Study Objectives

Understand how the **entertainment landscape** is **shifting** with the rise of the COVID-19 pandemic

Dive into the **changes in music consumption** and **factors motivating** any recent **changes** in listening

Identify implications for **live events** and potential **opportunities for brands** in the new live event space

Understand consumers’ **short and long term feelings** by tracking responses over time

Provide recommendations of how **brands and artists** can best **connect with consumers** at this time
# Methodology: Survey Research

<table>
<thead>
<tr>
<th>STUDY TIMING</th>
<th>DATA COLLECTION</th>
<th>SAMPLE SIZE</th>
<th>QUOTA BALANCING</th>
<th>ADDITIONAL ANALYSIS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wave 1 data was</td>
<td>Online surveys using third-party</td>
<td>Interviews were conducted with 945 Gen</td>
<td>Data is representative of the U.S.’s census population</td>
<td>Please contact us if interested in learning about additional or custom analyses</td>
</tr>
<tr>
<td>collected March 25th</td>
<td>panels were used to collect</td>
<td>Pop consumers (Ages 13+)</td>
<td>including age, gender, ethnicity, and region</td>
<td></td>
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<tr>
<td>through March 29th,</td>
<td>responses</td>
<td></td>
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<td>2020</td>
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</tbody>
</table>

Please contact us if interested in learning about additional or custom analyses.
Methodology: Music Consumption Data

To supplement our analysis, consumption data from **Music Connect** was included to show the impact of COVID-19 on music streams and sales by market week over week.

Music Connect is a comprehensive measurement and analytics platform that provides music streaming, airplay, and sales data for artists, albums, and songs.
Key Audiences

✔ Total Gen Pop – U.S. General Population Ages 13+
✔ Teens – Ages 13-17
✔ Millennials – Ages 18-34
✔ Hispanics – From Spanish, Hispanic or Latino background or origin
✔ Households with Kids – Those having at least 1 child under 18 living in their household
✔ Music Consumers – Engaged with music in the past 2 weeks or have engaged with radio in the past 2 weeks and listened to music on the radio
✔ Radio Consumers – Engaged with radio in the past 2 weeks or have engaged with music in the past 2 weeks and listened to music on the radio
✔ Television Consumers – Engaged with television in the past 2 weeks
✔ Movie Consumers – Engaged with movies in the past 2 weeks
✔ Live Event Goers – Attended at least one live music event in the past 12 months
✔ Cancelled Festival Goers – Were planning on attending a festival that has been cancelled or postponed due to COVID-19

COVID-19: Tracking the Impact on the Entertainment Landscape

All groups ages 13+ unless specified
How has COVID-19 impacted everyday life?

Given shutdowns, job losses, school closures, and work from home policies, consumers have more entertainment time available.

**New Reality:** Personal and professional worlds are colliding with 34% of people working from home (double the rate prior to COVID-19).

**Stressed:** As consumers are feeling overwhelmed with micro and macro needs. 81% worry about the economy.

**Escape:** With so many out of work and the majority self-isolating at home, more than ever people are relying on entertainment.
What are people turning to for entertainment?

Entertainment shines a light during dark times. From the rise of channel options to virtual ways to connect- consumers have many choices for entertainment while locked down and quarantined.

**Mass Consumption:** Overall, 60% of people are engaging more with entertainment during this time.

**Subscriptions:** 24% of consumers added a new subscription service and 79% of them intend to continue paying after the pandemic passes.
How are music and other forms of entertainment helping fans cope with COVID-19?

During a time of unrest, it is common for consumers to turn to what is familiar to seek comfort. People are bored and trying to stay connected in this uncertain time.

**Escape to Normalcy:** 84% of music consumers look forward to returning to everyday life.

**Comfort & Nostalgia:** Across TV and Music, more than half of consumers are seeking comfort in familiar, nostalgic content.
How has COVID-19 impacted music consumption?

With parents at home full time caring for their children, there has been an increase in Children’s content (after news).

**Music Videos:** Music video streaming is at an all time high (weekly streaming volume of music video is up by 13%) for the year at the expense of audio.

**Children’s Music:** With more kids home, children’s music has benefited from more streaming. Children’s music total stream growth of 15%, children’s video streams up by 30% compared to earlier weeks’ streaming.
What can people in the music industry do to engage with consumers? How are people supporting artists?

