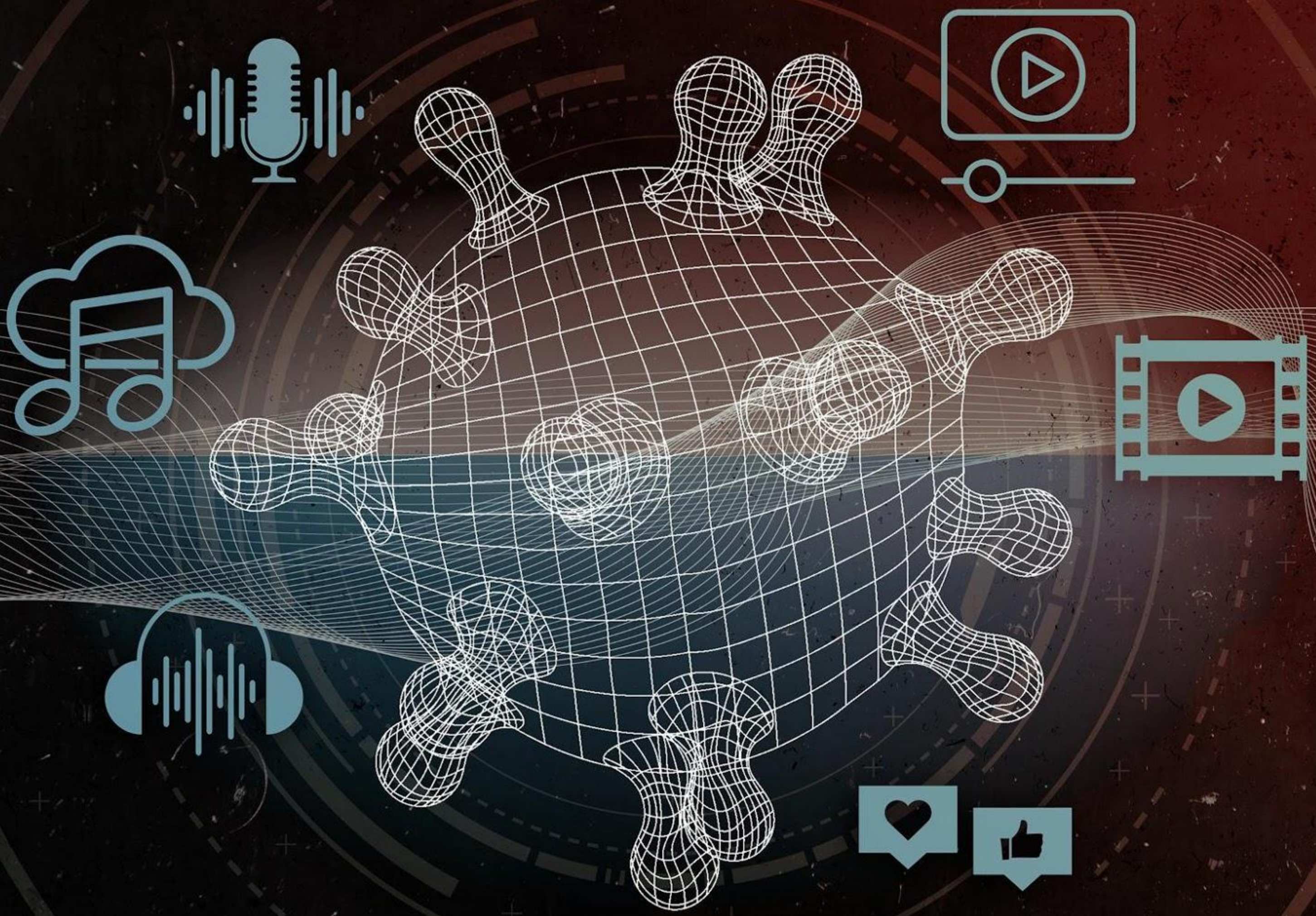
COVID-19

TRACKING THE IMPACT ON THE ENTERTAINMENT LANDSCAPE

RELEASE 1



POWERED BY NIELSEN MUSIC, AN MRC DATA SERVICE

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

MRC DATA

STUDY TIMING	DATA COLLECTION	SAMPLE SIZE	QUOTA BALANCING	ADDITIONAL ANALYSIS
Wave 1 data was collected **March 25th through March 29th, 2020**	**Online surveys using third-party panels** were used to collect responses	Interviews were conducted with **945 Gen Pop consumers** (Ages 13+)	Data is **representative of the U.S.'s census population** including age, gender, ethnicity, and region	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

All groups ages 13+ unless specified

Highlights

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”.

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

MRC DATA

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

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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

COVID-19: Tracking the Impact on the Entertainment Landscape. S7. Are you currently working? S7a. Are you currently working from home/remotely? S7b. Were you working from home/remotely prior to the COVID-19 outbreak? Base: total Respondents (945) S7C. Were you working prior to COVID-19? Base: Those Not Currently Working (488). S6. Please indicate if you have any children in the following age groups currently living in your household. C1. How much do you agree or disagree that the following statements reflect your attitude surrounding the COVID-19 outbreak? Top 2 Box. C2. Which of the following actions have you taken in response to the COVID-19 outbreak? Base: Total Respondents (945)

People are concerned about COVID-19 changing their lives and are taking proper precautions

MRC DATA

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"

COVID-19: Tracking the Impact on the Entertainment Landscape
C1. How much do you agree or disagree that the following statements reflect your attitude surrounding the COVID-19 outbreak? Top 2 Box. C2. Which of the following actions have you taken in response to the COVID-19 outbreak?
B2. Which of the following products, if any, have you purchased in the past 2 weeks or intend on purchasing in the next 2 weeks? Base: Total Respondents (945)

What are people turning to for entertainment?

