



BYRON MEDIA INC.

U.S. Consumers & Viewers Disrupted: Top 10 Takeaways

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With Peter Hamilton (DocumentaryBusiness.com)



Lifestyle Changes During the Pandemic; Learning to Improvise and Live with Chaos; A Changing Cultural Landscape

- **Challenges of isolation & physical distancing:**
 - **Limited travel, office, & public gatherings.**
 - **Boredom (dramatic increase in video consumption, especially online, e.g., Netflix).**
 - **Electronic “lifelines” (our Zoom connections) for work and play. Increasing our calls to friends/relatives**
 - **RV Rentals (+650% past year); Boat purchases popular too. They provide physical distancing (“social distancing” a misnomer).**
 - **Avoiding medical office/hospital visits/treatments**



Lifestyle Changes During the Pandemic; Learning to Improvise and Live with Chaos; A Changing Cultural Landscape

➤ Mental Health Issues:

- Fear/Anxiety (anti-anxiety, depression, and sleep prescription drugs usage soars)**
- Calls to crisis centers for emotional support have increased times 5**
- Overdoses/suicides**
- Increase use of pornography (Pornhub monthly uniques doubled)**
- Safety concerns: Sales of guns and ammo huge; dealers out of almost anything to sell**

➤ Financial Issues:

- Financial pressures (current and future potential); unemployment**
- Need for government assistance; changing view of government.**
- Tapping savings for those that have some**
- Shopping (long lines especially during senior hours; temptations to hoard).**
- Online shopping for basic household supplies explodes; first advertisers back have been the online retailers.**



Lifestyle Changes During the Pandemic; Learning to Improvise and Live with Chaos; A Changing Cultural Landscape

- **Dramatic Increase in At-Home Activities:**
 - **Media usage (see following slides)**
 - **Much more cooking and exercise at home**
 - **Re-organizing/de-cluttering households (The garbage collectors complain about the larger pickups.)**
 - **Family members together a lot more: stress vs. comfortable togetherness; dads more involved; family board games and jig saw puzzles make a comeback**
 - **Victory” Gardens for fun and economy; garden companies are running out of seeds.**
 - **Snacking and weight gain. Some have made positive diet changes.**



Lifestyle Changes During the Pandemic; Learning to Improvise and Live with Chaos; A Changing Cultural Landscape

- **Dramatic Increase in Time For At-Home Activities:**
 - **Pressures on parents, especially in homes with a 6-12 year old (“Without childcare there is no recovery for many.”)**
 - **Pregnancies (boomlet coming in Dec. '20 – Feb. '21)**
 - **Alcohol use skyrockets (+40%)**
 - **Cars provide physical distancing for drive-in events, e.g., church services, movies, and just “riding around to get out of the house”.**
 - **Booming sales for bicycles (almost none available in stores for under \$1,000)**
- **Other:**
 - **Empty highways in urban areas have become race tracks (Long Island Expressway “Grand Prix”?)**
 - **The impact of the news media, elected officials, social media influencers has been powerful, reinforcing political divisions and creating stress.**



Viewers Find the News very Stressful and Escape Through Media Content in Different Ways

- **Inspiration:** Has heartfelt characters and stories; positive gestalt
- **De-Stressing:** Disconnect from the challenges of the world
- **Family Focus:** co-viewing
- **Nostalgia:** Reminds me of the good times
- **Finding Joy:** Comfort and laughter; games
- **Religious/Spiritual Practices:** Surge in religious media and calming spiritual activities (yoga and meditation)



Cord Cutting & Cable Network Distribution: Household Carriage Declines Continue May 2019 vs. 2020

