

A modern living room with a white sofa, a coffee table, and a large TV. A woman is sitting on the sofa using a laptop, and another woman is sitting on the floor using a tablet. A man is sitting on the floor in the foreground using a laptop. The TV is showing a news broadcast with two people. The room is bright and contemporary.

# Streaming in the Time of Coronavirus

Conviva's COVID-19 Social & Streaming Report

## An Unprecedented Time for Streaming and Social Media

At a time when society has never been more digitally connected, countries around the globe are imploring their people to be socially distant. For the good of all, each is asked to make sacrifices. But in the age of connectedness, with options for news, entertainment, and friendships at the press of a button, the sacrifices are not nearly as harsh.

COVID-19 has had immediate impacts on consumption patterns and engagement across streaming and social media, with marked differences in the past month alone.

### Key Findings on the Impact of COVID-19:

- **Streaming skyrocketed in March** – On a global scale, streaming jumped more than **20%** as compared to two weeks prior, with the Americas contributing significantly, up nearly **27%** in the same time period.
- **Primetime shifted earlier** – As viewers watched throughout the day, rather than just tuning in for primetime, daytime viewing jumped nearly **40%** as compared to two weeks prior.
- **Facebook is THE platform for local news** – Local news accounts in the United States tallied the largest increase in viewing over the past 30 days with an increase of **118%** in average views per video and total video views up **247%**.
- **Engagements were up on social news** – Twitter led in engagement with **150%** increase in average engagements per video for global news accounts and **196%** increase in average engagements per video for local news accounts in the United States.



# The Allure of Streaming while Socially Distant

## Entertainment, Education, Information

As strict social distancing guidelines are rolled out around the world and over a quarter of the globe is under quarantine, streaming has become a welcome digital distraction for many. The medium offers entertainment, education, and information, and can provide a much-needed escape to another time and place.

The tragic health crisis playing out around the globe has led streaming viewing time to skyrocket worldwide, and has also altered when viewers consume content, as homebound watchers stream news, shows, and movies throughout the day.

Annually, Conviva measures in excess of a 500 million unique viewers watching 150 billion streams across more than 180 countries. To understand the recent impact of COVID-19, Conviva analyzed global streaming data from the 21-day period between March 3 and March 23, comparing the last 7 days ending March 23 to two weeks prior for this report.



## Regional Change in Viewing Hours Throughout March

In the span of just three weeks, as the world closed businesses and urged people to stay home, streaming surged as an escapist outlet.

