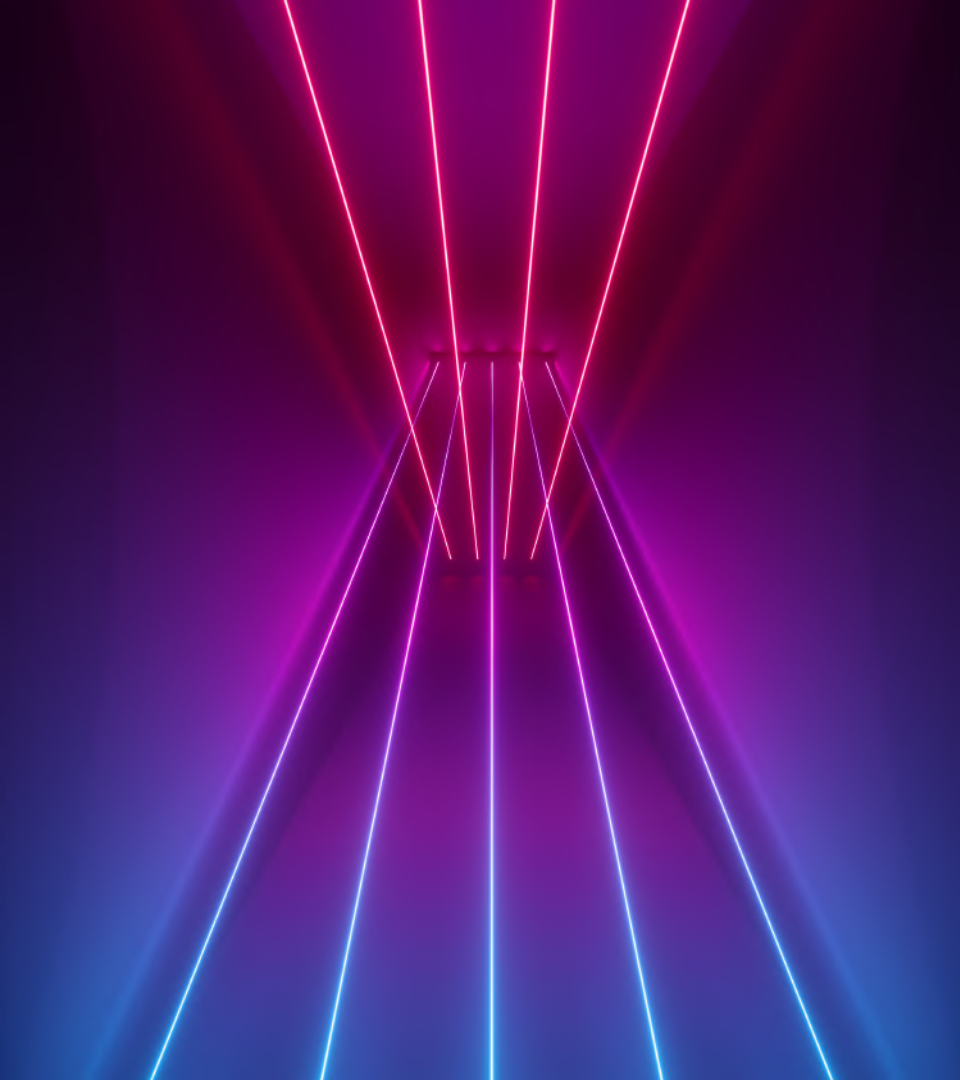




REAL TIME SNAPSHOT

# Covid\_19: Know what the world is watching. **UK**



**Empowering  
the world to  
create with  
confidence in  
the age of video.**

### **About Tubular Labs**

Tubular Labs is the leading global video intelligence and analytics platform that powers broadcasters, publishers, and brands to create with confidence in the age of video. As the world's most comprehensive database and taxonomy, Tubular organizes the social video universe, creating a measurement standard a whole industry can transact on.

9 out of 10 global media companies and over 250 leaders, including Viacom, Group Nine, BuzzFeed, and Mattel trust Tubular.

**For more information, visit [www.tubularlabs.com](http://www.tubularlabs.com).**



## **Our commitment to you**

This new and unthinkable reality of social distancing, economic turmoil and health concerns is impacting everyone. In these times, the world needs you and your industry - digital video - more than ever for information, entertainment, and human connection. We are here to support you and your team, so you can confidently navigate this changing world, find your audience and grow your business.

This is why we created this special report.

We hope you find this information useful. Please don't hesitate to reach out to us for more help. We are here for you.

