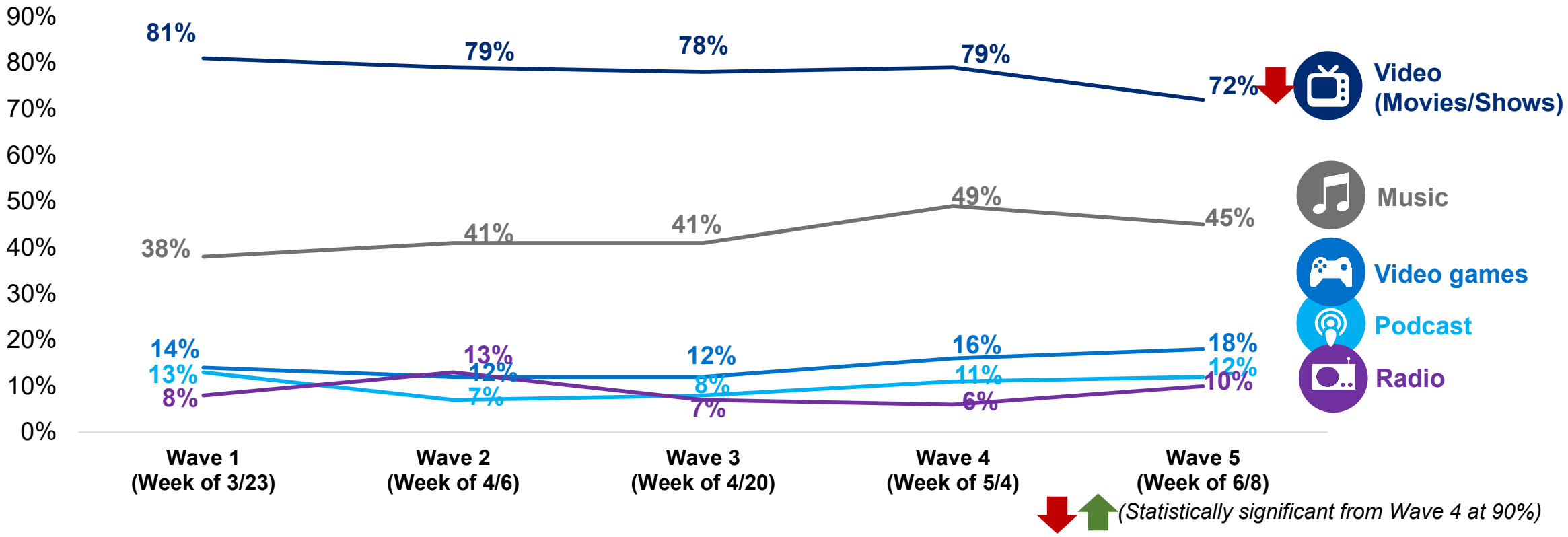
(Statistically significant from Wave 4 at 90%)

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). Wave 4 (969), Wave 5 (990). 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



COVID-19: Tracking the Impact on the Entertainment Landscape - Release 5.
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), Wave 5 (310).

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.