*With concerns about the general state of the country due to COVID-19, consumers want to see artists and brands stepping up to help.*

**Supporting Artists:** As artists are unable to tour, 52% of Households with Kids and 58% of Hispanics would favor a brand that would support artists.

**Taking Action:** Fans expect brands and artists with means to do more during this time:

- 73% would view a brand / 58% would view an artist more favorably if they donated to a small business & communities affected
- 72% would view a brand / 58% would view an artist more favorably if they donated to medical research & supplies

**Setting the Mood:** Music consumers are using music as a sort of “comfort food”.

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Now that live events are being canceled / postponed, what are people’s expectations?

With concerts and festivals being postponed due to government restrictions, and uncertainty around when events will happen, virtual concerts are being considered.

Make Good: People feel artists have a responsibility to make it up to fans who missed out on a cancelled concert
  • 67% would like to see a full refund with accepting tickets at a later date a suitable second option
  • 48% agree artists should share videos of performances to make up for cancelled concerts
  • 41% agree artists should set up virtual meet and greets to make up for canceled events

Virtual Concerts: Certain consumer groups are more drawn to the idea of streaming and paying for virtual concerts

Social Connection: Some aren’t interested in virtual concerts and are much more eager to get back to seeing their favorite artists in person with others
How has COVID-19 impacted everyday life?
Lifestyles are changing

How COVID-19 has impacted everyday life

New Reality
- Personal and professional worlds are colliding with twice as many people reporting working from home now vs. before the outbreak.
- Nearly half worry about balancing home and work life as many have children or additional family members in the household.
- Social distancing is becoming widely supported as people are trying to flatten the curve.

Stressed
- Top of mind concerns during this pandemic: the economy, the health of oneself and others at risk, job security, and staying informed.
- As people are stocking up on household items, food and beverage, paper products, cleaning products, and personal care products are most coveted.

Escape
- Consumers are relying on entertainment to pass time, relax, and stay informed.
COVID-19 has affected both personal and professional lives with many out of work or working remotely while self isolating.

Many Americans now have to find a balance while working from home and also having children at home.

CONSUMER LIFESTYLES

- **48%** are currently working
- 34% are working from home…
  - ...compared to only **15%** who worked from home prior to COVID-19
- **17%** of those surveyed are not currently working due to the outbreak
- **43%** have children under 18 in the household
- **65%** have self isolated to their home and surrounding areas
- **16%** have gone to live with family members or brought family members into their household

47% worry about trying to balance their home life and work life during this time.
People are concerned about COVID-19 changing their lives and are taking proper precautions.

54% have stocked up on food or household supplies in the past 2 weeks.

- 74% Snack Food
- 70% Frozen Food
- 64% Paper Products
- 57% Cleaning Products
- 52% Beverages
- 49% Personal Care
- 35% Alcohol
- 25% Clothing / Accessories

**ATTITUDES ON COVID-19**

- 81% agree “I worry about the economy as a result of the COVID-19 outbreak”
- 70% have maintained distance from others
- 70% have avoided crowded areas
- 68% agree “I worry about getting COVID-19 or passing it to someone at risk”
- 62% agree “I feel informed and prepared by the media coverage of the COVID-19 outbreak”
What are people turning to for entertainment?
What are people turning to for entertainment

<table>
<thead>
<tr>
<th>Mass Consumption</th>
<th>Subscriptions</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Overall, people are engaging more with entertainment during this time across almost all forms.</td>
<td>• Number of subscriptions are growing as more people seem to be adding new streaming services than canceling existing services. Those adding subscriptions now intend to keep paying for them once things return to normal.</td>
</tr>
<tr>
<td>• Unsurprisingly, news sees the greatest increase while live events, sports, and fitness / exercise have declined due to social distancing restrictions.</td>
<td>• With most consuming TV and movies through streaming, video streaming services are being added.</td>
</tr>
</tbody>
</table>
Consumers are relying on television, social media, music and movies to keep them entertained while inside.