Be well,

ROB GABEL, FOUNDER & CEO



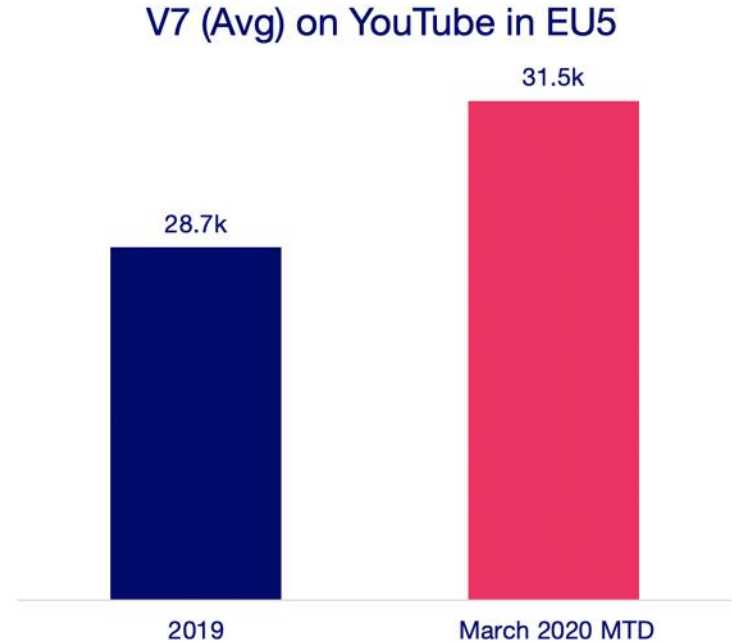
A new and unprecedented reality.



tubular

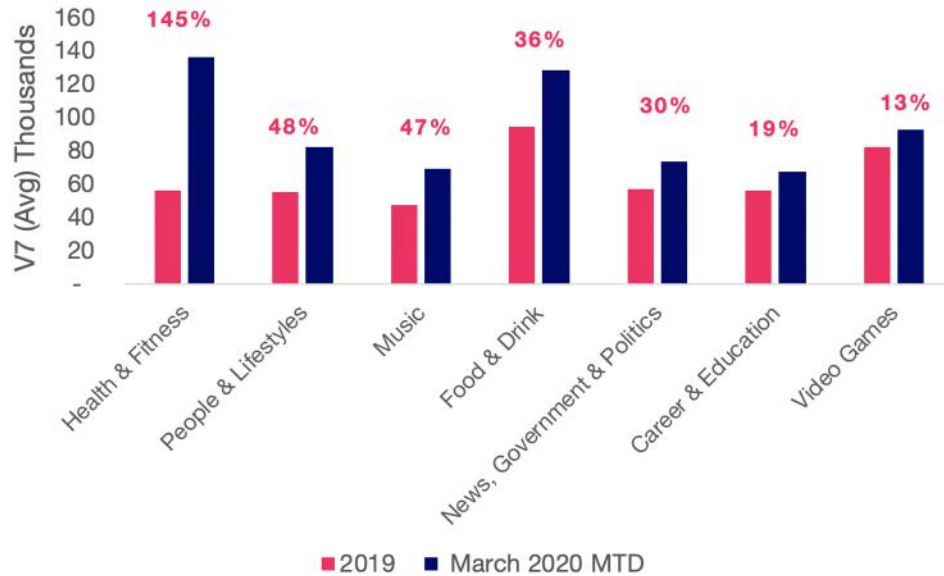
**Demand for social video is up as people are bound to their homes.**

**In Europe, average video views after 7 days of upload have grown in the weeks after the outbreak.**



# Social video consumption has changed in times of Covid-19...

Selected growth categories - V7 (Avg) views



## Entertaining content

like music or video games provides much needed distraction in a stressful reality.