Entertainment shines a light during dark times

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What are people turning to for entertainment

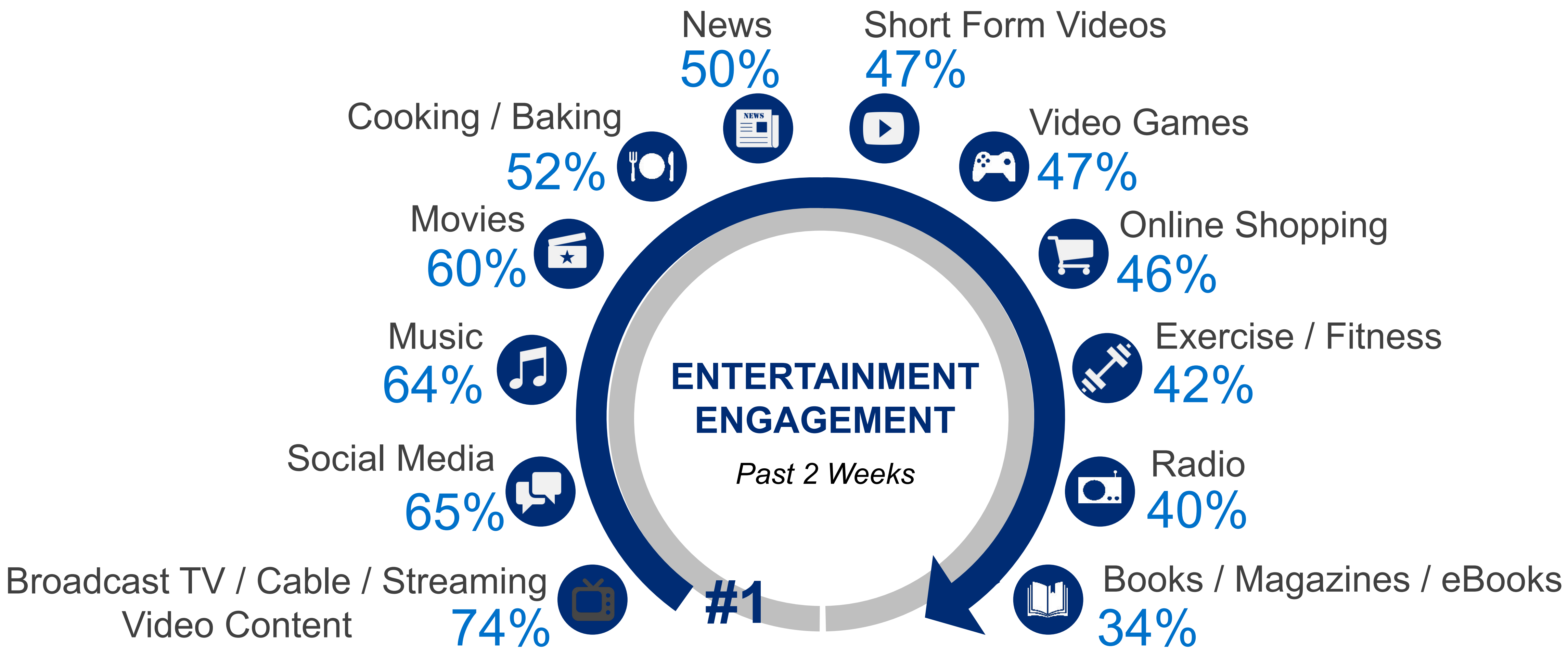
Mass Consumption

- Overall, people are engaging more with entertainment during this time across almost all forms.
- Unsurprisingly, news sees the greatest increase while live events, sports, and fitness / exercise have declined due to social distancing restrictions.

Subscriptions

- 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.
- With most consuming TV and movies through streaming, video streaming services are being added.

Consumers are relying on television, social media, music and movies to keep them entertained while inside



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 (945)

With more time at home, entertainment consumption is up, especially when it comes to news

MRC DATA

CHANGES IN ENTERTAINMENT TIME

Past 2 Weeks

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**

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

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MOVIE & TELEVISION STREAMING

Past 2 Weeks

68% Are consuming **more movies** than 2 weeks ago

76% are **streaming movies**

95% of those streaming use **subscription video streaming services**

68% Are consuming **more TV** than 2 weeks ago

70% are **streaming TV shows**

94% of those streaming use **subscription video streaming services**

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

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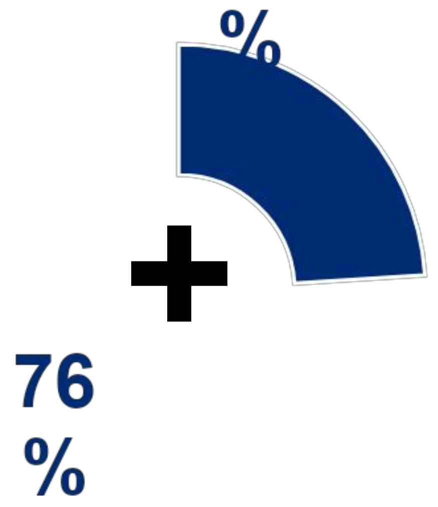
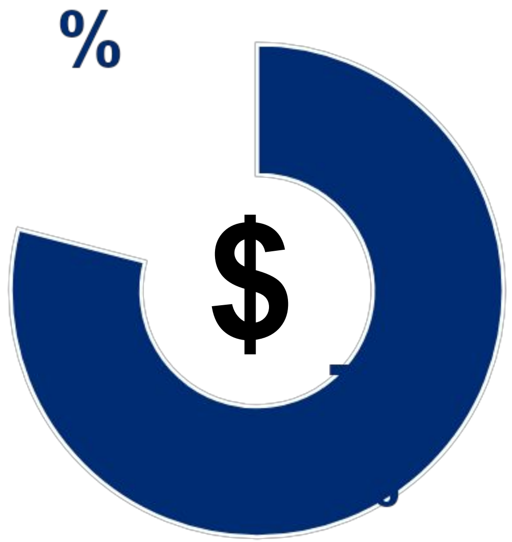
Hispanics, Millennials, and Households with Kids are more likely to add subscriptions during this time and those with Kids are most likely to continue to pay for them after things die down.

