

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:

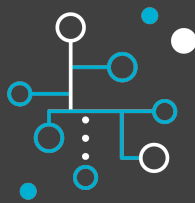
- Do you have the best strategy to weather current market conditions?
- Should you prioritise certain territories over others?
- What content is relevant to your consumers at this challenging time?
- What are the available opportunities now, and after the pandemic?

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.

MIDiA. What is included

3-month subscription featuring:

COVID-19 IMPACT ANALYSIS

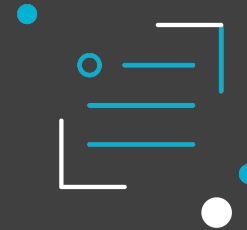


An ongoing stream of reports focusing on the impact of the Coronavirus on the entertainment industries.

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.

VIDEO & MEDIA ANALYSIS



At least x1 report published per month across Video 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.

D2C STRATEGIES

2019/2020 is being defined by the launch of new video services from the media and tech majors. Each go-to-market strategy is based on differing competitive advantages. Ecosystems leveraging bundles and content libraries are all key to understanding the likely impact of these services. What will ultimately matter most to consumers as streaming video becomes mainstream?

SUBSCRIBER DEEP DIVES

The consumption behaviour of the streaming subscriber is fundamentally different to the linear TV viewer. Understanding the nuances of how streaming subscribers engage with services and TV show content is as crucial to understanding the demographic breakdown of the subscribers themselves.

SUBSCRIBER RETENTION

As peak attention starts to be impacted by the D2C services, subscriber retention is now more important than ever. The competing pull of other video and non-video services pose an increasing challenge. What is the optimal subscriber pricing and frequency? What is the trade off between content versus user journey?

STREAMING VIDEO MARKETING

Understanding fandom is the prelude to building a robust marketing strategy focused on streaming consumers. What is the best way to build fandom and how can it be leveraged to grow service engagement both in new sign ups and in time spent?

THE RISE OF AVOD

Following on from the disruptive impact of SVOD traditional pay-TV, AVOD is poised to accelerate a similar level of disruption in free-to-air. How effective are the current AVOD alternatives to broadcast and how likely are they to become substitutive rather than additive digital successors to the traditional TV advertising market ecosystem?

THE SOCIAL VIDEO OPPORTUNITY

Social video by engagement and volume of content remains the leading video format globally. How much will established social video leaders continue their market dominance in the face of the rise of new disruptors both from tech and from traditional media?

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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