## Educational videos

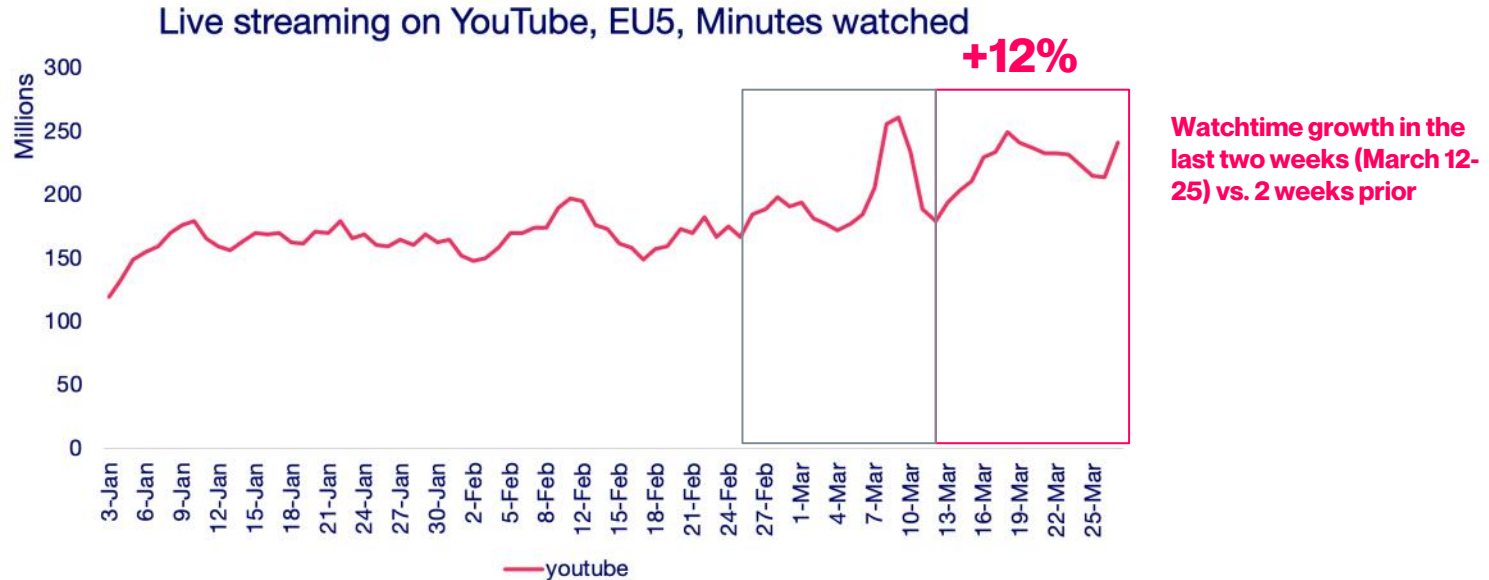
about fitness and workouts at home, or cooking videos help people navigate their new situation at home.



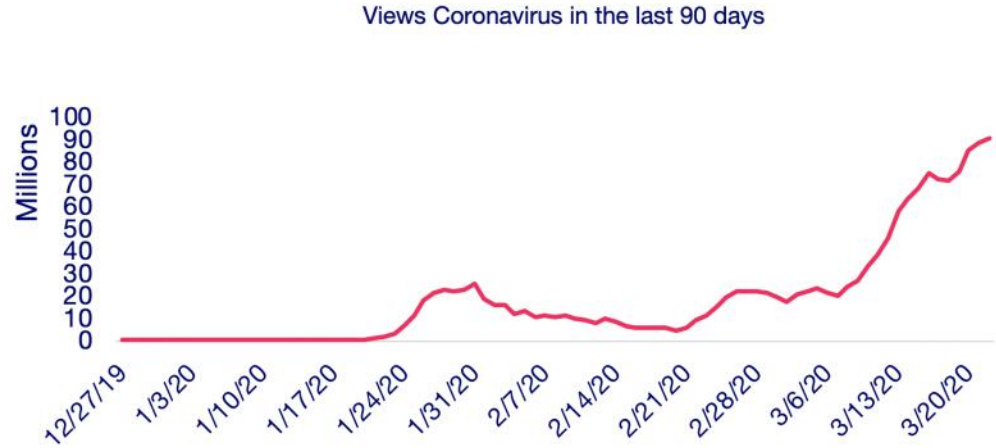
# ...and so has the role of live streaming



Especially **News&Politics** (+151%) and **Gaming** (+58%) creators saw an increase in watchtime of their live streamed content on YouTube








# Interest in videos about Coronavirus continues to grow in Europe.










# Top 10 UK videos uploaded last week around Coronavirus on YouTube are dominated by informative content about the spread of the virus



Manage	Video	V3
<input type="checkbox"/>	1,917 Videos	---
1	 The shocking centre of the COVID-19 crisis by Sky News	9.9M
2	 ¿Qué le hace el coronavirus al cuerpo?   BBC Mundo by BBC News Mundo	2.8M
3	 Coronavirus: How bad is the situation in Europe? - BBC News by BBC News	2.7M
4	 Woman in ICU warns of Covid-19 dangers: 'Don't take any chances' by Guardian News	2.0M
5	 DAVID ICKE - THE TRUTH BEHIND THE CORONAVIRUS PANDEMIC: COVID-19 LOCKDOWN & THE ECONOMIC CRASH by London Real	2.0M

**678M**  
YT views for  
Coronavirus  
videos \*






6	 Corona Virus Isolation Box by coinforce	1.9M
7	 Italian doctor on how virus 'exploded', having coronavirus & how to fight it by Channel 4 News	1.8M
8	 Coronavirus: Almost 800 more dead in Italy - BBC News by BBC News	1.7M
9	 Coronavirus crisis: 'It's a war, it's a disaster' by Sky News	1.6M
10	 Coronavirus: Death toll passes 10,000 - BBC News by BBC News	1.3M








Source: Tubular Labs| Intelligence | Videos uploaded on YouTube in last 7 days | UK creators only | Ranked by V3 views | Data as of March 25 2020  
\*Videos uploaded anytime by UK creators | Data as of March 25 | Views follow platform definitions.