ADDED A NEW SUBSCRIPTION STREAMING SERVICE

- Gen Pop
- Hispanics
- Teens
- Millennials
- Households with Kids



LIKELY TO CONTINUE PAYING FOR ADDED SERVICE AFTER COVID-19



17% ***cancelled*** a subscription streaming service in the past 2 weeks

COVID-19: Tracking the Impact on the Entertainment Landscape.
E7B. In the past 2 weeks, did you sign up for a new entertainment subscription service? Base: Total Respondents Engaged in Entertainment (883). E8. Do you intend to keep this service or cancel after the COVID-19 pandemic has passed or a vaccine/treatment is available? Base: Subscription Adders (216). E7C. In the past 2 weeks, did you cancel or replace any of your previous entertainment subscription services? Base: Current Subscribers (600)

The majority of newly added services are video streaming services

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TYPES OF SUBSCRIPTION STREAMING SERVICES ADDED

81% Video

#1 Netflix
#2 hulu
#3 prime video

38% Music

#1 Spotify
#2 Apple Music
#3 Amazon music

14% Video Games

#1 PlayStation
#2 twitch prime
#3 Xbox 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.

COVID-19: Tracking the Impact on the Entertainment Landscape.
E7D. You said that you intend to add an entertainment subscription service. Which service(s) have you added or intend to start using? Base: Subscription Adders (216).
E7E.. You said that you have cancelled or intend to cancel an entertainment subscription service. Which service(s) have you cancelled or intend to cancel? Base: Subscription Cancellers (101)

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

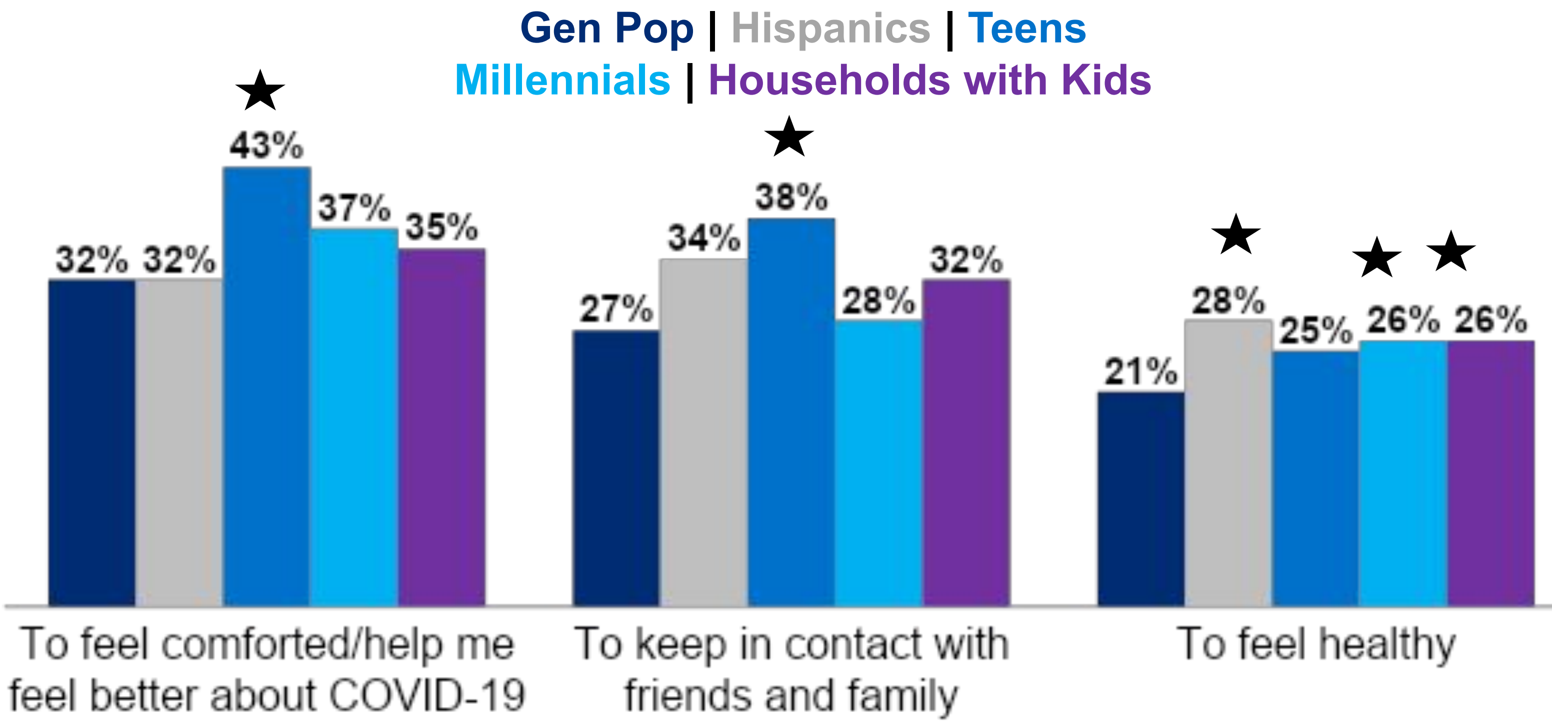
60%

To pass time / avoid boredom

60%

To relax / unwind

DIFFERENCES IN USES BY GROUP



E6. How are you using entertainment during the current COVID-19 outbreak? Base: Total Respondents (945), Hispanics (173), Teens (95), Millennials (299), Households with Kids (403)

TV, social media, movies, and music are popular across the main drivers for consumers seeking entertainment

MRC DATA

TOP FORMS OF ENTERTAINMENT

Among those using entertainment to…

Cheer Up

82% Television
78% Social media
72% Movies
67% Music
61% Short form videos

Escape

82% Television
74% Social media
69% Movies
63% Music
61% Cooking / baking

Keep in Contact

81% Social media
78% Television
67% Movies
66% Music
58% Online shopping

Occupy Kids

80% Television
73% Social media
69% Movies
66% Music
62% Video games

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

MRC DATA

TYPES OF CONTENT CONSUMED

Past 2 Weeks

Television Consumers

60% watched recent episodes of **shows they started more than 2 weeks ago**

54% re-watched episodes of an **old favorite show**

Music Consumers

87% listened to music they **usually listen** to

55% listened to music they **used to listen to** but **have not heard in a while**

