

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.

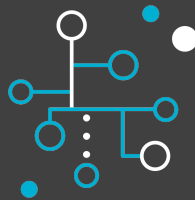
At this time, the questions to ask yourself are:

- 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.

MUSIC & MEDIA ANALYSIS



At least x1 report published per month across Music and x1 report per month in Media.

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

Over 200 historical reports available to read and download.

FUSE DATA PLATFORM



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

This includes global and regional trend data for content consumption, platform and device engagement, revenue and subscriber market shares.

PLAYLIST STRATEGIES

Playlists have become a core music consumption habit and, in turn, one of the most valuable marketing commodities in music. A prominent playlist placement remains a key objective of most new release strategies. Should labels choose to focus on new playlist strategies now, or focus on what's next beyond playlists?

CREATOR ECONOMY

As music industry revenues have returned to growth, there has been an influx of investment pumped into the music business. This is enabling the birth of a new element of the value chain that is competing by using a range of new tools and business models to enter a space that was once dominated exclusively by rights companies. How much is this sector worth to the global music business?

INDEPENDENT ARTISTS

The rise of independent artists is one of the most important changes to happen to the modern recorded music business. While traditional label models still dominate, ever more artists are pursuing non-traditional alternatives, from self-releasing to joint-venture label service deals with majors. How do record labels need to re-imagine their value proposition to artists?

MUSIC PUBLISHING M&A

Tencent's acquisition of 10% of Universal Music Group has set a new high-water mark for what risks becoming an overheated music rights, mergers and acquisitions (M&A) sector. However, investment appetite remains strong and catalogue supply constrained so there will be plenty more activity before the inevitable contraction. Does consumer consumption justify rapidly inflating NPS prices for publishing catalogues?

STREAMING MUSIC GROWTH

With the leading streaming services consolidating their market shares, consumer adoption continues to grow, but as leading markets mature, future growth will depend upon mid-tier markets and later on emerging markets. How is disruption in the market from artists direct to Spotify's strategic initiatives shaping the overall growth of the recorded music business?

MUSIC INDUSTRY DISRUPTION 2020+

Although the revenue growth story of the music industry is strong, the market itself is undergoing profound change. From streaming deflation, catalogue pressure and labels as a service through to value chain disruption, tech major bundling and post album economics, what are the key trends that are helping to reshape the modern music business?

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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