COVID-19

TRACKING THE IMPACT ON THE ENTERTAINMENT LANDSCAPE

MRC DATA

RELEASE 10

Life Suspended, Entertainment Unrestricted

MRC DATA

The COVID-19 pandemic has impacted economies, industries, and day-to-day lifestyles around the globe. All of this affects **how entertainment is being consumed**.

By tracking consumer attitudes and behavior in regular intervals, we aim to identify trends. A year into the pandemic, we can now share ***year-over-year comparisons for the first time***.

Each release covers:

- ✓ COVID impact on attitudes and lifestyles
- ✓ Entertainment consumption and shifts over time
- ✓ Motivations and coping via entertainment
- ✓ Changes in subscription habits
- ✓ Impact on music consumption
- ✓ Expectations for live events
- ✓ What the music industry can do to engage consumers and support artists
- ✓ How virtual events have been embraced

Our Release 10 report further explores:

- ✓ Live stream / virtual concert time of viewership and ideal duration
- ✓ Movie engagement, including in-theater and alternative-venue attendance and intent to go
- ✓ Importance of COVID restrictions to in-person live event attendance

If you haven't seen our first 9 releases, contact us at data.research@mrcentertainment.com

Methodology: Survey Research

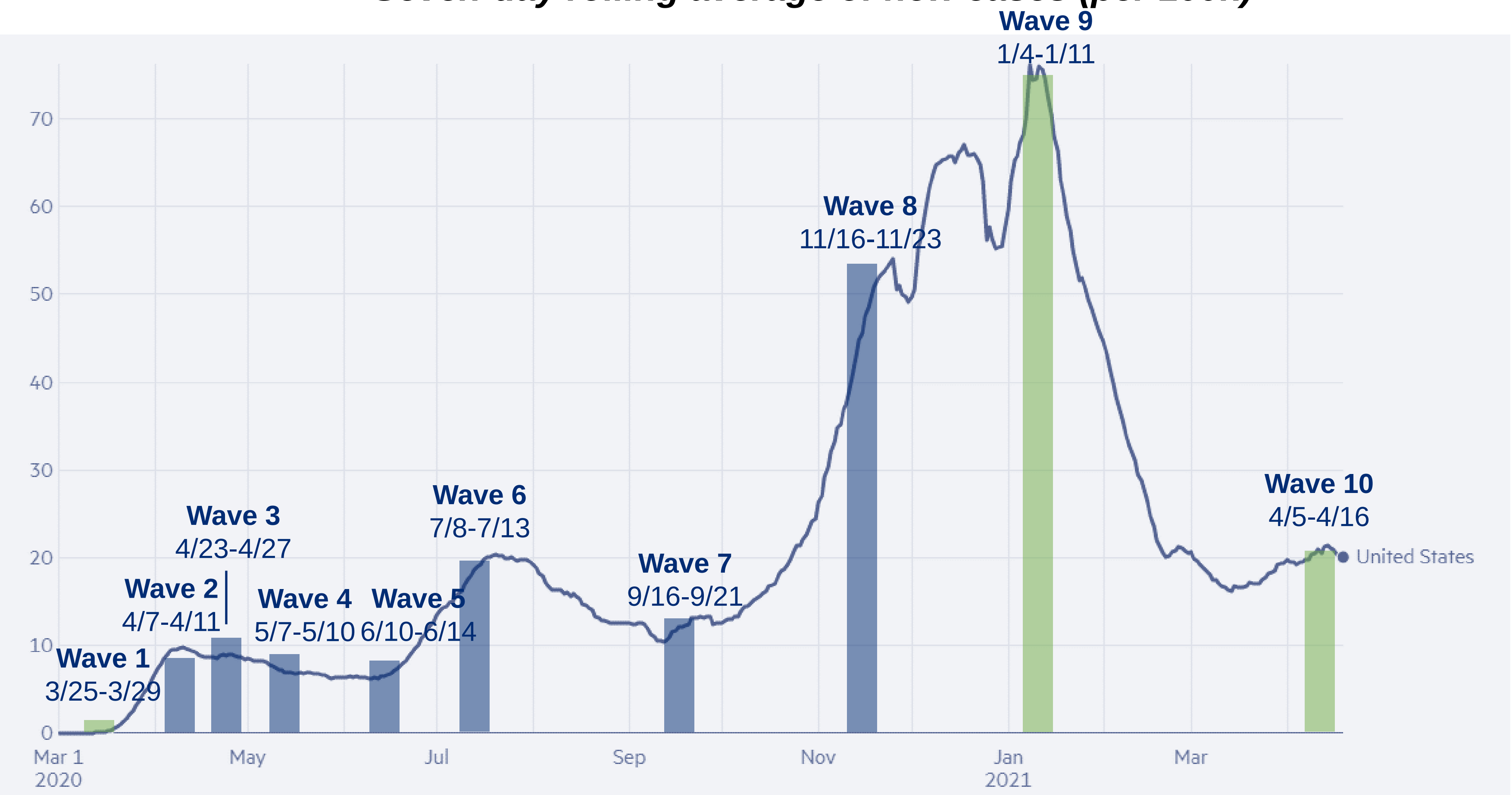
MRC DATA

STUDY TIMING	DATA COLLECTION	SAMPLE SIZE	QUOTA BALANCING	ADDITIONAL ANALYSIS
Wave 10 data was collected **April 5th through April 16th, 2021.**	**Online surveys using third-party panels** were used to collect responses	Interviews were conducted with **1,056 Gen Pop consumers** (Ages 13+) in the United States	Data is **representative of the U.S. census population** including age, gender, ethnicity, and region	Please contact us if interested in learning about **additional or custom analyses**

Data for the COVID-19 Entertainment tracker was collected in 10 waves from March 2020 to April 2021

NEW CONFIRMED CASES IN U.S.

Seven-day rolling average of new cases (per 100k)



This release compares
Wave 9 vs. Wave 10
Wave 1 vs. Wave 10

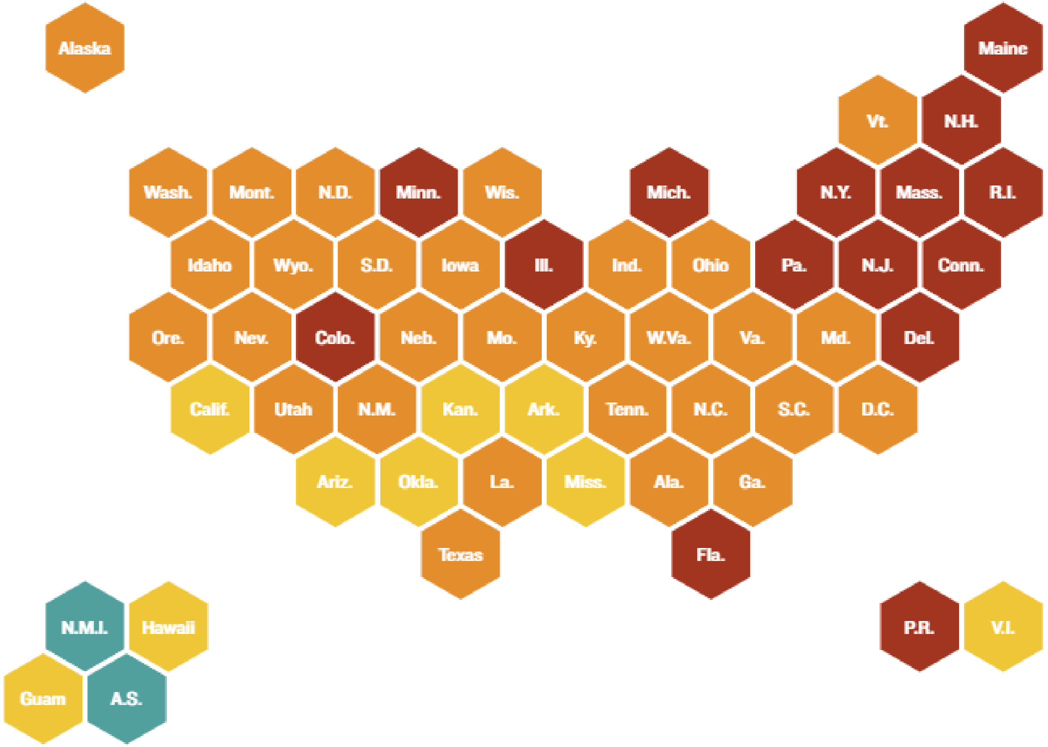
COVID-19: Tracking the Impact on the Entertainment Landscape - Release 10.