- **TREND PAST YEAR:**

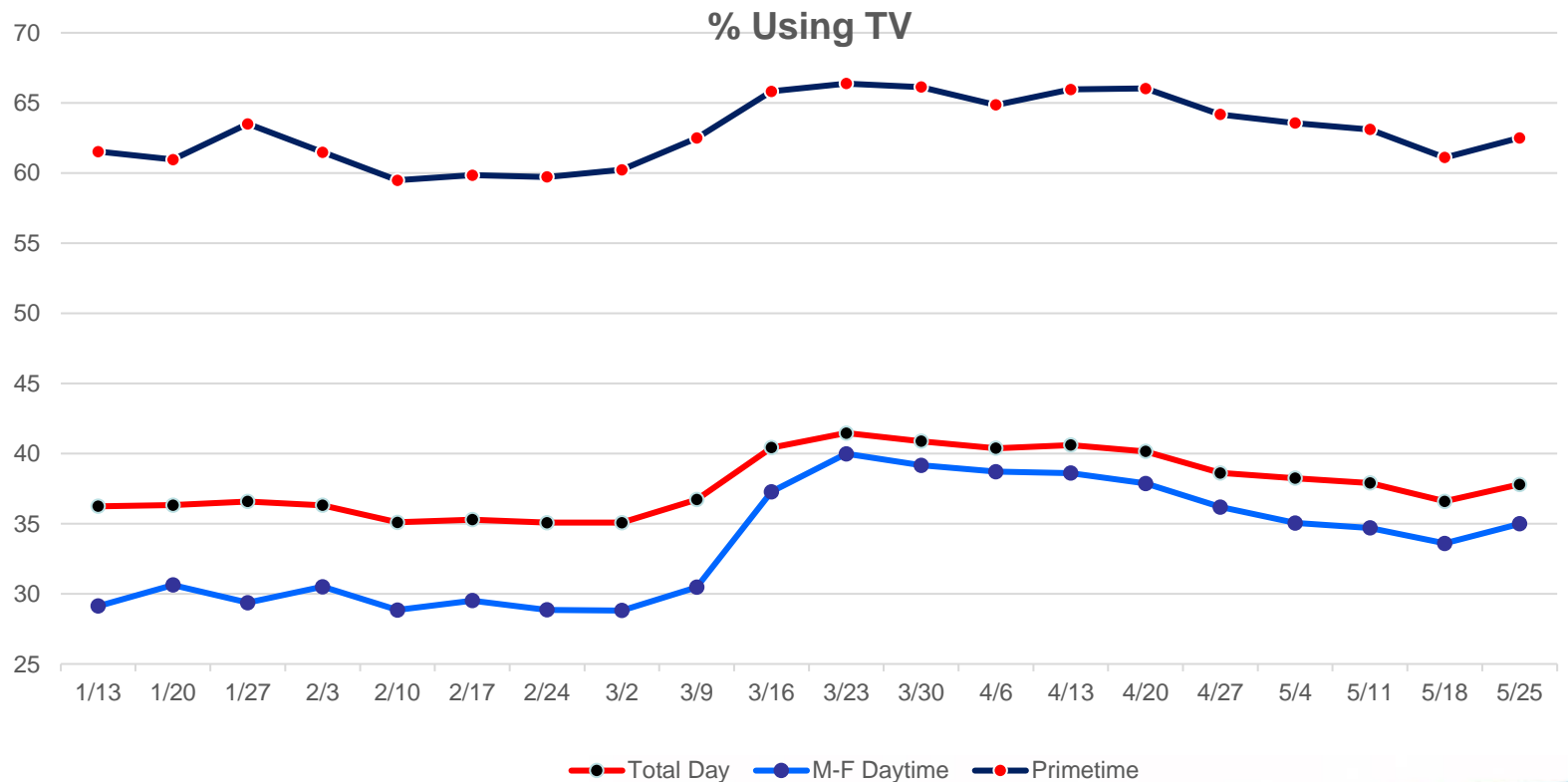
- There were significant overall declines, especially Satellite service subs (DirecTV and DISH).
- **There were also significant increases in Linear Network Online Distributors** (Sling, DirecTV Now, Hulu Live, YouTube TV, Fubo TV, AT&T Watch and Philo).