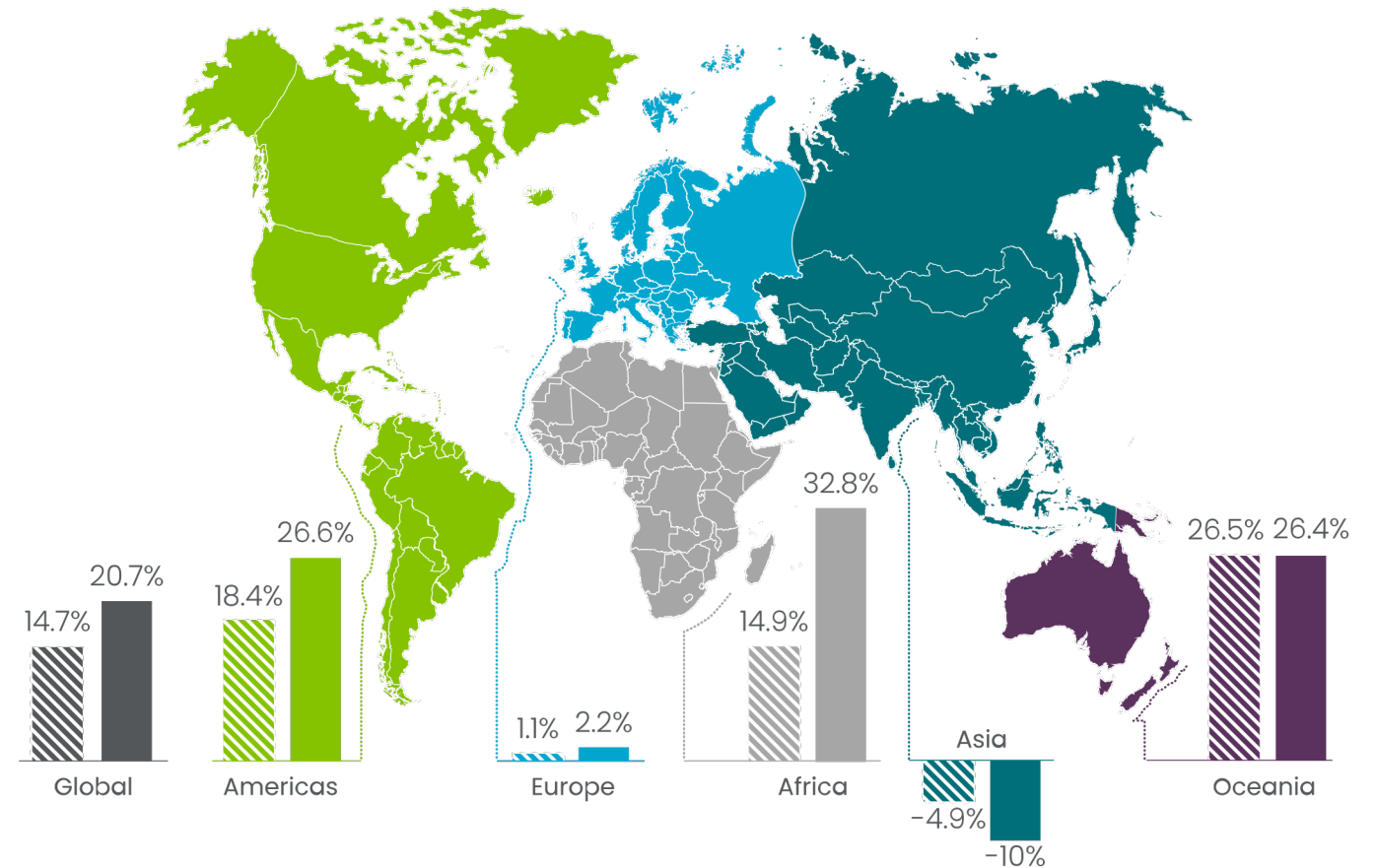
On a global scale, streaming jumped more than 20% as compared to two weeks prior, and nearly 15% versus the previous week.

This increase was led by the Americas and Oceania, up nearly 27% each, as well as Africa, up nearly 33% as compared to two weeks prior.

Europe saw a smaller lift as compared to two weeks prior, up only 2.2% over the same time period, but has seen larger increases in recent days with the launch of Disney+. Asia, historically a mobile-first streaming market, netted a decline, down 10% as viewers stay home.

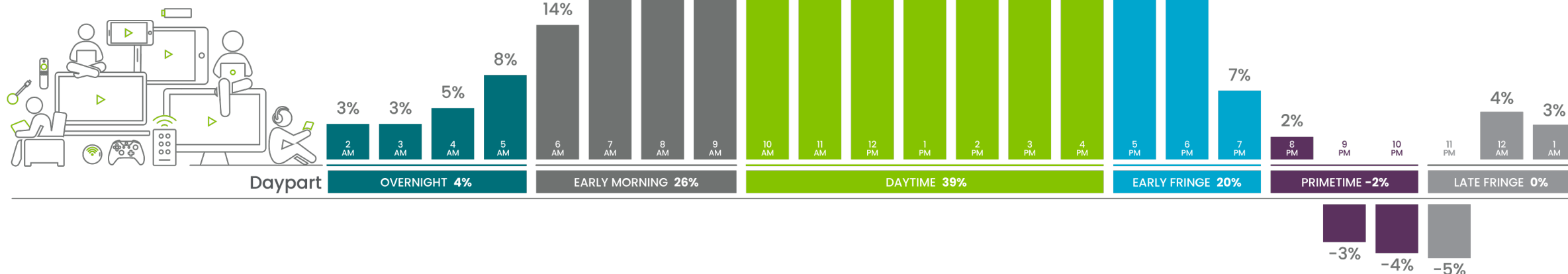
### Increase in Streaming Viewing Hours by Region