# Top 10 UK videos uploaded last week around Coronavirus on Facebook are dominated by informative content and videos about politicians' plans to tackle the virus



Manage	Video	V3
<input type="checkbox"/>	1,575 Videos	--
1 <input type="checkbox"/>	 <p>Dieser Arzt teilte seine emotionalen Gedanken über das Coronavirus 🥺🥺 by Newser Deutsch</p>	3.6M
2 <input type="checkbox"/>	 <p>Krankheitsverlauf bei Covid-19 by Visite</p>	3.1M
3 <input type="checkbox"/>	 <p>Me: "I'm going to use this coronavirus quarantine to relax &amp; calm down a bit" Also me, 5 minutes lat... by Ines Aniol</p>	1.4M
4 <input type="checkbox"/>	 <p>So machen Seife und Wasser das Corona-Virus unschädlich by Quarks</p>	1.1M
5 <input type="checkbox"/>	 <p>Kanzlerin Merkel zu Corona-Pandemie by ZDF heute</p>	1.0M

6 <input type="checkbox"/>	 <p>Boris Johnson Speaks At Coronavirus Media Briefing by LADBible</p>	2.7M
7 <input type="checkbox"/>	 <p>Boris Johnson Takes Questions From MPs Amid Coronavirus Outbreak Talks by LADBible</p>	2.6M
8 <input type="checkbox"/>	 <p>Chloroquine, un remède miracle contre le coronavirus ?   Le Speech du professeur François Bricaire by Konbin news</p>	2.5M
9 <input type="checkbox"/>	 <p>Simon Pegg &amp; Nick Frost Work Out A Plan For Coronavirus by LADBible</p>	2.4M
10 <input type="checkbox"/>	 <p>Boris Johnson Speaks At Daily Coronavirus Media Briefing by LADBible</p>	2.2M

**1.1B**  
FB views for  
Coronavirus  
videos\*













Source: Tubular Labs| Intelligence | Videos uploaded on Facebook in last 7 days | UK creators only | Ranked by V3 views | Data as of March 25 2020  
\*Videos uploaded anytime by UK creators | Data as of March 25 | Views follow platform definitions.

# Top 10 UK videos uploaded last week around Coronavirus on Instagram are driven by funny, entertaining content, but also royals/clubs connecting with the public



**133M**  
IG views for  
Coronavirus  
videos\*

Manage	Video	V3 0 1
<input type="checkbox"/>	2,709 Videos	--
<input type="checkbox"/>	 <p>Stay safe and keep washing those hands, Reds! 🧼💧 It doesn't take long... about the same time it...</p> <p>by Liverpool Football Club</p>	2.4M
<input type="checkbox"/>	 <p>Who said being in quarantine had to be boring? Residents at this care home are keeping the mood up b...</p> <p>by LADbible</p>	1.8M
<input type="checkbox"/>	 <p>Simon Pegg &amp; Nick Frost Work Out A Plan For Coronavirus 'Whatever you do, do NOT go to The Wincheste...</p> <p>by LADbible</p>	1.7M
<input type="checkbox"/>	 <p>Whenever and wherever adversity strikes, the people of the UK have a unique ability to pull together...</p> <p>by Kensington Palace</p>	1.6M
<input type="checkbox"/>	 <p>US students party on spring break despite coronavirus 'I'm not going to let it stop me from partying...</p> <p>by BBC News</p>	1.4M

<input type="checkbox"/>	 <p>Drop a 🍷 if you're doing what you can to help 🧼💧 Clean your hands often: Wash your hands ofte...</p> <p>by Jay Shetty</p>	1.3M
<input type="checkbox"/>	 <p>Stay safe and keep #SafeHands - It doesn't take long, Reds! 🧼💧 in 20 seconds, you can enjoy this c...</p> <p>by Liverpool Football Club</p>	1.2M
<input type="checkbox"/>	 <p>Coronavirus: Health myths to ignore From eating garlic to avoiding ice cream. There's lots of fake ...</p> <p>by BBC News</p>	1.1M
<input type="checkbox"/>	 <p>Donald Trump's changing reactions to coronavirus On 17 March, Donald Trump told reporters he knew co...</p> <p>by The Guardian</p>	1.1M
<input type="checkbox"/>	 <p>Via @KensingtonRoyal: The National Emergencies Trust has launched an appeal to raise funds to help...</p> <p>by The Royal Family</p>	1.1M

**Get in touch to gain more insights and  
learn how Tubular can help you.**

[vision@tubularlabs.com](mailto:vision@tubularlabs.com)