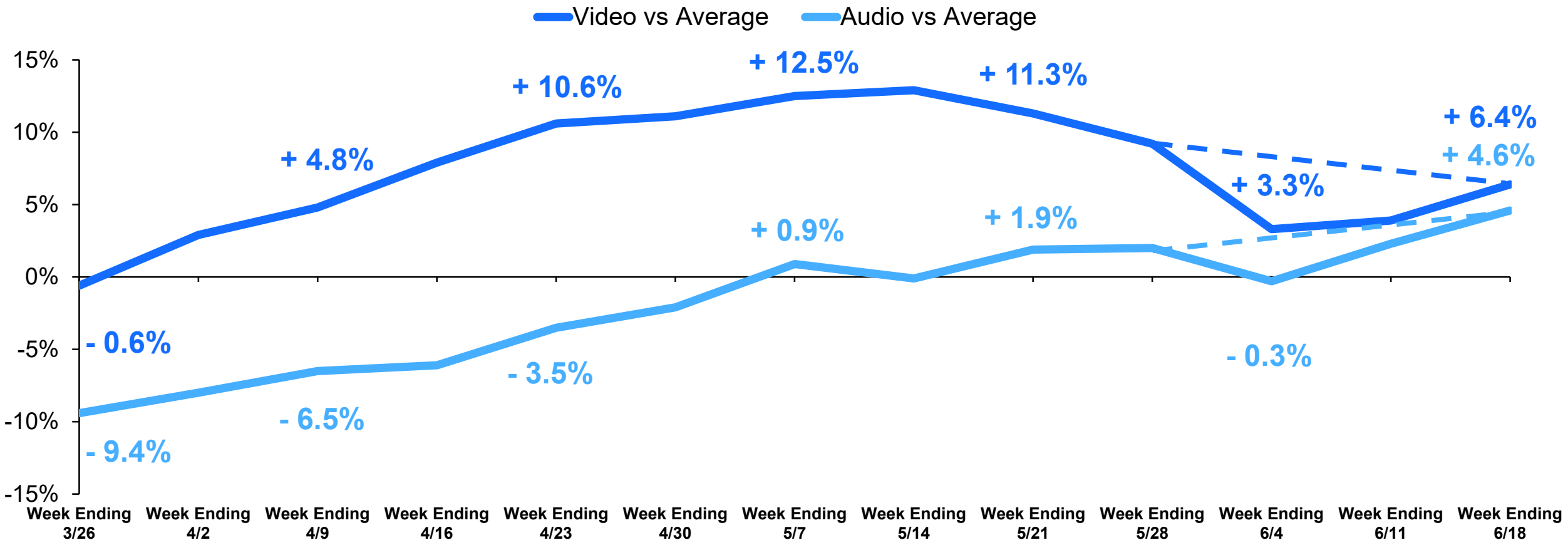
Physical Sales: As stores continue to reopen, independent and chain retailers are seeing an increase in physical album sales for the first time since the pandemic began.