Source: Financial Times analysis of data from the World Health Organization, the COVID Tracking Project, the Johns Hopkins CSSE, the UK Government coronavirus dashboard, the Spanish Ministry of Health and the Swedish Public Health Agency. https://ig.ft.com/coronavirus-chart/?areas=usa&areasRegional=usny&areasRegional=usnj&areasRegional=usia&areasRegional=usca&areasRegional=usnd&cumulative=0&logScale=0&per100K=1&startDate=2020-03-01&values=cases

Context: Regional differences persist

15 Places Are At The Highest COVID-19 Risk Level

Data as of April 19



Red	Orange
Threshold: 25+ daily new cases per 100,000 people **Indicates:** Unchecked community spread	**Threshold:** 10-24 daily new cases per 100,000 people **Indicates:** Escalating community spread

Yellow	Green
Threshold: 1-9 daily new cases per 100,000 people **Indicates:** Potential community spread	**Threshold:** <1 daily new case per 100,000 people **Indicates:** Close to containment

Source: NPR https://www.npr.org/sections/health-shots/2020/03/16/816707182/map-tracking-the-spread-of-the-coronavirus-in-the-u-s

COVID-19 Entertainment Tracker Release 10: *Sneak Preview*

Pandemic concerns down, less reliance on entertainment

-10% ↓

I would **go crazy without entertainment** during this time

-12% ↓

I **worry** about getting COVID-19 or passing it along to someone

(Statistically significant from Wave 9 at 90%)

Entertainment used for leisure, less so for information

TOP USES FOR ENTERTAINMENT

57%

To relax / unwind

30% -5%

To stay informed/ educated

(Statistically significant from Wave 9 at 90%)

Music has less of a functional purpose

MUSIC CONSUMERS WANT INDUSTRY TO OFFER:

-5%

Calming music for meditation

-5%

Playlists for working from home

(Statistically significant from Wave 9 at 90%)

Movie nights staying at home

MOVIE CONSUMERS

76%

Stream movies

18%

Watch movies in a theater

Safety protocols a must for live event buffs

AMONG THOSE WHO PLAN TO RETURN TO LIVE EVENTS….

#1 Only if safety precautions are in place

#2 Will not attend if COVID conditions do not improve

#3 Once the vaccine is widely available/herd immunity is achieved

#4 Regardless of COVID risk

Virtual event engagers are die-hard artist fans

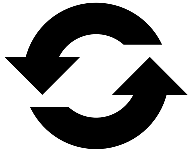
LIVE STREAMERS

#1 MOTIVATOR
to live stream

Music artist

60%

Are likely to watch the same virtual **artist performance more than once**



Beyond the topline insights offered here, the full Release 10 report further explores:

- ✓ As life moves toward a “new normal”, a look at how entertainment habits are changing
- ✓ What live music events look like moving forward
- ✓ Movie engagement and intent to return to in-theater experiences
- ✓ Importance of wellness and top platforms and motivations for engagement
- ✓ Trends in music consumption and the type of music listeners gravitate towards
- ✓ A full battery of questions on virtual events, likelihood to pay, and future interest
- ✓ Importance of music artists
- ✓ Opportunities for brands to win favor among consumers
- ✓ Key insights by region and among households with kids

To purchase the full Release 10 report or commission analysis to gain deeper insights into how the coronavirus continues to affect the music and entertainment landscape, please contact us at **data.research@mrcentertainment.com**

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.

Methodology: Significance Testing

Data between waves is tested for statistical significance at **90% confidence**.

A **significant increase** from Wave 9 (or Wave 1) to Wave 10 is shown by a green arrow pointing up.

A **significant decline** from Wave 9 (or Wave 1) to Wave 10 is shown by a red arrow pointing down.

If no arrow is shown, then the **data is flat** and there is no significant difference between waves.

Please note that **Music Connect** data is behavioral and not survey-based and therefore not tested for significance.

Methodology: Indexing to Gen Pop

Throughout the report there may be references of indices to Gen Pop as noted by Italics in parenthesis, for example *(100)*.

Indices are calculated as % of the sample group / % of Gen Pop.

Low Index (80 or below)	**Average (Around 100)**	**High Index (120 or above)**
An index of 80 means that this group is 20% less likely than Gen Pop to react in a certain way	An index of around 100 means that the sample group is in line with the general population	An index of 120 means that this group is 20% more likely than Gen Pop to react in a certain way