

# MIDiA. COVID-19 Media Impact Analysis

Subscription Offer





GBP £3,500

*Usual annual single research vertical price – GBP  
£25,000*

COVID-19 is having a clear and direct impact on the entertainment and leisure industries, driven by investor uncertainty – resulting in plummeting share prices – and restrictions on movement of people, leading to quickly-transforming consumer behaviour patterns.

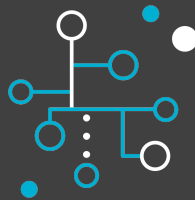
At this time, the questions to ask yourself are:

- Do you have the best strategy to weather current market conditions?
- Should you prioritise certain territories over others?
- What content is relevant to your consumers at this challenging time?
- What are the available opportunities now, and after the pandemic?

To help you navigate through these unprecedented times, MIDiA has put together a special, heavily discounted, 3-month COVID-19 subscription package for smaller media companies for up to five users.

## 3-month subscription featuring:

### COVID-19 IMPACT ANALYSIS



An ongoing stream of reports focusing on the impact of the Coronavirus on the entertainment industries.

Reports focusing on the economic impacts of COVID-19 and the resulting recession.

Two reports per month on top of existing stream of COVID-19 and recession impact research.

### GAMES ANALYSIS



At least x1 report published per month.

Reports typically focus on consumer behaviour profiling, and segmentation, emerging consumer trends, value chain analysis or market specific insights.

Over 50 historical reports available to read and download, along with slides and data.

### FUSE DATA PLATFORM



Access to our comprehensive database, featuring our proprietary consumer survey data and market models.

This includes country level consumer behaviour and attitudinal data enabling clients to cross reference and analyse overlaps across entertainment

## POST-PEAK ATTENTION ECONOMY

Entertainment companies no longer compete for consumers' available time, but rather for time already allocated elsewhere. With everyone competing for the same 24 hours businesses should rethink their view of the marketplace, and optimise strategies for a peak attention environment. What are the opportunities and pitfalls now that traditional entertainment siloes are dissolving and Netflix competes against Fortnite as much as against HBO?

## GAMES STREAMING

Streaming will transform some of the core dynamics of the games industry. Deep-pocketed market entrants and a gradually decreasing need to pay for expensive games-dedicated hardware means disruption across rights, production and distribution. Should you strike an exclusive content deal? Build a subscription offering? Performance level to expect on various platforms?

## CROSS-ENTERTAINMENT OVERLAPS

The need for collaboration and avoiding conflict is ever more crucial in the post-peak attention economy. Understanding audiences across entertainment through a holistic lens will lead to efficient and impactful engagement to strategies. Who are gamers across entertainment? What makes them tick across video, music, sports, branding, social media and how can this be leveraged to gain a competitive advantage? How to foster fandom, branding and franchising opportunities.

## ESPORTS & GAMES VIDEO

While sponsorships and brand interest are on the rise, a key opportunity lies in esports media rights and games related video content more broadly. Bringing this to the mainstream audience will require focusing on esports and games video as an 'entertainment' format, instead of a 'games event' format. How will games content resonate with video audience? Which platform is best for your type of content?

## THE RISE OF DIGITAL WORLDS

Marshmello and Star Wars in Fortnite are just the start. As entertainment continues to intertwine, games worlds are optimally positioned to host an array of live digital entertainment events, and enable consumers to express their cultural image in the digital era. What type of digital events should your world host? Who is the ideal partner? How to build, promote and sustain a games world which remains attractive for consumers, brands, and partners alike.

## TECH MAJOR DISRUPTION

Gaming is a key step on the tech majors' journey to build all-encompassing digital life ecosystems. Significant amounts of investment combined with their ability to create synergies across existing media offerings puts pure-play companies at the risk of disruption. How should companies adjust? Should they consider M&A? Which tech major should they partner with?



## LEISURE & ENTERTAINMENT

The spread of COVID-19, and the responses of industry and governments alike, is unprecedented. It is, however, the restrictions on movement of people along with the response of consumers and investors that is causing the biggest disruption and will have the most impact on entertainment businesses. What are the potential near / mid-term impacts on entertainment businesses?

## RESHAPING DEMAND

The economic disruption and social dislocation caused by the COVID-19 pandemic is not evenly distributed. Some business face catastrophe, while others thrive. Across the entertainment industries the same is true, ranging from a temporary collapse of the live music business through to a surge in gaming activity. Who will be the winners and losers in the entertainment industries?

## CHANGING CONSUMPTION HABITS

While It is crucial to remember that many emerging media consumption behaviour shifts are a snapshot of a unique moment in time, there are some changes that will persist post-pandemic. What are the media trends that will become the new normal in a post-COVID world?

## IMPACT ON STREAMING

One of the logical conclusions to draw about the extra time people are spending at home is that this will result in a boom for home entertainment. The natural assumption would be that music streaming would see a bump too, however the data is mixed. There are signs of uplift, and there are signs of decline. What is actually going on?

## ENTERTAINMENT SPENDING

Even before the global coronavirus outbreak, faltering confidence in the global economy suggested that a recession was looming. With stock markets trending down following the upswing in coronavirus cases, the chances of a global recession are rising. Will entertainment spend suffer as it has done in previous recessions, or will it weather the storm?

## COVID-19's IMPACT ON GAMES

Although the effect of self-isolating may lead to increased engagement rates with digital entertainment and media services in the immediate short term, the key concern remains around the wider economic situation and potentially a not-so-short recession once coronavirus is gone. Could games be positioned to come out stronger than ever before?



Get in touch for a demo and more information



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