Past 2 Weeks

- **Broadcast TV / Cable / Streaming**: 64%
- **Social Media**: 65%
- **Music**: 64%
- **Movies**: 60%
- **Cooking / Baking**: 52%
- **Short Form Videos**: 47%
- **News**: 50%
- **Video Games**: 47%
- **Online Shopping**: 46%
- **Exercise / Fitness**: 42%
- **Books / Magazines / eBooks**: 34%
- **Radio**: 40%
With more time at home, entertainment consumption is up, especially when it comes to news.

79% are consuming more News than 2 weeks ago.

42% are using entertainment to stay informed.

On average, 60% claim to be spending more time with entertainment.

Consumers are claiming less time with:
- 47% Live Events
- 40% Sports
- 20% Exercise / Fitness

CHANGES IN ENTERTAINMENT TIME
Past 2 Weeks

COVID-19: Tracking the Impact on the Entertainment Landscape
E3. And are you spending more or less time with each activity than you were 2 weeks ago? Base: Those Using Each Form of Entertainment (n varies)
E6. How are you using entertainment during the current COVID-19 outbreak? Base: Total Respondents (945)
Streaming is the go-to method for engaging with movies and television

MOVIE & TELEVISION STREAMING

Past 2 Weeks

68% of those streaming use subscription video streaming services

76% are streaming movies

95% are consuming more movies than 2 weeks ago

68% of those streaming use subscription video streaming services

70% are streaming TV shows

94% are consuming more TV than 2 weeks ago

COVID-19: Tracking the Impact on the Entertainment Landscape. E3. And are you spending more or less time with each activity than you were 2 weeks ago? Base: Total Respondents (945). E5b. In which of the following ways have you watched movies in the past 2 weeks? Base: Movie Consumers (570). E5b_Streaming. What kind of streaming have you used for movies the past 2 weeks? Base: Movie Streamers (436). E5a. In which of the following ways have you watched television in the past 2 weeks? Base: Television Consumers (701). E5a_Streaming. What kind of streaming have you used for television the past 2 weeks? Base: Television Streamers (494).
Subscriptions are expanding - most new customers are likely to keep their new streaming service.

Hispanics, Millennials, and Households with Kids are more likely to add subscriptions during this time and those with Kids are most likely to continue to pay for them after things die down.

17% cancelled a subscription streaming service in the past 2 weeks.
The majority of newly added services are video streaming services.

### Types of Subscription Streaming Services Added

**81%** Video

1. **Netflix**
2. **Hulu**
3. **Amazon Prime Video**

**38%** Music

1. **Spotify**
2. **Apple Music**
3. **Amazon Music**

**14%** Video Games

1. **PlayStation**
2. **Twitch Prime**
3. **Game Pass**

**Hulu** is the top service identified for **cancellation** with 17% of cancellations being for Hulu. This may be due to the lack of live sports at the moment, a key differentiator for Hulu regularly.
How are music and other forms of entertainment helping fans cope with COVID-19?
Consumers rely on entertainment and music for normalcy and to take their mind off COVID-19

How entertainment and music are helping people cope

**Escape to Normalcy**
- Consumers look forward to returning to everyday life and more than half use entertainment to take their mind of the current situation.
- They are using entertainment, especially visual formats, to stay connected with loved ones while social distancing and finding ways to stay healthy.

**Comfort & Nostalgia**
- TV and Music are top formats for those using entertainment to cheer up with many seeking comfort in familiar, nostalgic content.
- Teens are even more likely to use entertainment to comfort themselves during this time.
Consumers are largely relying on entertainment to pass time and relax.

Teens utilize entertainment that will help them feel comforted or keep in contact with loved ones. Hispanics, Millennials, and Households with Kids are more motivated to seek entertainment that makes them feel healthy.

**TOP USES FOR ENTERTAINMENT**

- **60%** To pass time / avoid boredom
- **60%** To relax / unwind

**DIFFERENCES IN USES BY GROUP**

<table>
<thead>
<tr>
<th>Gen Pop</th>
<th>Hispanics</th>
<th>Teens</th>
<th>Millennials</th>
<th>Households with Kids</th>
</tr>
</thead>
<tbody>
<tr>
<td>32%</td>
<td>37%</td>
<td>35%</td>
<td>27%</td>
<td>28%</td>
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<tr>
<td>32%</td>
<td>34%</td>
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<td>43%</td>
<td>37%</td>
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</tbody>
</table>

*To feel comforted/help me feel better about COVID-19  To keep in contact with friends and family  To feel healthy*
TV, social media, movies, and music are popular across the main drivers for consumers seeking entertainment.