COVID-19: Tracking the Impact on the Entertainment Landscape.
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

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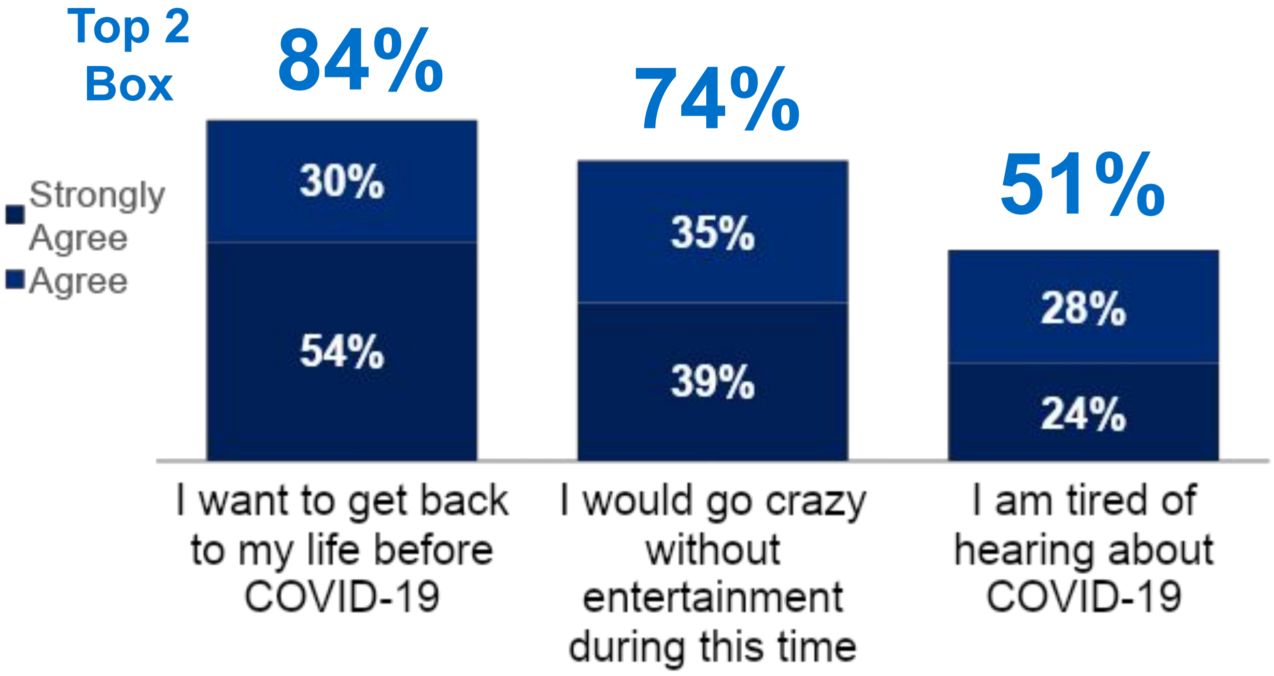
ATTITUDES TOWARDS COVID-19

Among Music Consumers



TOP USES FOR ENTERTAINMENT

Among Music Consumers

68% To pass time/boredom

67% To relax/ unwind

54% To escape / keep my mind off things

51% To cheer me up / laugh

50% Something to do alone

COVID-19: Tracking the Impact on the Entertainment Landscape
E6. How are you using entertainment during the current COVID-19 outbreak? C1. How much do you agree or disagree that the following statements reflect your attitude surrounding the COVID-19 outbreak? Base: Music Consumers (607)

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

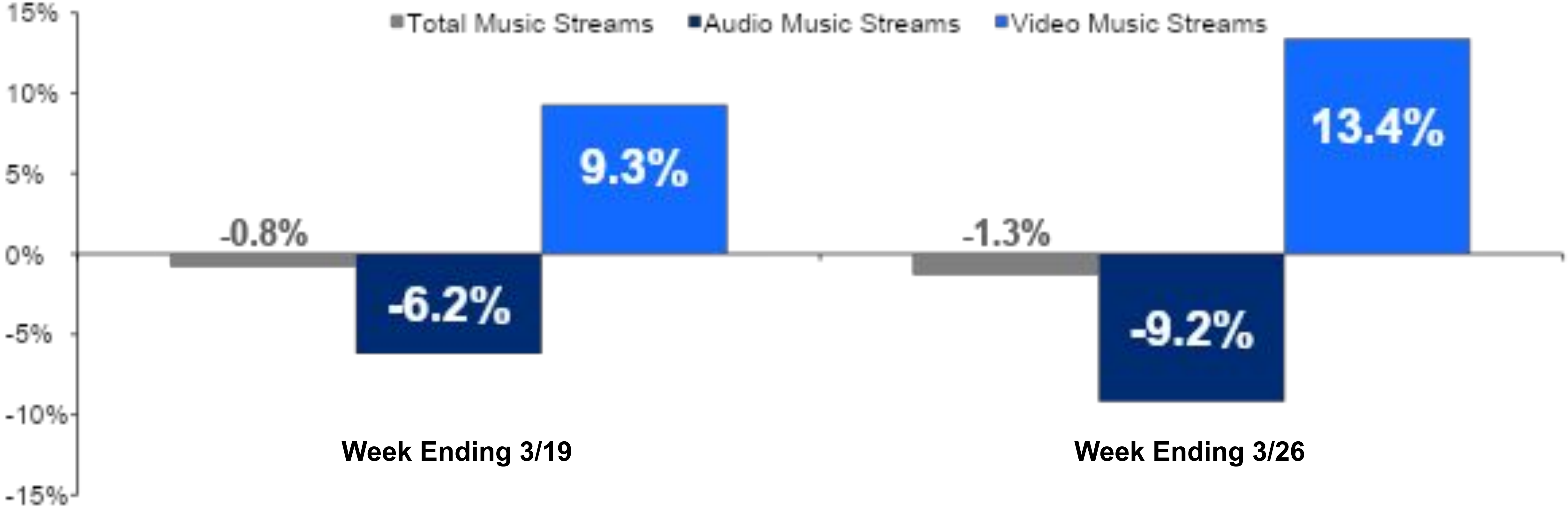
- Music video streaming is at an all time high for the year while major and college markets have experienced significant decreases in audio streams.
- While few genres perform better than their average for audio, almost all genres see dramatic increases in music video streams.
- Many who claim to be 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



