

GENERAL IDEAS FOR THIS SESSION

Media Consumption & Consumer Trends Under the Coronavirus Effect

To date, through three waves of dedicated COVID-19 research across 17 markets, GWI has explored and tracked its impact on consumers and how they're responding and behaving off the back of the pandemic.

As COVID-19 and its social distancing measures continue to cloud and disrupt daily lives across the globe, the beginning of the new decade has been marked by a sudden shock in the way media is consumed across all demographics, and has undoubtedly redefined the future of media consumption.

With more empty hours to be filled each day, 95% of consumers say they're now spending more time on in-home media activities, and after weeks of lockdown, consumers are dedicating more time to offline activities to pass the time too. Books/literature for one has fallen more into consumer favor; a third are reading more books or listening to more audiobooks, and many of these say they'll carry on doing so. Subscription models especially have had an opportunity to shine.

In this session, we will explore these key changes in media consumption in more detail, as well as what the post-outbreak landscape will look like. Which media will continue to fare better than before, which trends will disappear, and what might the 'new normal' look like?