<table>
<thead>
<tr>
<th>TOP FORMS OF ENTERTAINMENT</th>
<th>Among those using entertainment to…</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cheer Up</td>
<td>82% Television</td>
</tr>
<tr>
<td></td>
<td>78% Social media</td>
</tr>
<tr>
<td></td>
<td>72% Movies</td>
</tr>
<tr>
<td></td>
<td>67% Music</td>
</tr>
<tr>
<td></td>
<td>61% Short form videos</td>
</tr>
<tr>
<td>Escape</td>
<td>82% Television</td>
</tr>
<tr>
<td></td>
<td>74% Social media</td>
</tr>
<tr>
<td></td>
<td>69% Movies</td>
</tr>
<tr>
<td></td>
<td>63% Music</td>
</tr>
<tr>
<td></td>
<td>61% Cooking / baking</td>
</tr>
<tr>
<td>Keep in Contact</td>
<td>81% Social media</td>
</tr>
<tr>
<td></td>
<td>78% Television</td>
</tr>
<tr>
<td></td>
<td>67% Movies</td>
</tr>
<tr>
<td></td>
<td>66% Music</td>
</tr>
<tr>
<td></td>
<td>58% Online shopping</td>
</tr>
<tr>
<td>Occueil Kids</td>
<td>80% Television</td>
</tr>
<tr>
<td></td>
<td>73% Social media</td>
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<tr>
<td></td>
<td>69% Movies</td>
</tr>
<tr>
<td></td>
<td>66% Music</td>
</tr>
<tr>
<td></td>
<td>62% Video games</td>
</tr>
</tbody>
</table>

COVID-19: Tracking the Impact on the Entertainment Landscape. E2. Which of the following forms of entertainment have you engaged with in the past 2 weeks? Base: Total Respondents - Those Using Entertainment to Cheer Up (421), Those Using Entertainment to Escape (462), Those Using Entertainment to Keep Kids Occupied (125), Those Using Entertainment to Keep in Contact (254). E3. And are you spending more or less time with each activity than you were 2 weeks ago? Base: Those Using That Type of Entertainment (n varies)- Those Using Entertainment to Cheer Up, Those Using Entertainment to Escape, Those Using Entertainment to Keep Kids Occupied, Those Using Entertainment to Keep in Contact.
During these uncertain times, TV and Music Consumers are relying on familiar content for comfort.

<table>
<thead>
<tr>
<th>TYPES OF CONTENT CONSUMED</th>
<th>Television Consumers</th>
<th>Music Consumers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Past 2 Weeks</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>60%</strong></td>
<td>watched recent episodes of shows they started more than 2 weeks ago</td>
<td>listened to music they usually listen to</td>
</tr>
<tr>
<td><strong>54%</strong></td>
<td>re-watched episodes of an old favorite show</td>
<td>listened to music they used to listen to but have not heard in a while</td>
</tr>
</tbody>
</table>

E5a. Content. Which of the following types of television shows have you watched in the past 2 weeks? Base: Television Consumers (701).
M3. Which of the following types of music have you listened to in the past 2 weeks? Base: Music Consumers (607)
Music fans are craving normalcy and rely on entertainment to relax and take their mind off things.

**ATTITUDES TOWARDS COVID-19**

Among Music Consumers

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th><strong>Total</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>I want to get back to my life before COVID-19</td>
<td>30%</td>
<td>54%</td>
<td>84%</td>
</tr>
<tr>
<td>I would go crazy without entertainment during this time</td>
<td>35%</td>
<td>39%</td>
<td>74%</td>
</tr>
<tr>
<td>I am tired of hearing about COVID-19</td>
<td>28%</td>
<td>24%</td>
<td>51%</td>
</tr>
</tbody>
</table>

**TOP USES FOR ENTERTAINMENT**

Among Music Consumers

- To pass time/boredom: 68%
- To relax/unwind: 67%
- To escape/keep my mind off things: 54%
- To cheer me up/laugh: 51%
- Something to do alone: 50%
How has COVID-19 impacted music consumption?
Music consumption is shifting drastically from audio to video as more are home and entertaining kids

How COVID-19 has impacted music consumption

Shifting to music videos

- Music video streaming is at an all time high for the year while major and college markets have experienced significant decreases in audio streams.
- While few genres perform better than their average for audio, almost all genres see dramatic increases in music video streams.
- Many who claim to be spending less time with music attribute it to reduced time commuting and spending more time with other forms of entertainment, including video.