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

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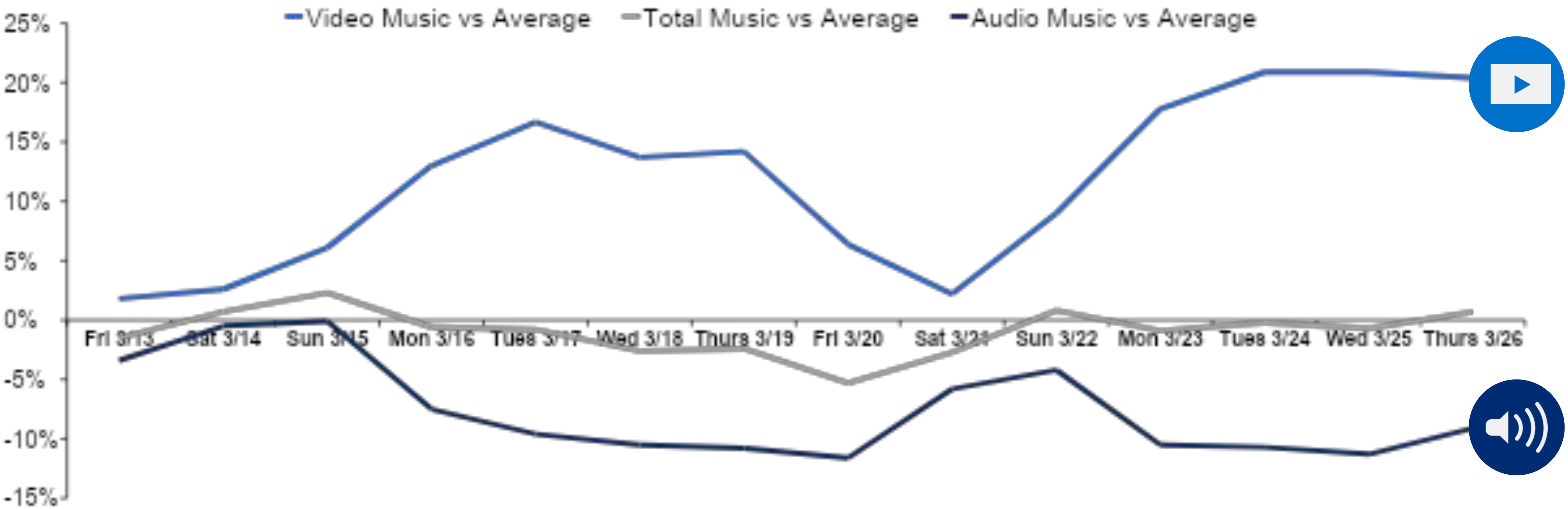
DAILY STREAMING PERFORMANCES VS AVERAGE DAY



Source: Music Connect

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

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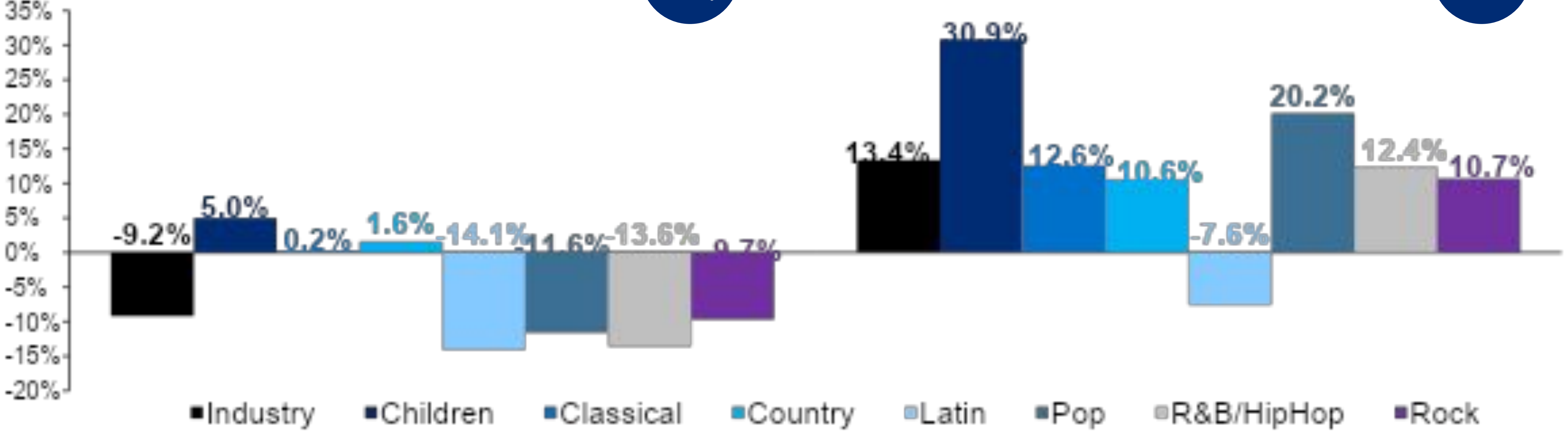
All genres with the exception of Latin experienced music video streaming growth for the week ending 3/26.