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

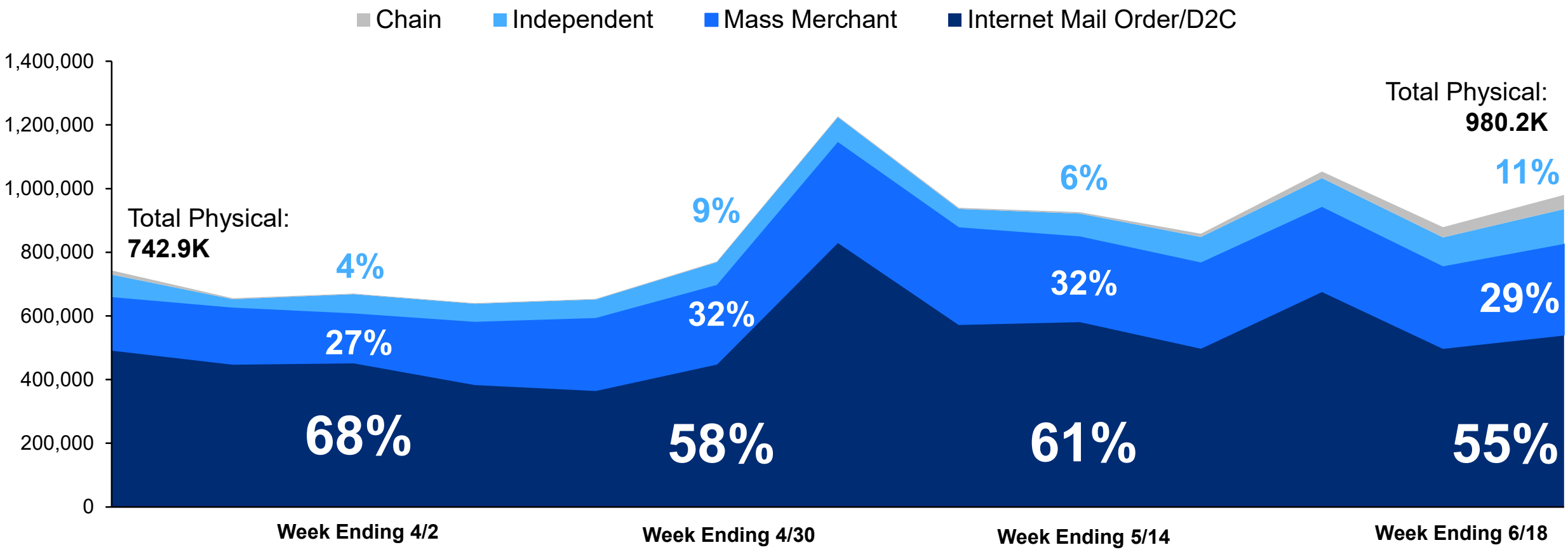
WEEKLY STREAMING PERFORMANCES VERSUS AVERAGE WEEK



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

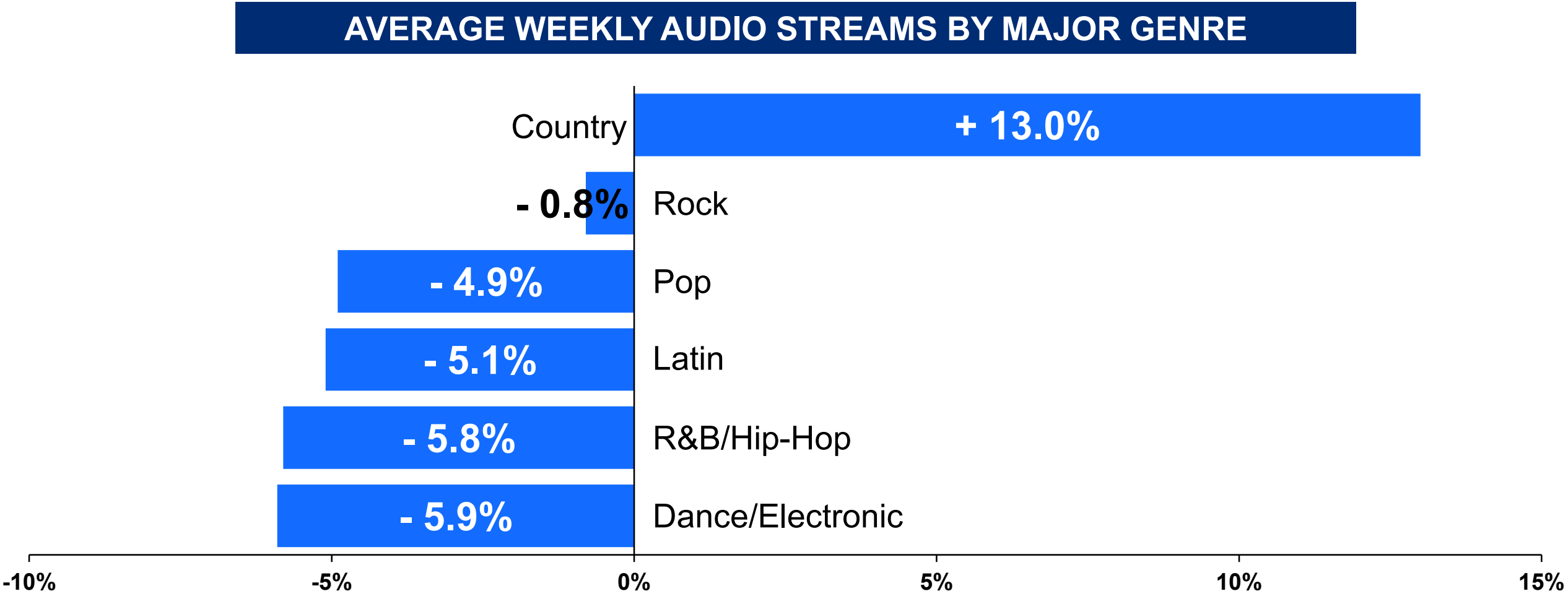
As states start to reopen, independent and chain stores see consistent increases for the first time since the initial impact

WEEKLY PHYSICAL ALBUM SALES BY STORE TYPE



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

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.

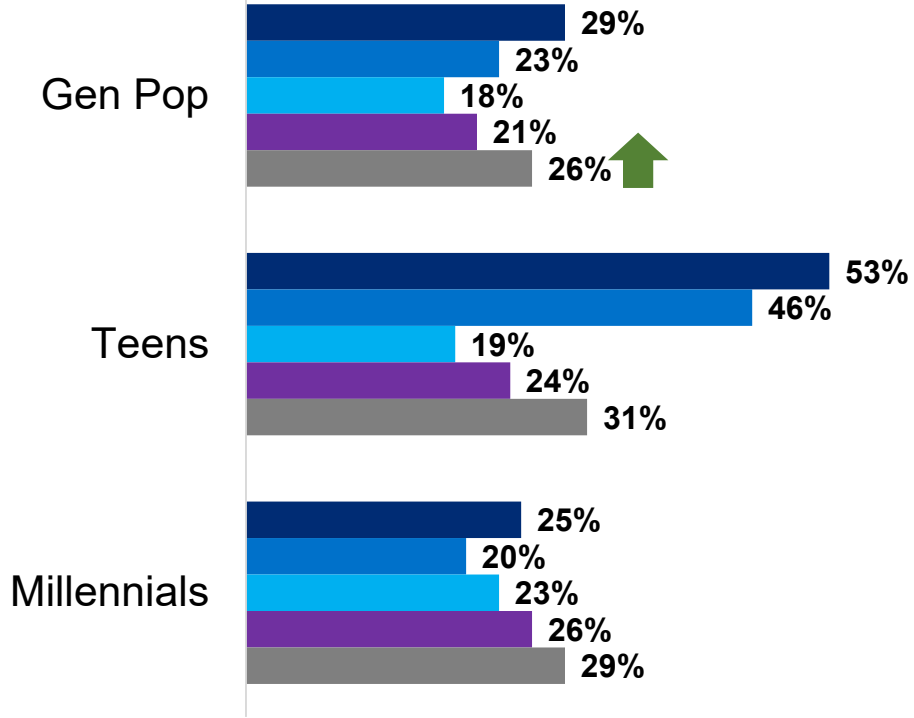
Safety Needed: Consumers want to feel safe and are accepting of measures and restrictions that will allow them to enjoy events safely. As people are getting used to advanced safety precautions such as wearing masks or avoiding crowds, they've embraced this new norm in live events as well.