Children’s music in demand

- With more kids home and adults trying to balance home and work life, children’s music has benefited from more streaming.
- Potential opportunity for the music industry to provide more kid-friendly music and music videos.
As people are adapting to shutdown measures, video music streaming has exploded with audio decreasing.

**Weekly change vs. pre-pandemic baseline average volume**

<table>
<thead>
<tr>
<th></th>
<th>Total Music Streams</th>
<th>Audio Music Streams</th>
<th>Video Music Streams</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week Ending 3/19</td>
<td>-0.8%</td>
<td>-6.2%</td>
<td>9.3%</td>
</tr>
<tr>
<td>Week Ending 3/26</td>
<td>-1.3%</td>
<td>-9.2%</td>
<td>13.4%</td>
</tr>
</tbody>
</table>

Source: Music Connect – week-ending 3/26 vs. a 8-week baseline of weekly volume from 1/17 – 3/5
People are streaming more video music content compared to average, especially on weekdays.

**DAILY STREAMING PERFORMANCES VS AVERAGE DAY**

- Video Music vs Average
- Total Music vs Average
- Audio Music vs Average

Source: Music Connect
Music streaming is shifting from audio to video across genres due to the focus on visual content.

All genres with the exception of Latin experienced music video streaming growth for the week ending 3/26.

Source: Music Connect – week-ending 3/26 vs. a 8-week baseline of weekly volume from 1/17 – 3/5
With kids home from school and major cities hit hardest, major and college markets have experienced significant decreases in audio streaming.

### Audio Stream Trends by Market Week Ending 3/26

<table>
<thead>
<tr>
<th>Major Market examples</th>
<th>Audio Streams vs. Baseline</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York, NY</td>
<td>-19.3%</td>
</tr>
<tr>
<td>Los Angeles, CA</td>
<td>-15.8%</td>
</tr>
<tr>
<td>Dallas, TX</td>
<td>-15.2%</td>
</tr>
<tr>
<td>Nashville, TN</td>
<td>-14.2%</td>
</tr>
<tr>
<td>Philadelphia, PA</td>
<td>-14.0%</td>
</tr>
<tr>
<td>San Francisco/Bay Area, CA</td>
<td>-12.4%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>College Market examples</th>
<th>Audio Streams vs. Baseline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lafayette, IN</td>
<td>-28.7%</td>
</tr>
<tr>
<td>Gainesville, FL</td>
<td>-26.8%</td>
</tr>
<tr>
<td>Charlottesville, VA</td>
<td>-19.1%</td>
</tr>
<tr>
<td>Syracuse, NY</td>
<td>-17.5%</td>
</tr>
<tr>
<td>Tallahassee, FL</td>
<td>-15.5%</td>
</tr>
</tbody>
</table>

Source: Music Connect – week-ending 3/26 vs. a 8-week baseline of weekly volume from 1/17 – 3/5
Less driving / commuting and more entertainment options influence music consumption

REASONS FOR SPENDING LESS TIME WITH MUSIC
Among Those Spending Less Time with Music

49% Driving or commuting less
47% Spending more time with other forms of entertainment

73% News
71% Books / Magazines
65% Movies
64% Television

COVID-19: Tracking the Impact on the Entertainment Landscape
M1. You mentioned that you are consuming less music now than you were 2 weeks ago. Why is that? Base: Consuming Less Music (49)
E3. And are you spending more or less time with each activity than you were 2 weeks ago? Base: Those Using Each Form of Entertainment (n varies)
Smartphones are the leading device of choice by a wide margin

Emerging tech such as smart speakers and smart TVs are finding use alongside more standard music listening devices such as smartphones and laptops as people are spending more time at home.