March 17-23 vs The Previous Weeks |  vs 1 week ago |  vs 2 weeks ago



## Increase in Global Streaming Viewing Hours

March 17-23 vs. March 3-9



## Shifting Primetime

As more viewers stayed home, watching throughout the day, the primetime peak shifted with viewing spread more evenly across more hours of the day.

The daytime viewing hours of 10am-5pm rose significantly, nearly 40% overall, with a peak increase in time spent streaming of 43% for the 11am hour as compared to two weeks prior.

Conversely, primetime viewing experienced a drop in time spent, with 8-11pm down 2% over the same time period.

The off-hours viewing spilled into early morning hours which were up 26% and early fringe, up 20%. Meanwhile, late fringe and overnight stayed relatively static.



# The Critical Importance of Social News

## Staying Informed, Locally and Globally

Social media is best known for its ability to keep people connected to one another. In this age of social distancing, this is particularly important to maintain camaraderie and solace between homes.

Equally important is the ability for people to stay informed on both a global and local level. In a crisis like the world is facing today, social media facilitates the up-to-the-minute information that is critical as the situation develops with each passing minute.

Facebook and Twitter have been at the forefront of social news, as engagements and views soared among global and local news organizations. Conviva analyzed the performance of over one thousand news outlets on social media, to observe how the past 30 days (Feb 21- March 23) compared to the prior 30 days.