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.

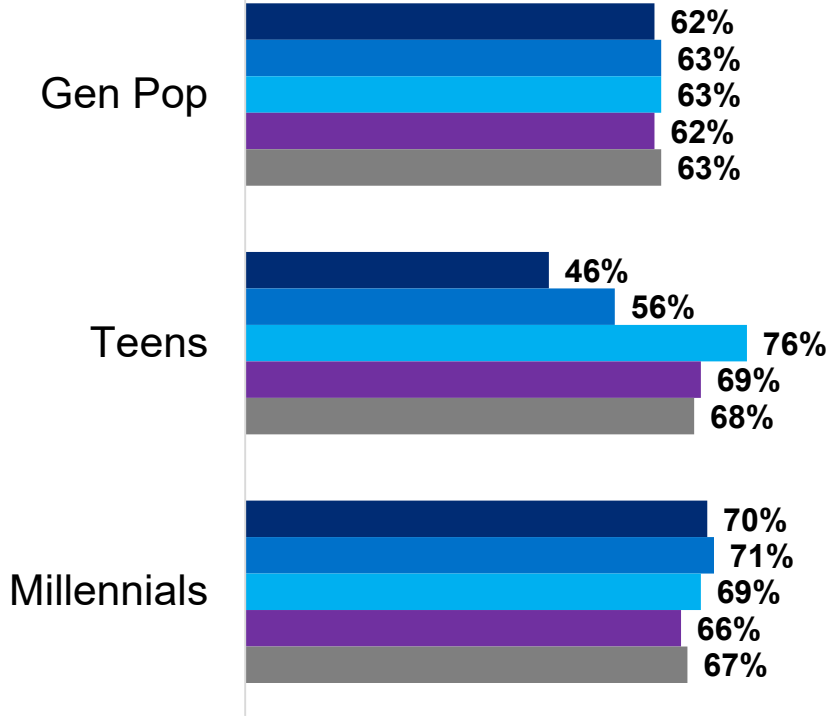
Interest in returning to events has increased though many would still prefer a smaller crowd

MRC DATA

LIKELIHOOD TO ATTEND LIVE EVENT 1 MONTH OR LESS AFTER PANDEMIC



WILLINGNESS TO ATTEND EVENT OF 250 PEOPLE OR LESS



Wave 1 (Week of 3/23) | Wave 2 (Week of 4/6) | Wave 3 (Week of 4/20)
Wave 4 (Week of 5/4) | Wave 5 (Week of 6/8)