AUDIO AND VIDEO STREAMING GROWTH RATES BY GENRE

Music Audio Streams

Music Video Streams



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

MRC DATA

AUDIO STREAM TRENDS BY MARKET WEEK ENDING 3/26

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

College Market examples	Audio Streams vs. Baseline
Lafayette, IN	-28.7%
Gainesville, FL	-26.8%
Charlottesville, VA	-19.1%
Syracuse, NY	-17.5%
Tallahassee, FL	-15.5%

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

MRC DATA

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

Those spending less time with music are spending more time with…

73% News

71% Books / Magazines

65% Movies

64% Television

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

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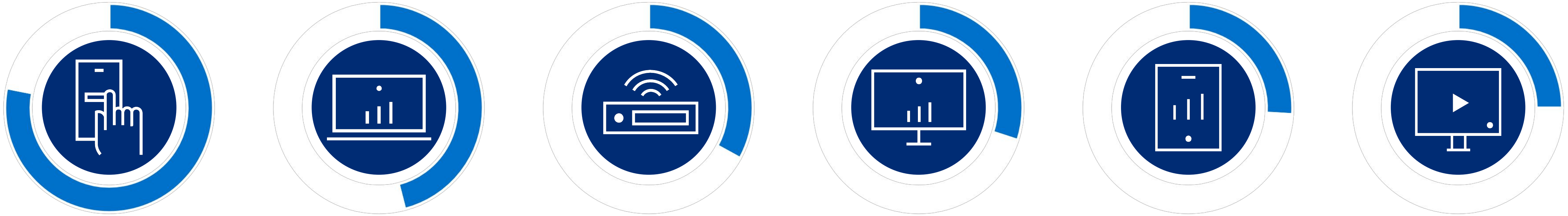
Emerging tech such as smart speakers and smart TVs are finding use alongside more standard music listening devices such as smartphones and laptops as people are spending more time at home.

DEVICES FOR MUSIC LISTENING

Among Music Consumers



78%	46%	33%	30%	26%	25%
Smartphone	**Laptop**	**Smart speaker**	**Desktop**	**Tablet**	**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

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

MRC DATA

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.

CONTENT LISTENED TO ON RADIO

Among Radio Listeners

93% Music

52% News

35% Talk Shows

24% Sports

DEVICE USED FOR MUSIC

Among Radio Listeners

77% *Index 99* Smartphone

45% *Index 98* Laptop

37% *Index 112* Smart speaker

Index to Gen Pop

USES FOR ENTERTAINMENT

Among Radio Listeners
Sorted on Index to Gen Pop

28% *Index 140* To feel energized

17% *Index 131* To keep my kids occupied

33% *Index 127* Something to do with others

56% *Index 124* To cheer me up / laugh

COVID-19: Tracking the Impact on the Entertainment Landscape
E2b_Radio. What do you listen to on the radio? Base: Those Who Use Radio for Entertainment in the Past 2 Weeks (301). M4. Which of the following devices have you used to listen to music in the past 2 weeks? Base: Radio Consumers Who Listen to Music (388).
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

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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

MRC DATA

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

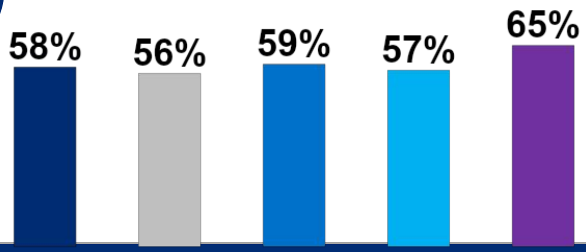
L11. How much do you agree or disagree with the following statements about music artists? Top 2 Box.
B1. How much do you agree or disagree with the following statements about consumer brands? *I would view a brand more favorably if they…* Top 2 Box. Base: Total Respondents (945)

Consumers are less focused on supporting individual artists and more concerned with society as a whole

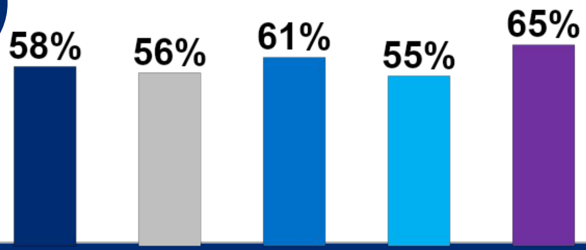
MRC DATA

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

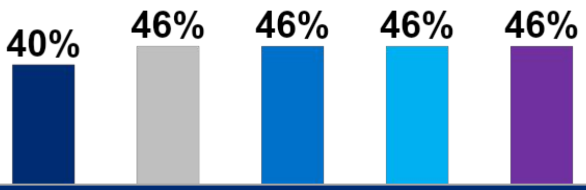
I WOULD VIEW AN ARTIST MORE FAVORABLY IF THEY…



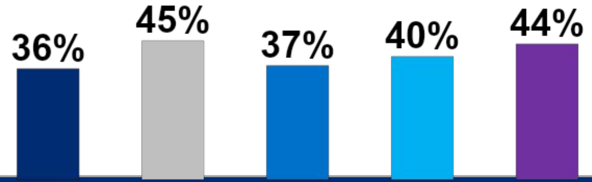
Donated to **medical research and supplies**



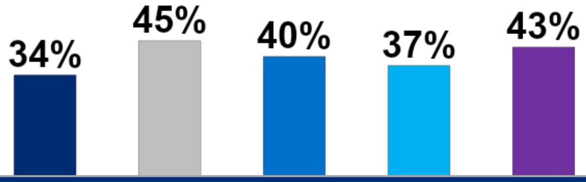
Donated to **small businesses & communities** affected by COVID-19



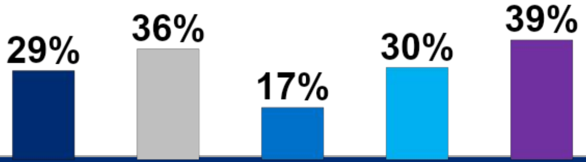
Provided **health and safety** information to consumers during the outbreak



I am willing to **buy merchandise or music** to support artists who can't tour



Artists' **social media activity** is important to me at this time



I am willing to **pay for virtual concerts** to support artists who can't tour

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.