	<u>May'20</u>		
	HH UNIVERSE	Past Year	
	ESTIMATE	Change	% Change
	<u>(000)</u>	<u>(000)</u>	<u>(000)</u>
Total Homes Receiving Nets *	91,490	-2,763	-3%
Total Wired Cable	55,952	-1,490	-3%
Total Linear Net Online Distrib	7,780	+2,704	53%
Satellite Services	27,679	-4,073	-13%
Average Cable Network	57,309	-3,192	-5%
TOTAL U.S. TV HHs	120,600	+700	1%
* Total Multi-channel represents Cable, satellite and Linear Online Distributor household Subs			



Traditional Linear TV Usage Dramatically Increased Mid March; Plateaued Early April; Down Late April into May, Up Memorial Day Weekend

Total Day: +15% (1/13 vs. 3/23)
Primetime: +9%
Mon-Fri 9AM-4PM: +37%





Traditional Weekly TV Usage is up slightly, but overall Electronic Media Usage is Up Significantly *

	A 18+ Hrs./Min	% Change Total Day
Live+Time-Shifted TV	33.17	15%
TV-Connected Devices	9.19	28%
DVD/Blu-ray Device	0.34	12%
Game Console	2.34	19%
Internet Connected Device	6.34	31%
Radio	10.33	-10%
Internet on a Computer	7.26	23%
Video on a Computer	1.18	17%
App/Web on a Smartphone	33.32	21%
App/Web on a Tablet	7.26	14%

* Pre vs. Lockdown 2020

Sources: Nielsen Media Research, Byron Media, Inc.



58% of US Homes Have Added Entertainment Service Subscriptions

“Since being advised to stay at home, have you subscribed to any additional entertainment services?” (Multi-select)

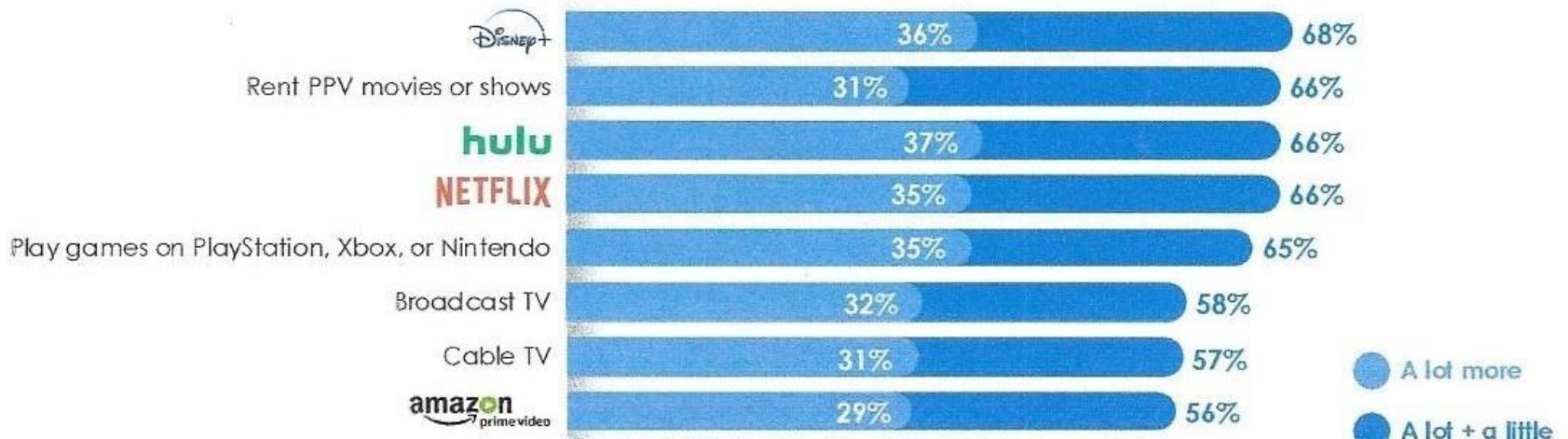
	A18+
No, I have not subscribed to additional streaming services	42%
Netflix	39%
YouTube	27%
Amazon Prime	26%
Hulu	26%
Disney+	24%
Spotify	16%
HBO Go	12%
Apple Music	11%
Sling TV	7%
Audible	5%



Digital Video Changes After Lockdown: Disney Plus, PPV, Hulu, and Netflix Dominate