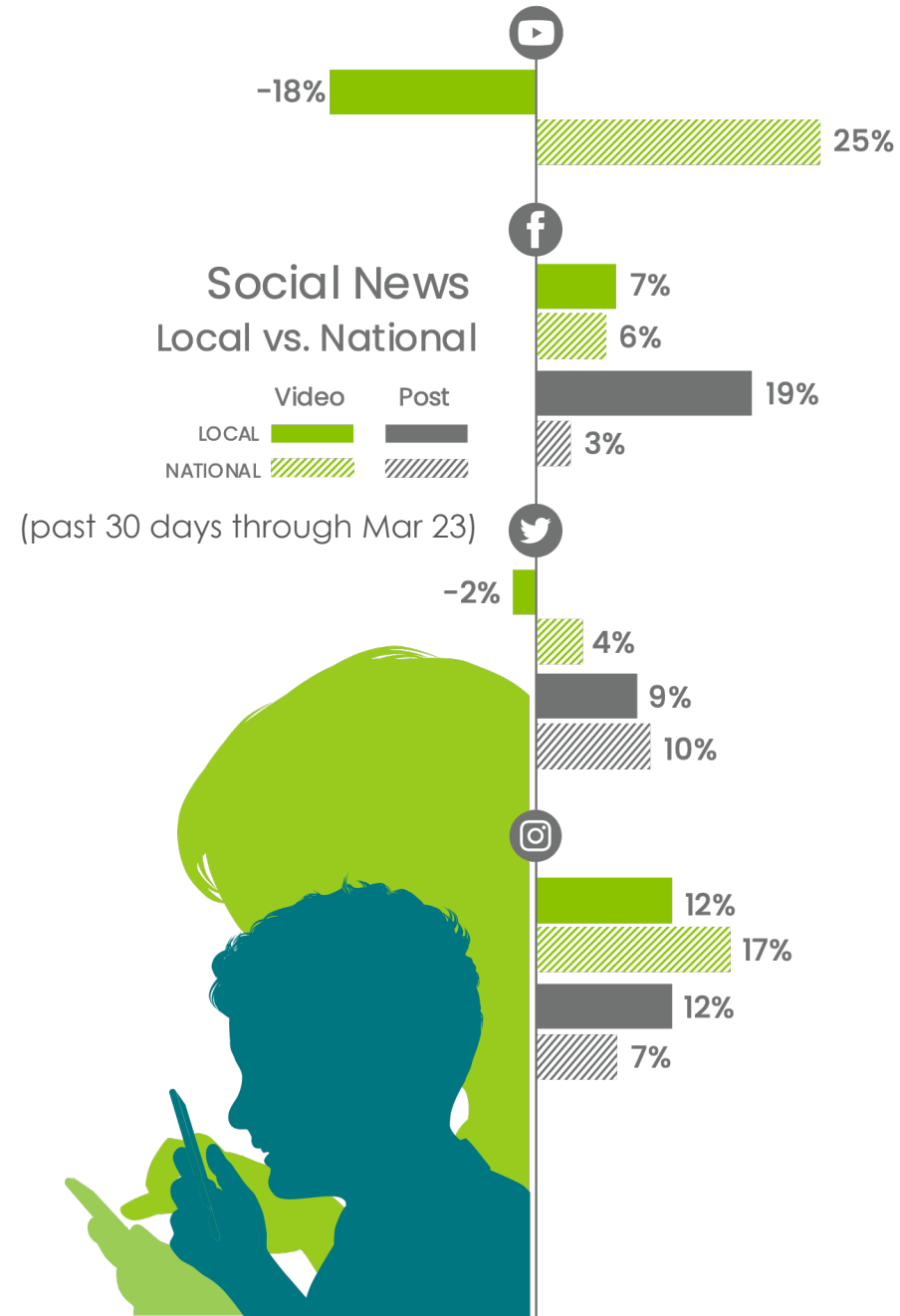


## Social News – Content Production

Publishers have been quick to adapt their content strategies to address the public's desire for relevant and comprehensive information regarding the virus.

Post volume for all social networks has risen, nearly across the board. It is noteworthy that the lack of sports, events, and special interest stories did not deter news outlets from posting as much or more than usual, with all eyes on the impact of the virus.

Among local news posts, Facebook saw the largest increase, up 19%. Among global news outlets, YouTube tallied the largest increase in videos, up 25%, but saw a significant decrease in the output of local news content, down 18%.