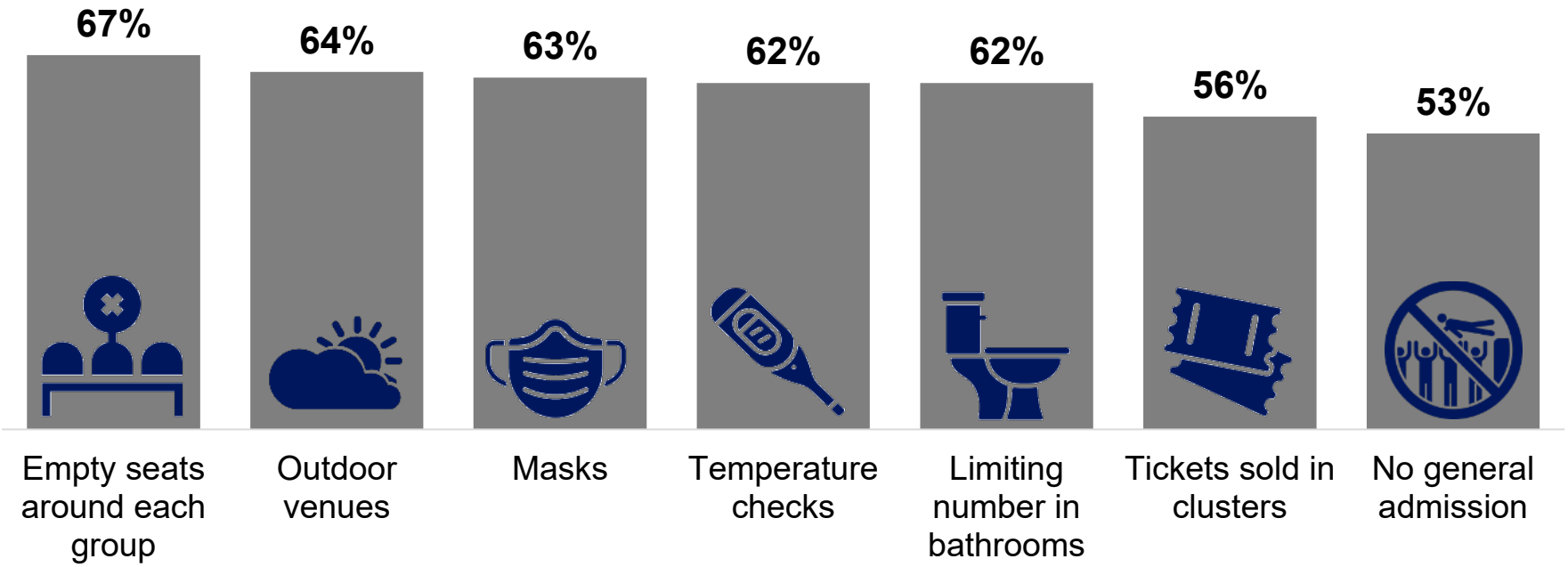
(Statistically significant from Wave 4 at 90%)

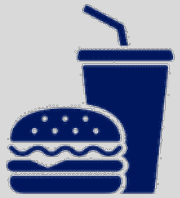
COVID-19: Tracking the Impact on the Entertainment Landscape - Release 5. L5. How long after the COVID-19 pandemic has passed or a vaccine/treatment is available would you be willing to attend a live event? Base: Live Event Goers – Gen Pop: W1 (701), W2 (701), W3 (759), W4 (765), W5 (765), Teens: W1 (70), W2 (81), W3 (72), W4 (82), W5 (88), Millennials: W1 (228), W2 (252), W3 (272), W4 (283), W5 (299). 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: W1 (658), W2 (683), W3 (743), W4 (755), W5 (751), Teens: W1 (65), W2 (80), W3 (68), W4 (78), W5 (85), Millennials: W1 (222), W2 (248), W3 (268), W4 (280), W5 (294).

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…





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

MRC DATA

INTEREST IN VIRTUAL CONCERTS

	Wave 1 (Week of 3/23)	Wave 2 (Week of 4/6)	Wave 3 (Week of 4/20)	Wave 4 (Week of 5/4)	Wave 5 (Week of 6/8)
Have **watched a virtual concert** / live streamed performance	21%	19%	20%	20%	22%
Consider virtual concerts an **acceptable solution** for a cancelled event	16%	14%	15%	18%	19%
Likely to stream a virtual concert in the next 2 weeks	34%	35%	33%	37%	37%

(Statistically significant from Wave 4 at 90%)

COVID-19: Tracking the Impact on the Entertainment Landscape - Release 5. E5E. In which of the following ways have you engaged with music in the past 2 weeks? Base: Music Consumers – Wave 1 (608), Wave 2 (661). Wave 3 (692), Wave 4 (669), Wave 5 (690). QL2B. Which of the following would be acceptable solutions for a cancelled or postponed event? Base: Cancelled Event Attendees – Wave 1 (485), Wave 2 (554), Wave 3 (622), Wave 4 (639), Wave 5 (662). QL8. How likely are you to stream a virtual concert or live streamed performance in the next 2 weeks? – Top 2 Box. Base: Non Live Streamers – Wave 1 (815), Wave 2 (887), Wave 3 (874), Wave 4 (879), Wave 5 (897).

Consumers want to see brands support artists and virtual concerts in a way that doesn't disturb their viewing experience

MRC DATA

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%)

COVID-19: Tracking the Impact on the Entertainment Landscape - Release 5
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 – Wave 5 (1050).

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