THE BIGGEST UPTICK IN ACTIVITY SO FAR IS AMONG PPV RENTALS, AS WELL AS AMONG HULU, NETFLIX AND DISNEY + USERS

Are you doing this more or less now vs. a month ago?
Among users of each one





Broadband Subs Dramatically Increase in 2020

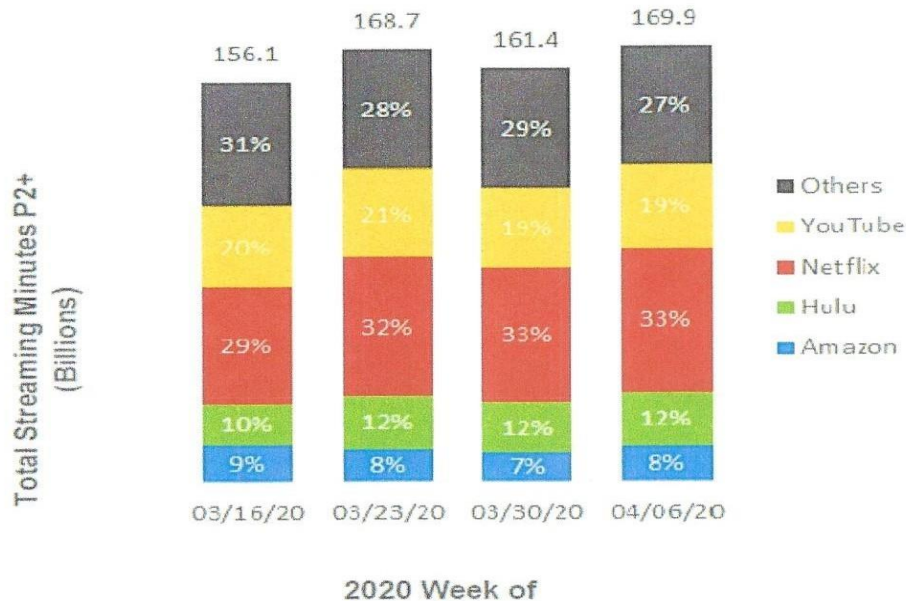
Total Streaming Minutes Up 124% Past Year.

- Largest US Broadband Sub Growth in 5 Years: up 1.2 million 1st Q 2020; up 2.8 million past year.

STREAMING SHARE

Weekly vs. Year Ago

Weekly, Persons 2+, Percent of Total Streaming Minutes



- The total US P2+ population spent 169.9 billion minutes streaming weekly.
- Increase was related to a combination of new subs and higher usage during the lockdown.
- Significant increase in A55+ streaming.
- Netflix has a 33% share of all minutes spent.

SOURCE: Nielsen Streaming Media Homes, Sum of Daily Streaming Minutes Weighted, P2+, Total Day, Others calculated as the difference between total streaming and the sum of the major 4 digital publishers.



Subscription VOD Very Popular

Week of 3/23-29, 2020

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TOP 10 SVOD PROGRAMS

Persons 2+ Total Minutes Viewed - Week of 3/23-29/2020

SVOD Provider	Program Name	# of Episodes	Minutes (Millions)
Netflix	TIGER KING	7	5,338
Netflix	OZARK	30	3,501
Netflix	ALL AMERICAN	32	1,807
Netflix	THE OFFICE	192	1,488
Netflix	CRIMINAL MINDS	277	867
Netflix	GREY'S ANATOMY	341	818
Netflix	BOSS BABY: BACK IN BUSINESS	37	725
Netflix	SELF MADE	4	668
Netflix	NCIS	353	665
Netflix	LOVE IS BLIND	11	476

Source: Nielsen SVOD Content Ratings (Netflix and Amazon Prime), Nielsen National TV Panel, Viewing through Television