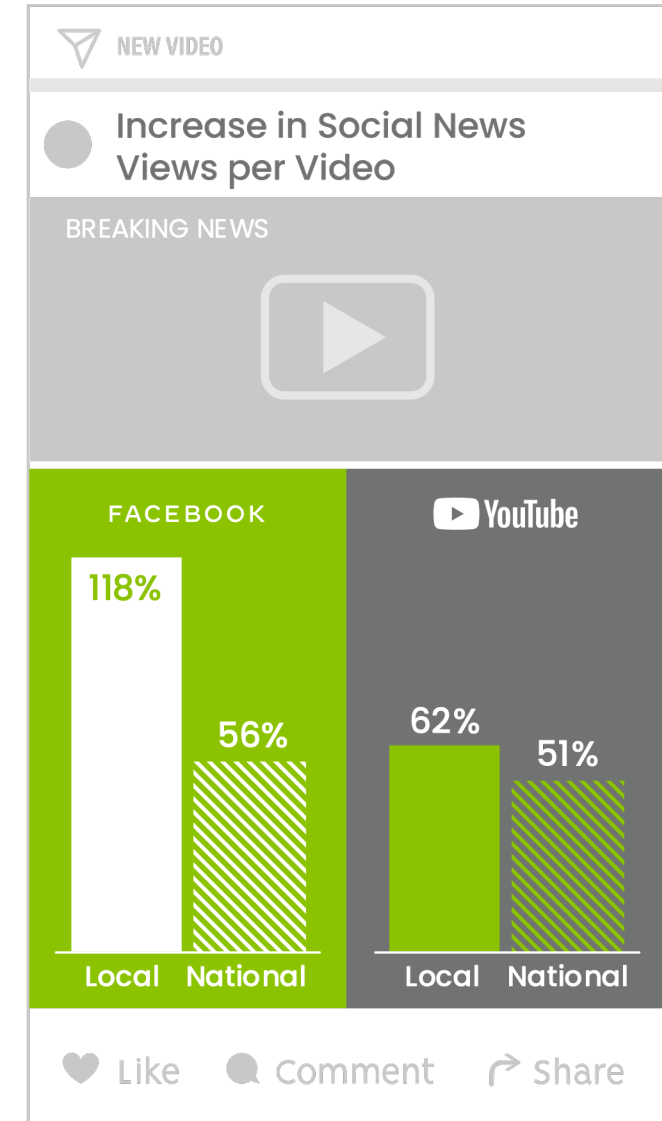
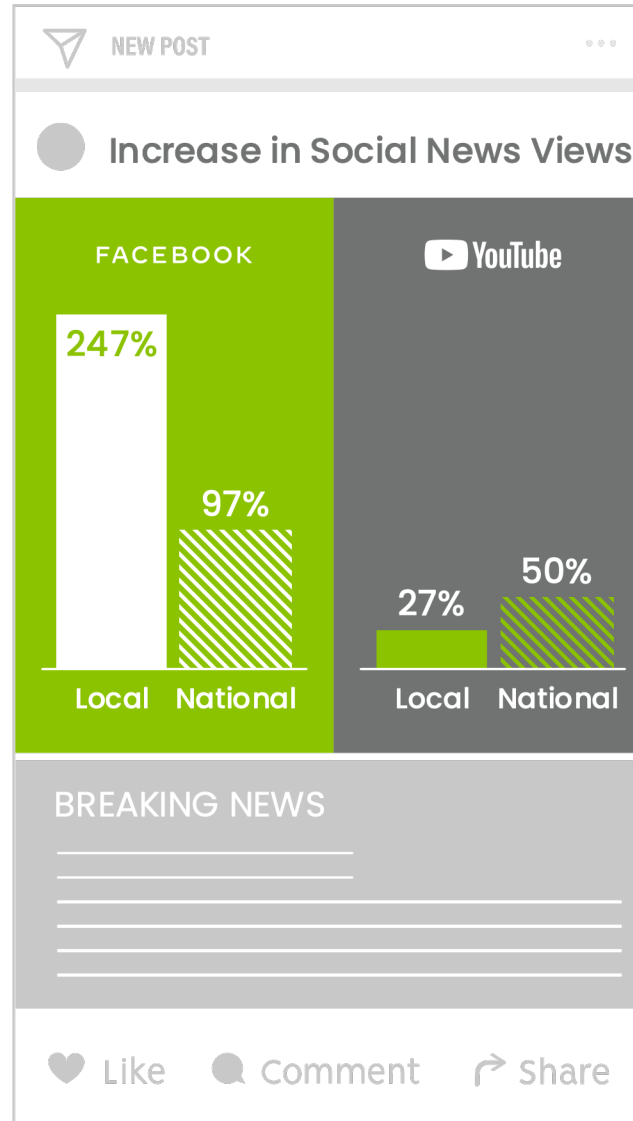


