

**KANTAR**

**THE**  
*not*  
**SUMMIT**  
2020

**Audience trends  
in lockdown**

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# Two things to talk about today

1. How is viewing behaviour changing?
2. What are the content trends emerging?







How are viewing habits changing?

# Changes in society, changes in viewing habits



**Spending more time watching than ever**

+4 hours per week



**Watching together**

More time around the TV set



**Using more services than ever**

More willing to try things



**Browsing more than ever**

More time spent searching

# We're seeing record-breaking viewing moments



## TUNING IN TOGETHER

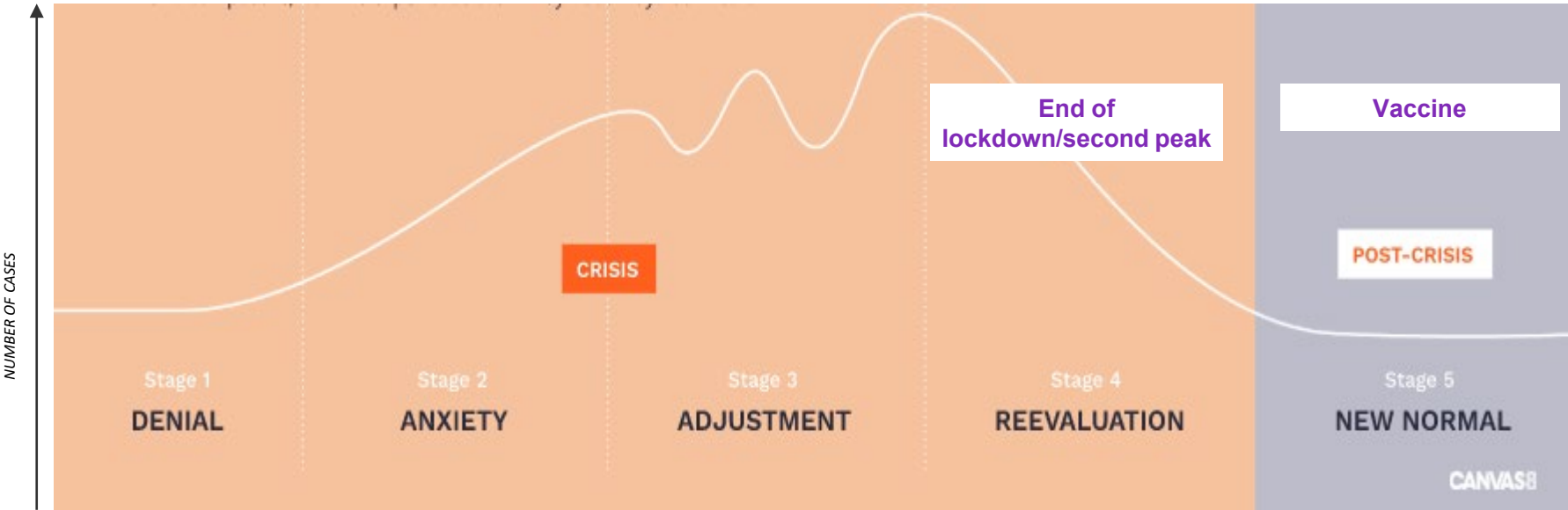
March 23<sup>rd</sup> – 27 million



## IPLAYER'S BEST EVER DAY(S)

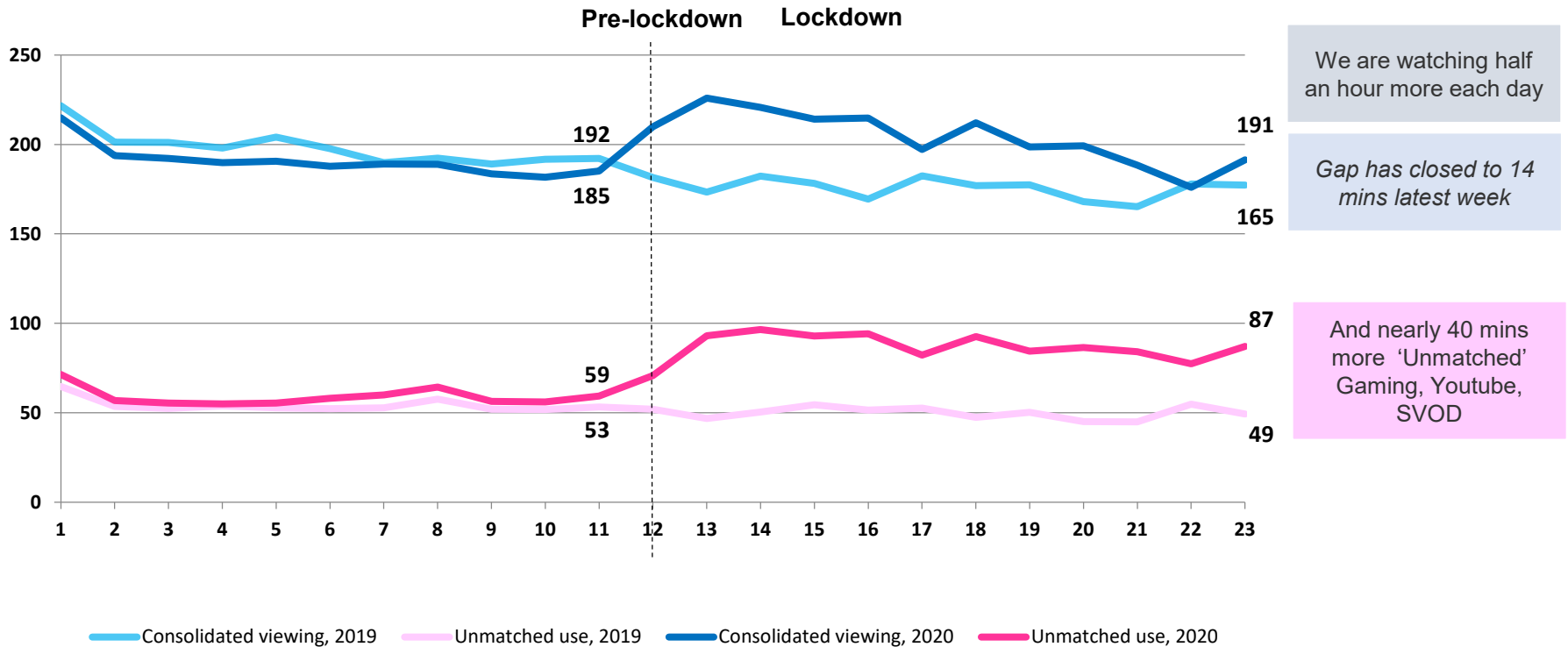
Over 1 billion requests since lockdown

# Audience attitudes and needs will continue to change as the pandemic progresses



SOURCE: CANVAS8 PANDEMIC TRAUMA CYCLE

# TV Use by Activity, Individuals 4+ (mins/day)



**What are the  
content trends  
emerging?**



# 9 Lockdown content trends



1. Comfort in the familiar



4. Brain games



7. Coming together at home



2. Sports reimagined



5. New obsessions



8. Not alone



3. Escape to another world



6. Daily rituals



9. Untold stories

# 1. Comfort in the familiar



Waterloo Road



Re-watching movie series



Repair Shop

## 2. Sports reimagined

# THE LAST DANCE



**APRIL 19**  
Ep. 1 & 2  
9pm ET

**APRIL 26**  
Ep. 3 & 4  
9pm ET

**MAY 3**  
Ep. 5 & 6  
9pm ET

**MAY 10**  
Ep. 7 & 8  
9pm ET

**MAY 17**  
Ep. 9 & 10  
9pm ET

ESPN STREAMING LIVE E

The Last Dance



MOTD REIMAGINED

### 3. Escape to another world



Race Across the world



Star Trek: Picard



Foreign Language Titles



## 4. Brain games

60%

*of 16-34s have taken part in quizzes in their home, online or through social media*



Mastermind



Who Wants to be a Millionaire



Quiz

## 5. New obsessions



Great Sewing Bee



Joy of Painting



Masterchef

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**Thank you**

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