**DEVICES FOR MUSIC LISTENING**

Among Music Consumers

- **78%** Smartphone
- **46%** Laptop
- **33%** Smart speaker
- **30%** Desktop
- **26%** Tablet
- **25%** 3D/Smart TV

Teens are more likely to listen to music on their smartphones (97%, *Index 124*)

Smart speaker usage is highest among Hispanics and HH with Kids (both 41%, *Index 124*)

Index to Gen Pop

COVID-19: Tracking the Impact on the Entertainment Landscape
M4. Which of the following devices have you used to listen to music in the past 2 weeks? Base: Music Consumers – Gen Pop (607), Hispanics (112), Teens (68), Households with Kids (275)
Consumers are using radio mainly to listen to music on their smartphones

Radio consumers are more likely to seek entertainment to feel energized, keep kids occupied, pass time with others, or find cheer. Music device usage is similar to Gen Pop with Radio Consumers using smart speakers more.

<table>
<thead>
<tr>
<th>CONTENT LISTENED TO ON RADIO</th>
<th>DEVICE USED FOR MUSIC</th>
<th>USES FOR ENTERTAINMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Among Radio Listeners</strong></td>
<td><strong>Among Radio Listeners</strong></td>
<td><strong>Among Radio Listeners Sorted on Index to Gen Pop</strong></td>
</tr>
<tr>
<td>93% Music</td>
<td>77% Smartphone</td>
<td>28% Index 140 To feel energized</td>
</tr>
<tr>
<td>52% News</td>
<td>45% Laptop</td>
<td>17% Index 131 To keep my kids occupied</td>
</tr>
<tr>
<td>35% Talk Shows</td>
<td>37% Smart speaker</td>
<td>33% Index 127 Something to do with others</td>
</tr>
<tr>
<td>24% Sports</td>
<td></td>
<td>56% Index 124 To cheer me up / laugh</td>
</tr>
</tbody>
</table>

Index to Gen Pop

COVID-19: Tracking the Impact on the Entertainment Landscape


E6. How are you using entertainment during the current COVID-19 outbreak? Base: Radio Consumers (400)
What can people in the music industry do to engage with consumers? How are people supporting artists?
Consumers are concerned with society as a whole and want to see artists and brands stepping up to help.

How the music industry can help

**Supporting Artists**
- Hispanics and Households with Kids are more likely to support artists unable to tour by paying for music, merchandise, or virtual concerts.
- Consumers, especially Hispanics and Households with Kids, want to see brands supporting artists and live music during this time and would favor a brand that sponsored a virtual concert.

**Taking Action**
- Brands and artists can win favor by donating to medical research / supplies, communities or small businesses affected, and those financially impacted by COVID-19.
- Fans want to see artists using their reach and influence to provided health and safety information to consumers.

**Setting the Mood**
- Music consumers are using music to regulate their moods. They are turning to happy / uplifting music and calming music to help them cope.
Consumers want to see brands with means and resources focused on COVID-19 response efforts

I WOULD VIEW A BRAND MORE FAVORABLY IF THEY...

- **73%** Donated to small business & communities affected
- **73%** Took action to help those financially affected by COVID-19
- **72%** Donated to medical research & supplies
- **62%** Provided ways for me to connect with family & friends from a safe distance
- **60%** Provided health & safety information to consumers during the outbreak
- **57%** Found ways to reach consumers virtually
Consumers are less focused on supporting individual artists and more concerned with society as a whole.

Hispanics and Households with Kids are the groups most likely to support artists at this time.

I WOULD VIEW AN ARTIST MORE FAVORABLY IF THEY...

- Donated to medical research and supplies: 58%, 56%, 59%, 57%, 65%
- Donated to small businesses & communities affected by COVID-19: 58%, 56%, 61%, 55%, 65%
- Provided health and safety information to consumers during the outbreak: 40%, 46%, 46%, 46%
- I am willing to buy merchandise or music to support artists who can’t tour: 36%, 45%, 37%, 40%, 44%
- Artists’ social media activity is important to me at this time: 34%, 45%, 40%, 37%, 43%
- I am willing to pay for virtual concerts to support artists who can’t tour: 29%, 36%, 17%, 30%, 39%

COVID-19: Tracking the Impact on the Entertainment Landscape
L11. How much do you agree or disagree with the following statements about music artists? Top 2 Box. Base: Total Respondents – Gen Pop (945), Hispanics (173), Teens (95), Millennials (299), Households with Kids (403)
During this time, Music Consumers are seeking uplifting and calming music

Many would prefer no ads and extended free trials during this time when people have less for discretionary spending.