## Social News – Video Viewing

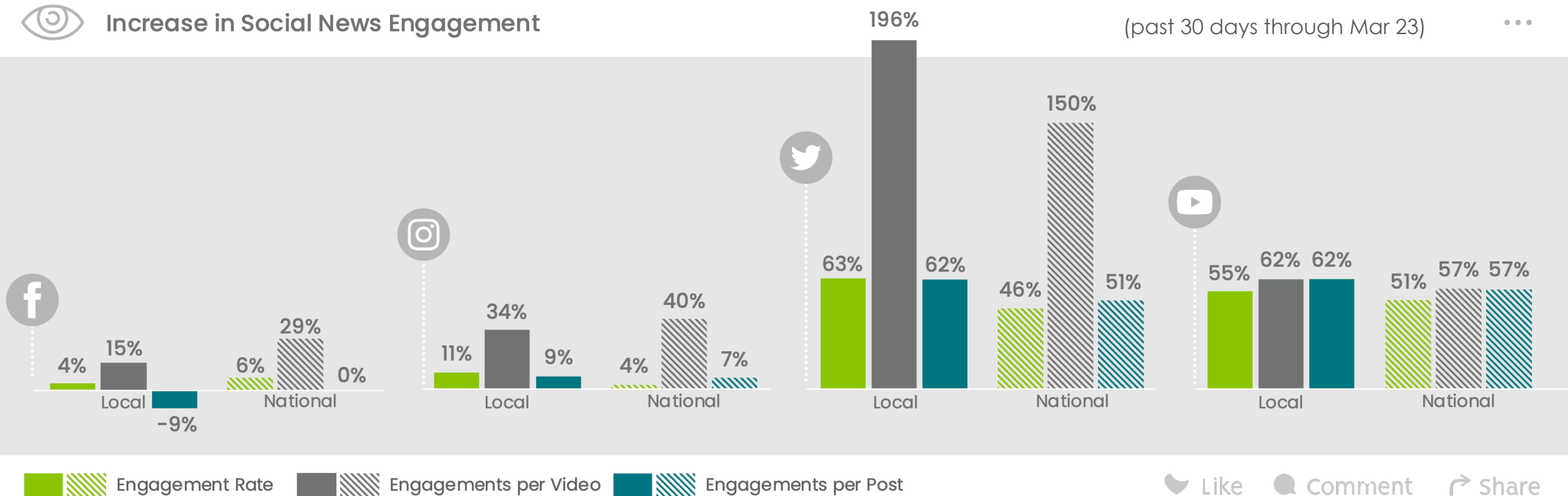
Increasingly more people are tuning into Facebook and YouTube to watch news videos as viewers look to determine the status of restrictions, cases, and general health information.

As different areas of the United States grapple with how to deal with the virus in their own way, local news outlets on Facebook are an increasingly important news source for relevant updates. Local news outlets posted the biggest change in viewing over the past 30 days with total video views up 247% on average in addition to an increase of 118% in average views per video.

For more global information, national news also outlets saw an impressive increase of 97% in total views on Facebook and 50% on YouTube.



(past 30 days through Mar 23)



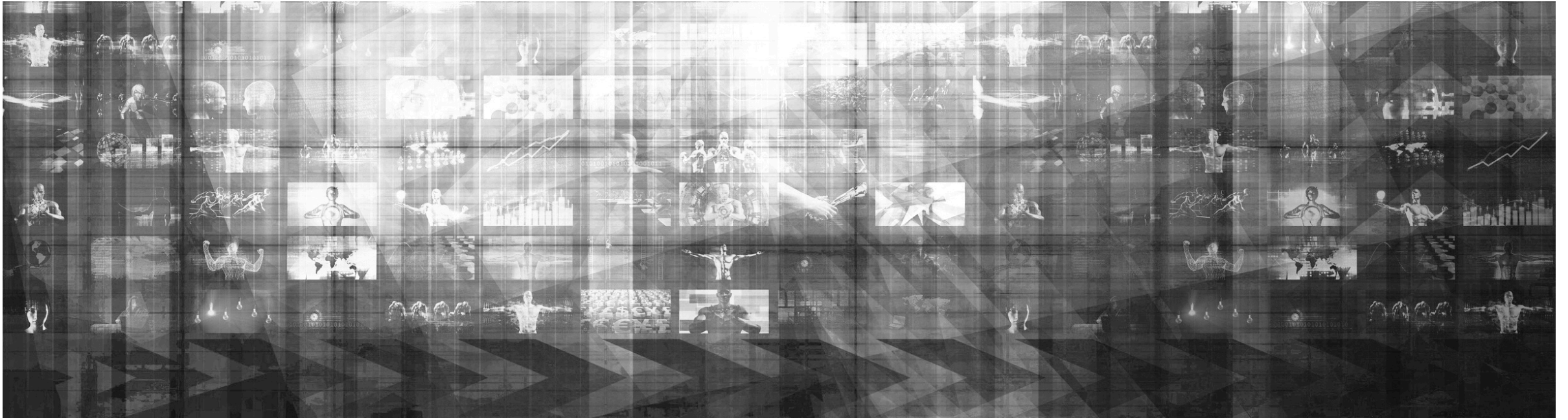
■ ▨ Engagement Rate
 ■ ▨ Engagements per Video
 ■ ▨ Engagements per Post

