

STATE OF MEDIA

APRIL 2020

The outbreak of COVID-19 has impacted all industries in a number of ways—from disrupting company operations, to changing consumer decision making to complete business closures. In recognition of the new challenges our clients are facing, the below guide sheds light on the trends and opportunities surfacing in the media landscape.

Media usage is on the rise overall and the opportunities for advertisers lie in the shifts and changes happening in consumer behavior. We understand that each client is unique due to their industry, budget, and operations during this time so our goal is to work with each personally to establish the appropriate media mix and recommendations needed to support your business.

If you need help keeping your business visible and connected, we can help.
Call us at 585-264-3600 or visit our website at www.jayww.com for more information.

NEWS IS KING

News viewership and consumption has grown exponentially throughout the month of March with users tuning in for the latest updates both locally and nationally. New waves of users have flocked to local news websites for real-time updates while others have begun viewing at midday dayparts – these both represent huge opportunities for advertisers.

+ 80%

News Viewership &
Consumption

+ 40%

12p News and Midday Dayparts

+ 31%

Live News via ConnectedTV

+ 60%

Local News Site Visitation

TELEVISION VIEWING GROWS

As users are spending more time at home, their large-screen viewing continues to grow across broadcast, cable and connected tv platforms. With a huge influx of inventory, advertisers have the opportunity to take advantage of incentives and negotiations.

+ 44%

Broadcast
Viewership

+ 27%

Cable
Viewership

+ 45%

Connected TV
Usage

AUDIO SHOWS MILD CHANGE

Radio and streaming audio usage show low level increases compared to other platforms detailed in this report. Primarily the shift is being seen in the types of content listened to and the location and device they are listening from.

- + **18%** Streaming Audio
- + **16%** Radio
- + **10%** Podcasts

SOCIAL SHIFTS

32% of users spending more time on social media overall

- + **53%** Facebook browsing
- + **32%** Instagram browsing
- + **15%** Messaging app usage

Top video streaming service, YouTube, along with content curation platforms like Pinterest have seen light to moderate increases in usage with the biggest impact being on the types of content being viewed.

Content Increases:

- Gaming
- Comedy
- Non-Profit / Activism
- Science / Technology
- Fitness & Self Care
- Homeschooling & Kids Activities
- Recipes

WEB TRAFFIC INCREASES

Web and app usage continues to change as consumers adjust to their "new normal".

- + **22%** Overall Web Traffic
- + **32%** Online Shopping
- + **37%** Video / PC Gaming
- + **18%** More Time on Apps

Search trends reflect a 7% decrease in impressions nationally but results overall are varying dramatically by industry and service. Overall trends in search below:

- **Change in time of day** - 15% spike in late night searches
- **Conversion rates dropping up to 21%** - particularly in lead gen. spaces.
- **Mobile searches down 25%** - users are increasing desktop usage when home
- **Store visits drop 90%** - non-essential business closures mean campaigns can no longer be set up to drive location visits

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