<table>
<thead>
<tr>
<th>MUSIC INDUSTRY OFFERS MOST IMPORTANT TO CONSUMERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 Uplifting / Happy music 55%</td>
</tr>
<tr>
<td>#2 Ad-free music streaming 53%</td>
</tr>
<tr>
<td>#3 Extended free trials for streaming services 52%</td>
</tr>
<tr>
<td>#4 Calming music / Music for mediation 44%</td>
</tr>
<tr>
<td>#5 Playlists for working from home 42%</td>
</tr>
</tbody>
</table>

27% of Households with Kids are using entertainment to keep their kids occupied while working from home and therefore are more likely than general Music Consumers to appreciate music videos for children (57%, Index 139) and playlists for children (52%, Index 133).
Now that live events are being canceled / postponed, what are people’s expectations?
Virtual Concerts have legs with select consumer groups but refunds are key for cancelled events

How to tackle live events

Make Good

• Almost half of all respondents feel artists have a responsibility to make it up to fans who miss out on a cancelled concert and identify a virtual concert or live streamed performance as one way to do that.
• When it comes to acceptable solutions for cancelled events, very few are willing to accept a virtual concert alone. Most would prefer a full refund or original tickets accepted at a later date.

Winning with Targeted Virtual Concerts

• Hispanics and Households with Kids are the groups most likely to stream and pay for virtual concerts. Artists that appeal to these groups stand to benefit most from live streamed performances.

Teens Crave Connection

• Teens show less of an interest in virtual concerts and are much more eager to get back to seeing their favorite artists in person.
• Because this group is largely motivated by the desire to connect, they may be missing the social aspects of live events more keenly. We recommend artists explore how to include social engagement into their virtual events.
Hispanics and Millennials, who are typically more prone to go to live events, are missing out most due to COVID-19.

**LIVE EVENT ATTENDANCE**
- 34% Gen Pop
- 46% Hispanics
- 21% Teens
- 25% Millennials

- Attended a live event in the past year
- Planned on attending an event that was cancelled/postponed

**TOP CANCELLED FESTIVALS**
- Coachella: 29% are likely to attend
- Ultra Music Festival: 26% are likely to attend
- Ultra Music Festival: 25% are likely to attend
- New Orleans Jazz & Heritage Festival: 21% are likely to attend

61% are likely to attend a festival if it is rescheduled to a later date.

COVID-19: Tracking the Impact on the Entertainment Landscape. L1. Which of the following types of live events, if any, have you attended in the past year? L2. Which of the following types of live events, if any, were you planning on attending that were cancelled or postponed due to COVID-19? L3. Which of the following cancelled or rescheduled festivals did you have tickets to or were planning to attend? L4. How likely are you to attend this festival if it were rescheduled to a later date? Base: Total Respondents (945).
Fans have strong opinions about how artists should respond to cancelled events

ARTIST ACTIONS IN RESPONSE TO CANCELLED EVENTS

48% agree artists should share videos of performances to make up for cancelled concerts
41% agree artists should set up virtual meet and greets to make up for cancelled events

ACCEPTABLE SOLUTIONS FOR CANCELLED EVENTS

67% Receive full refund
60% Original tickets accepted at postponed / rescheduled event
43% Original tickets honored at a future date for a different event
Teens are eager to get back to live events and are less concerned about large gatherings.

Hispanics are similarly eager to return to live events once the pandemic has passed or a vaccine/treatment is available. However, they are more cautious than Teens when it comes to event size.

**HOW SOON AFTER PANDEMIC WILLING TO ATTEND LIVE EVENT**

<table>
<thead>
<tr>
<th>Timeframe</th>
<th>Gen Pop</th>
<th>Hispanics</th>
<th>Teens</th>
<th>Millennials</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 1 month</td>
<td>29%</td>
<td>36%</td>
<td>53%</td>
<td></td>
</tr>
<tr>
<td>1-2 months</td>
<td>18%</td>
<td>11%</td>
<td>21%</td>
<td></td>
</tr>
<tr>
<td>3-4 months</td>
<td>17%</td>
<td>17%</td>
<td>17%</td>
<td></td>
</tr>
<tr>
<td>More than 5 months</td>
<td>21%</td>
<td>11%</td>
<td>18%</td>
<td></td>
</tr>
<tr>
<td>Never</td>
<td>2%</td>
<td>2%</td>
<td>7%</td>
<td></td>
</tr>
</tbody>
</table>