MUSIC INDUSTRY OFFERS MOST IMPORTANT TO CONSUMERS

#1
55%
Uplifting / Happy music

#2
53%
Ad-free music streaming

#3
52%
Extended free trials for streaming services

#4
44%
Calming music / Music for mediation

#5
42%
Playlists for working from home

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*).

M2. How important do you feel it would be for the music industry to offer the following during the COVID-19 outbreak? Top 2 Box. Base: Music Consumers (607)
E6. How are you using entertainment during the current COVID-19 outbreak? Base: Households with Kids (403)

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

MRC DATA

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

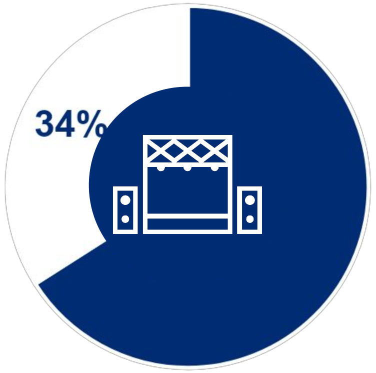
- Teens show less of an interest in virtual concerts and are much more eager to get back to seeing their favorite artists in person.
- Because this group is largely motivated by the desire to connect, they may be missing the social aspects of live events more keenly. We recommend artists explore how 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

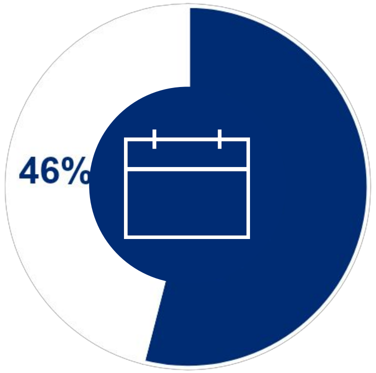
MRC DATA

LIVE EVENT ATTENDANCE

- Gen Pop
- Hispanics
- Teens
- Millennials



Attended a live event in the past year



Planned on attending an event that was cancelled/postponed

TOP CANCELLED FESTIVALS

COACHELLA — COACHELLA VALLEY MUSIC AND ARTS FESTIVAL: 29%

MARCH MADNESS MUSIC FESTIVAL: 26%

ULTRA musicfestival: 25%

NEW ORLEANS JAZZ & HERITAGE FESTIVAL: 25%

THE UP & UP FESTIVAL: 21%

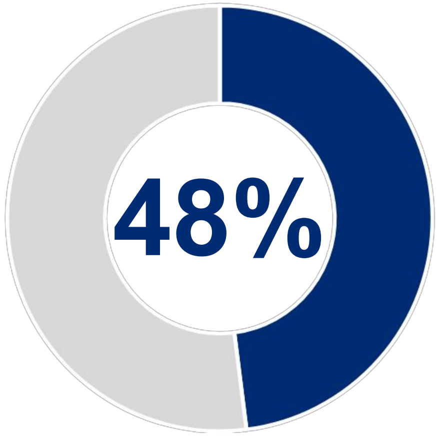
61% are likely to attend a festival if it is rescheduled to a later date

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? Base: Total Respondents (945). 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: Cancelled Festival Goers (206)

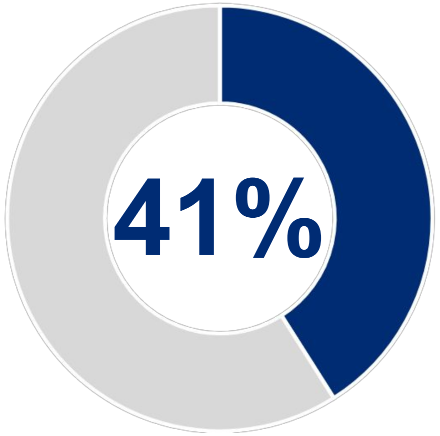
Fans have strong opinions about how artists should respond to cancelled events

MRC DATA

ARTIST ACTIONS IN RESPONSE TO CANCELLED EVENTS



agree artists should share **videos of performances** to make up for cancelled concerts



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**

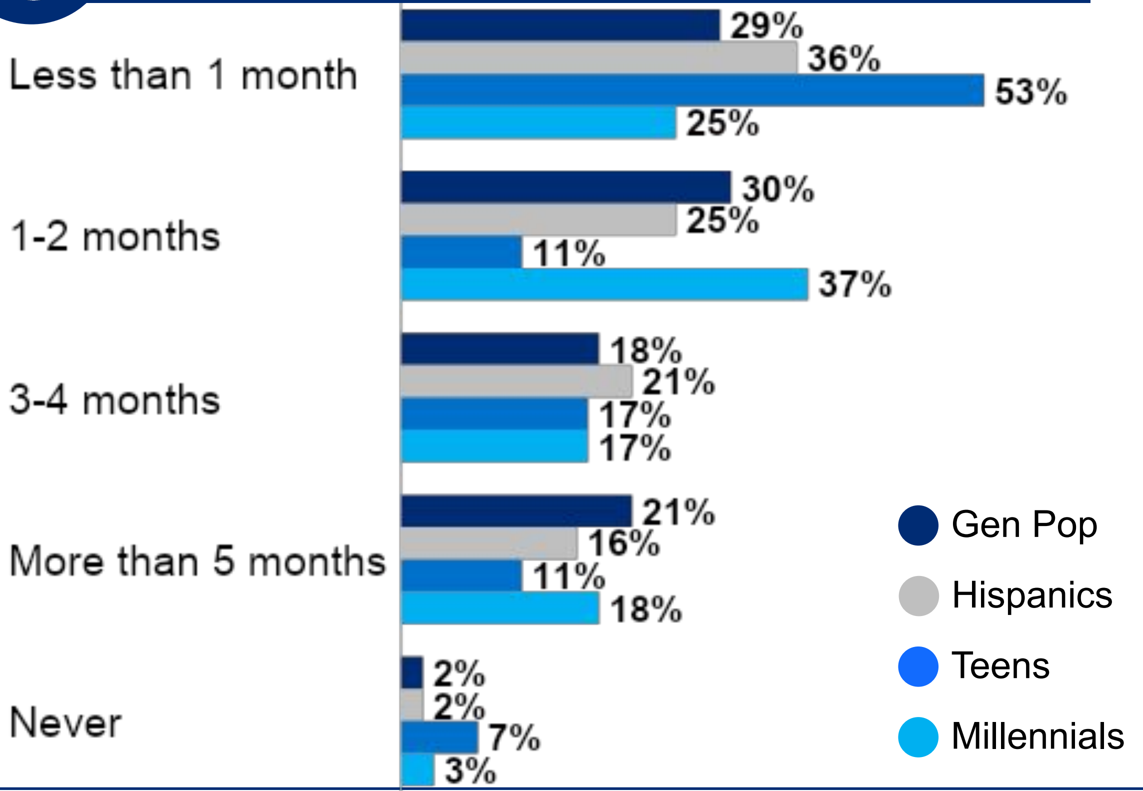
COVID-19: Tracking the Impact on the Entertainment Landscape. L1. Which of the following types of live events, if any, have you attended in the past year?
L11. How much do you agree or disagree with the following statements about music artists? Top 2 Box. Base: Total Respondents (945).
L2B. Which of the following would be acceptable solutions for a cancelled or postponed event? Base: Cancelled Event Attendees (485).