👍 Like
 💬 Comment
 ➦ Share

## Social News – Engagements

While local news pages on Facebook surged in views, Twitter led in engagement with a 196% increase in average engagements per video and a 63% increase in overall engagement rate for local news accounts. Twitter also tallied a 150% increase in average engagements per video for global news accounts.

YouTube, a platform typically known more for its views than engagements, saw an uptick in likes, dislikes, and comments on videos. The engagement rate for global news and local news accounts both jumped over 50% in the past 30 days.



## Concluding Thoughts

Television has long been a way to connect—a plugged-in friend when one might otherwise feel disconnected. In these dire times, we've seen many turning to their old friend in new ways. Staying home means tuning in—to get informed, pass the time, and stay connected.

This crisis has offered a worldwide reset on the way people relate to each other. As we weather the storm, people will perhaps see their face-to-face relationships in a new light, but our ability to remain connected via social media is likely valued now more than ever.

In the best of times, streaming and social media add value to our daily lives. In this moment, the choice of information or distraction is a welcome one. But either is the correct choice for those of us following the moral imperative to stay home.

## METHODOLOGY

### STREAMING

The streaming data for this report was collected from Conviva's proprietary sensor technology currently embedded in three billion streaming video applications, analyzing 1.5 trillion real-time transactions per day. Annually, Conviva measures in excess of a 500 million unique viewers watching 150 billion streams across more than 180 countries. The report includes data from the 21-day period between March 3 and March 23, comparing the last 7 days ending March 23 to two weeks prior.

The social data for this report was collected from the Conviva Social Insights Leaderboard lists: news and local news. The news leaderboard list is comprised of 780 national, international, regional, and special interest news accounts from around the globe. The local news leaderboard list is comprised of over 789 local and city news outlets in the United States. The report includes data from the 60-day period between Jan 22 and March 23, comparing the last 30 days ending March 23 to the prior 30 days. This analysis includes 6 million social posts and 577 thousand videos across Facebook, Twitter, Instagram and YouTube.

### SOCIAL MEDIA

## Any Questions?

Visit [www.conviva.com](http://www.conviva.com) or contact Conviva at [pr@conviva.com](mailto:pr@conviva.com).

## About Conviva

Conviva is the leader in streaming and social media intelligence, powered by its real-time platform. More than 250 industry leaders and brands – including CBS, Cirque Du Soleil, DAZN, Disney+, HBO, Hulu, Sky, Sling TV, TED, Univision, and WarnerMedia – rely on Conviva to maximize their consumer engagement, deliver the quality experiences viewers expect, and drive revenue growth. With a global footprint of more than 500 million unique viewers watching 150 billion streams per year across 3 billion applications streaming on devices, Conviva offers streaming providers unmatched scale for continuous video measurement, intelligence, and benchmarking across every stream, every screen, every second.