**WILLINGNESS TO ATTEND BASED ON EVENT SIZE**

<table>
<thead>
<tr>
<th>Event Size</th>
<th>Gen Pop</th>
<th>Hispanics</th>
<th>Teens</th>
<th>Millennials</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 50 people</td>
<td>14%</td>
<td>16%</td>
<td>18%</td>
<td></td>
</tr>
<tr>
<td>50-99 people</td>
<td>15%</td>
<td>16%</td>
<td>17%</td>
<td></td>
</tr>
<tr>
<td>100-250 people</td>
<td>20%</td>
<td>17%</td>
<td>17%</td>
<td></td>
</tr>
<tr>
<td>251-499 people</td>
<td>11%</td>
<td>7%</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>500 people or more</td>
<td>31%</td>
<td>28%</td>
<td>23%</td>
<td></td>
</tr>
</tbody>
</table>
Virtual concerts can be a positive experience that improves fan perceptions of the artist.

**EXPERIENCE WITH VIRTUAL CONCERTS**

- **21% of Gen Pop** watched a virtual concert / live streamed performance.
- **26% Hispanics**
- **7% Teens**
- **24% Millennials**
- **28% Households with Kids**

- **64%** of those who watched were satisfied with the experience.
- **52%** of those who watched said it improved their impression of the artist.

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E5E. In which of the following ways have you engaged with music in the past 2 weeks? Base: Music Consumers – Gen Pop (607), Hispanics (112), Teens (68), Millennials (204), Households with Kids (276). L9. How would you rate your experience with virtual concerts / live streamed performances? Base: Live Streamers (130).
Virtual concerts are most likely to be viewed and paid for by Hispanics and Households with Kids.

**INTEREST IN VIRTUAL CONCERTS**

- **34%** of Gen Pop who have not previously streamed a virtual concert are likely to in the next 2 weeks
- **29%** of Gen Pop are willing to pay for virtual concerts

<table>
<thead>
<tr>
<th>Group</th>
<th>Likely to Stream</th>
<th>Likely to Pay</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanics</td>
<td>42%</td>
<td>36%</td>
</tr>
<tr>
<td>Teens</td>
<td>18%</td>
<td>17%</td>
</tr>
<tr>
<td>Millennials</td>
<td>38%</td>
<td>30%</td>
</tr>
<tr>
<td>Households with Kids</td>
<td>41%</td>
<td>39%</td>
</tr>
</tbody>
</table>

L8. How likely are you to stream a virtual concert or live streamed performance in the next 2 weeks? Base: Non Live Streamers - Gen Pop (815), Hispanics (144), Teens (90), Millennials (250), Households with Kids (326).
L11. How much do you agree or disagree with the following statements about music artists? Top 2 Box. Base: Total Respondents – Gen Pop (945), Hispanics (173), Teens (95), Millennials (299), Households with Children (403)
Life Suspended, Entertainment Unrestricted

Entertainment and music can connect people when they are physically isolated. Messaging that threads in social connection will resonate.

- Teens lean into music for mood management; offering the opportunity to see how artists are coping or create cultural moments that teens enjoy and can share.
- With everyone at home; families with children are looking for things that they can share as a group. Co-viewing suggestions are a great way to increase engagement with entertainment.

Consumers are craving comfort. Promoting uplifting or nostalgic content will fill this need and increase engagement.

Captivate consumers with video content. Disrupted routines have increased the opportunity for people to access and engage with video.

Consumers expect brands and artists to help those affected by COVID-19. Effective messaging should showcase any activities that are taken and their impact.
After a live event has been cancelled, a majority of consumers believe that they should receive a full refund or tickets to a future live event. Swiftly doing this in a hassle free manner provides consumers with the experience they most desire.

Virtual concerts are most appealing to families and Hispanics. They should be the target consumers if you are considering events of this type.

Looking ahead: Teens are most interested in attending live events when social distancing restrictions are lifted. Prepare now so you will be ready to engage teens quickly as restrictions are lifted.
Have more questions?
Contact the Music Research Team
Research_Inquiries@mrcdata.com