

KANTAR

TV & Video consumption in the new normal

What audiences say and do –
and how we respond

April 2020

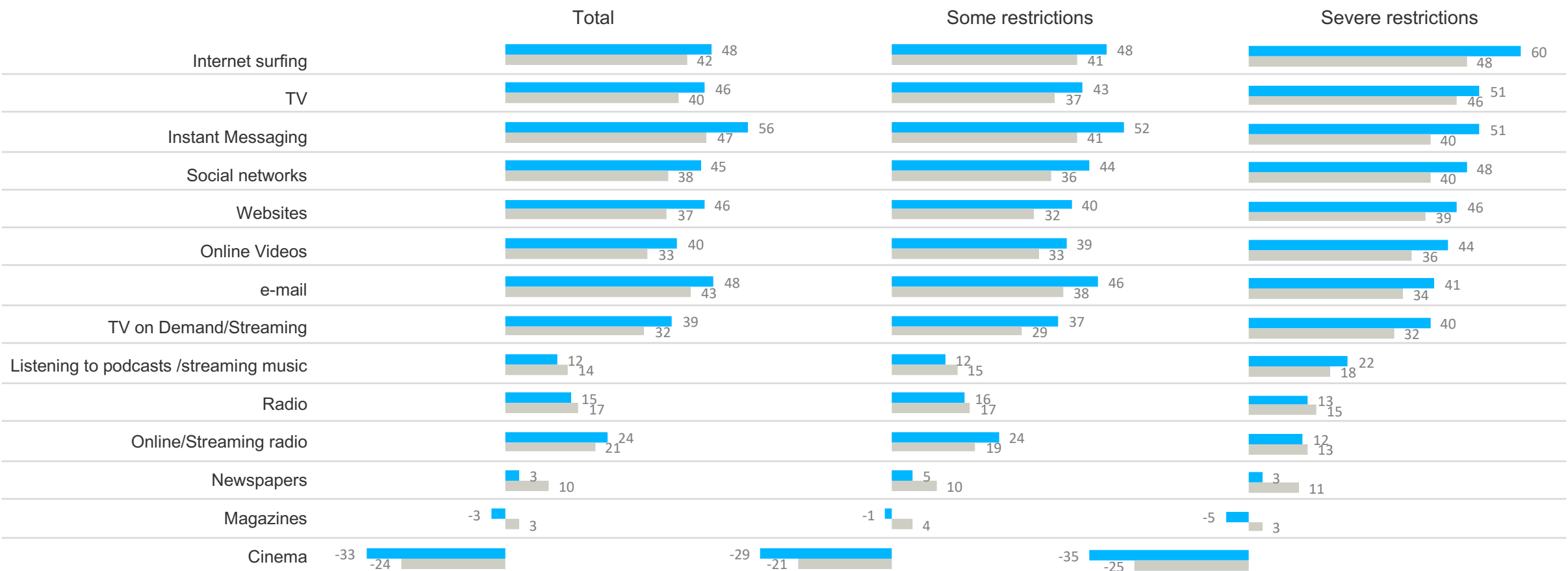


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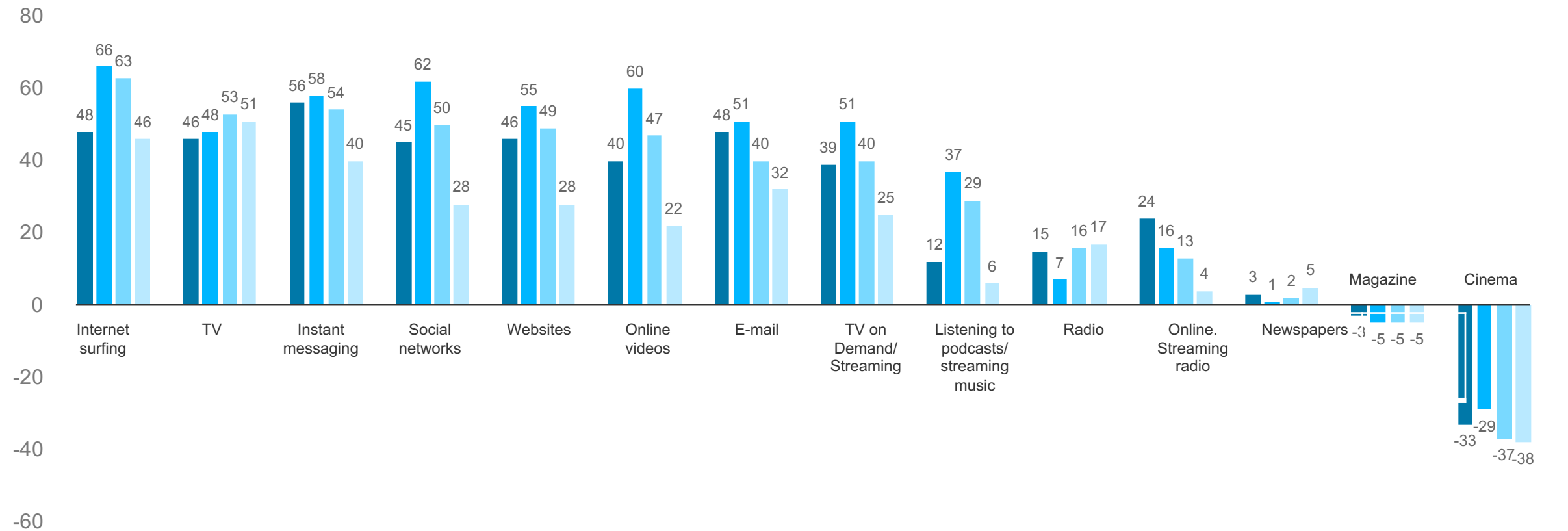
**What
audiences
say**