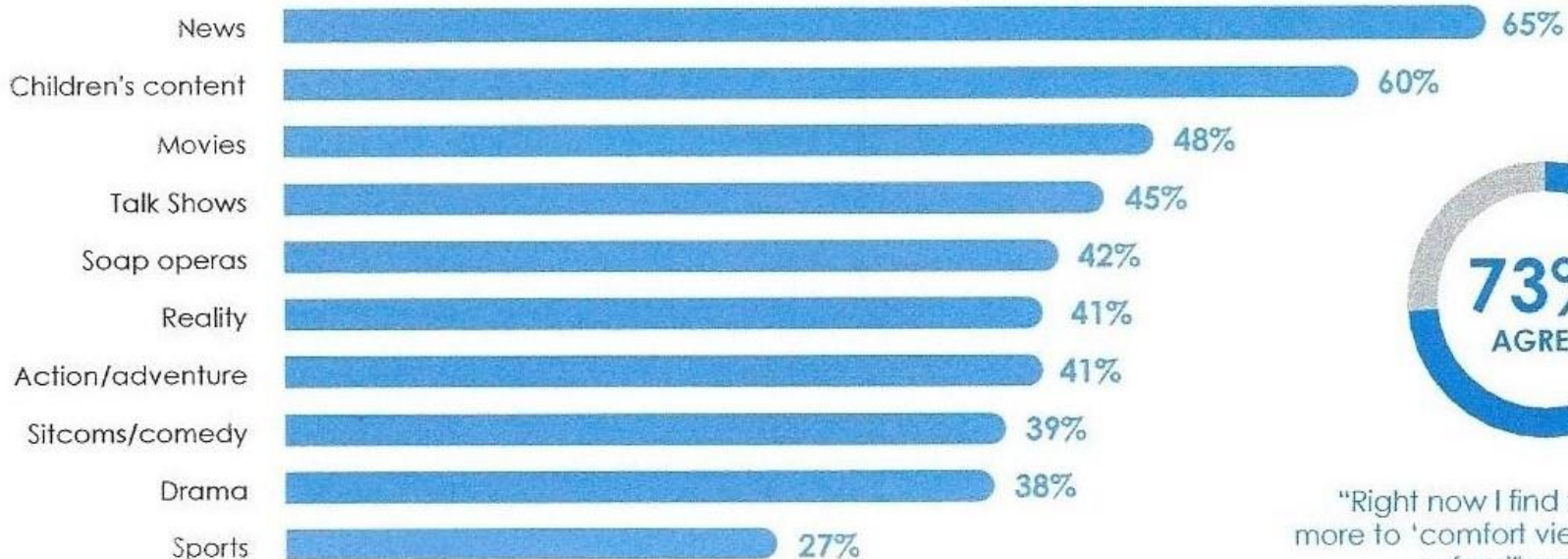


Genre Changes: Pre vs. Lockdown 2020: News, Kids, Movie Genres Strongest

CONSUMERS ARE WATCHING MORE OF ALL KINDS OF CONTENT, BUT ESPECIALLY NEWS AND KIDS' SHOWS

Are you watching more or less of this now than a month ago?

%a lot/a little more: among those who typically watch each genre



"Right now I find myself drawn more to 'comfort viewing'- nostalgic or familiar shows"



Top 20 Networks % Change*: Increases Strongest for Movies, Religion, Documentaries, News, and Kids Genres

Net	Avg Min Aud	Change	Change
	L+15	April '19 vs. '20	Feb. vs. April '20
	Apr-20		
EPIX (EPIX)	148,864	951%	226%
Eternal Word Television Network (EWTN)	58,102	115%	163%
Destination America (DESTAMER)	89,213	24%	113%
Smithsonian Channel (SMITHSON)	205,935	50%	112%
CNN (CNN)	1,535,186	141%	105%
Sony Movie Channel (SONYMOV)	52,887	219%	92%
Great American Country (GAC)	67,551	73%	76%
DIY (DIY)	181,670	103%	73%
Cinelatino (Espanol) (CINE)	50,103	72%	70%
Up TV (UPTV)	158,189	57%	69%
FYI (FYI)	93,772	111%	68%
Starz Encore Classic (ENCCLSC)	80,939	91%	65%
Starz Encore Suspense (ENCSSUS)	77,188	79%	63%
Outdoor Channel (ODC)	68,572	50%	60%
American Heroes Channel (AHC)	99,137	44%	56%
Starz Kids & Family (STRZKF)	62,849	61%	53%
HBO Zone (HBOZNE)	158,057	13%	50%
Disney XD (DISNEYXD)	90,009	11%	50%
HBO Comedy (HBOCOM)	113,477	1%	46%
Starz Comedy (STRZCM)	88,807	96%	45%

* Among the larger Networks

Note: Audience levels affected by changes in distribution.

Source: Comscore TV Essentials



Questions?

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