Teens are eager to get back to live events and are less concerned about large gatherings

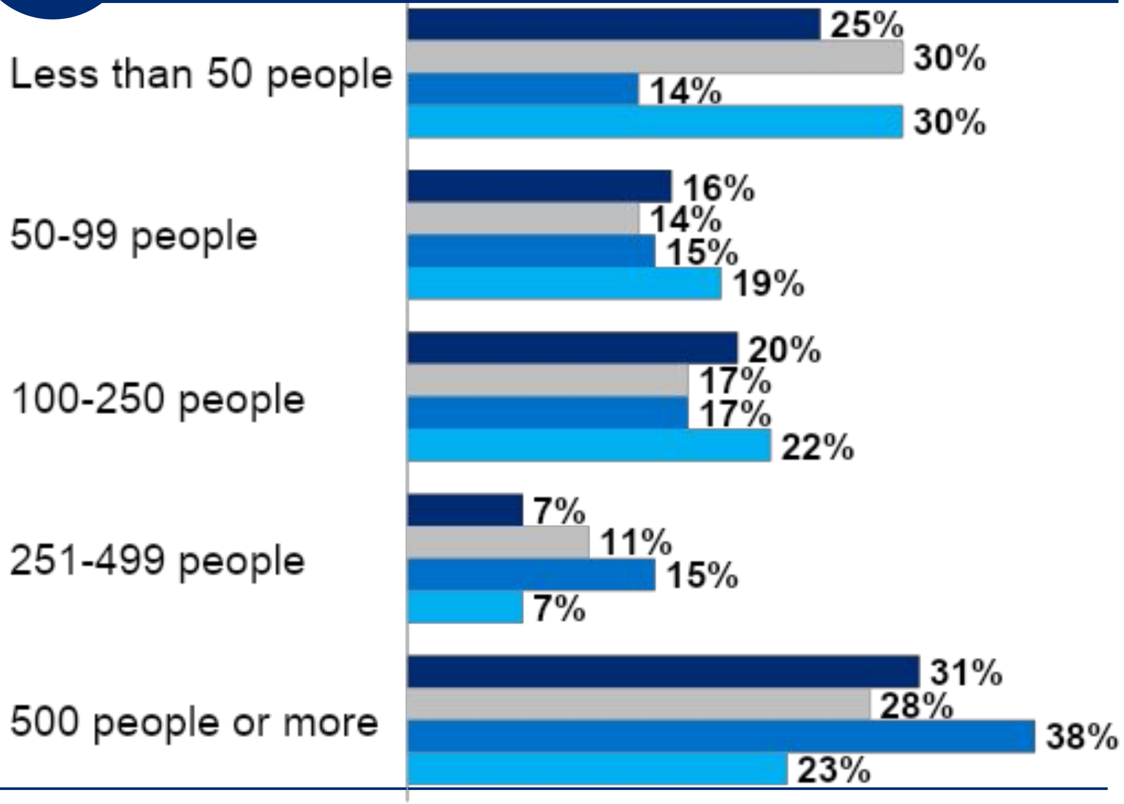
MRC DATA

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



WILLINGNESS TO ATTEND BASED ON EVENT SIZE



COVID-19: Tracking the Impact on the Entertainment Landscape

L5. How long after the COVID-19 pandemic has passed or a vaccine/treatment is available would you be willing to attend a live event? Base: Live Event Goers – Gen Pop (672), Hispanics (132), Teens (70), Millennials (228)

L6. How large of a live event would be you willing to attend after the COVID-19 pandemic has passed or a vaccine/treatment is available? Base: Live Event Goers Willing to Attend Future Events – Gen Pop (658), Hispanics (130), Teens (65), Millennials (222)

Virtual concerts can be a positive experience that improves fan perceptions of the artist

MRC DATA

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

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? L10. How has your impression of the artist changed based on their virtual concert / live streamed performance? Base: Live Streamers (130).

Virtual concerts are most likely to be viewed and paid for by Hispanics and Households with Kids

MRC DATA

INTEREST IN VIRTUAL CONCERTS

34% of Gen Pop who have **not previously streamed** a virtual concert are **likely to** in the next 2 weeks

42% **Hispanics**
18% **Teens**
38% **Millennials**
41% **Households with Kids**

29% of Gen Pop **are willing to pay** for virtual concerts

36% **Hispanics**
17% **Teens**
30% **Millennials**
39% **Households with Kids**

COVID-19: Tracking the Impact on the Entertainment Landscape.
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)

Recommendations

Life Suspended, Entertainment Unrestricted

MRC DATA

Entertainment and music can connect people when they are physical 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.

Live Events – New Norm

MRC DATA

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