Overall media consumption is increasing significantly in lockdown, with online media channels and TV providing new opportunities to reach audiences



Online viewing changes are more pronounced among the younger audiences across most media channels, as markets enter severe restrictions



Improving understanding of heavier online viewers during the crisis

Gaining richer profiling insights from TGI



Target Group

Def. Agree: **In the past few weeks, I'm watching more online video and TV on demand** (e.g. YouTube, iPlayer, Netflix)

= 20% of All Adults 18+



44%

have children in household

TGI INDEX

136

Playschool Parents

157

Primary School Parents

116

Secondary School Parents

Agree: **"I find it difficult to balance work, children and social life"**

Index: 158

Def Agree: **"Advertising helps me choose what I buy"**

Index: 245

Def. Agree **"I prefer to buy products from companies who sponsor TV programmes"**

Index: 267

Def Agree: **"When I see a new brand I often buy it to see what it's like"**

Index: 230

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**What
audiences
do**



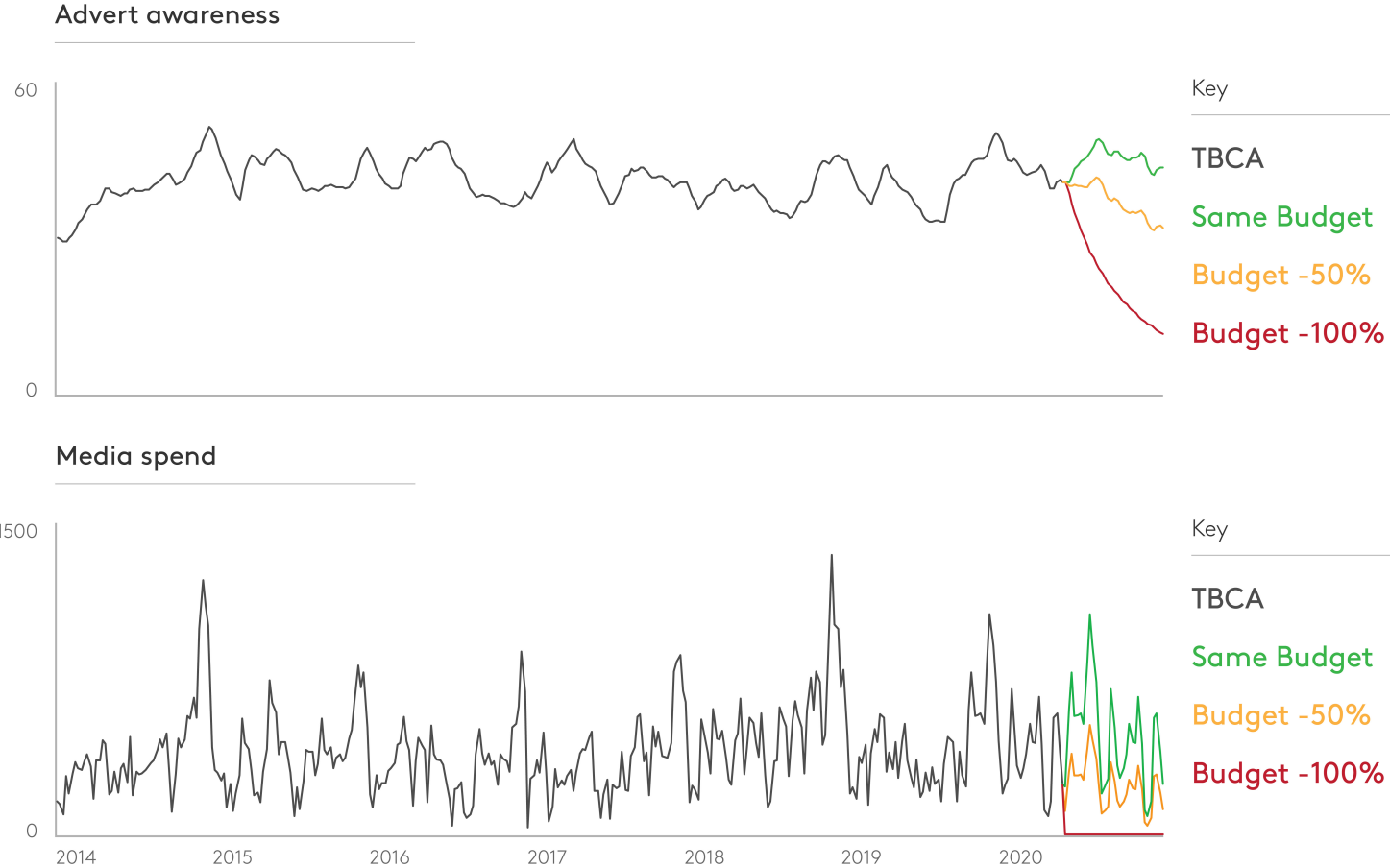
And while

only 8%

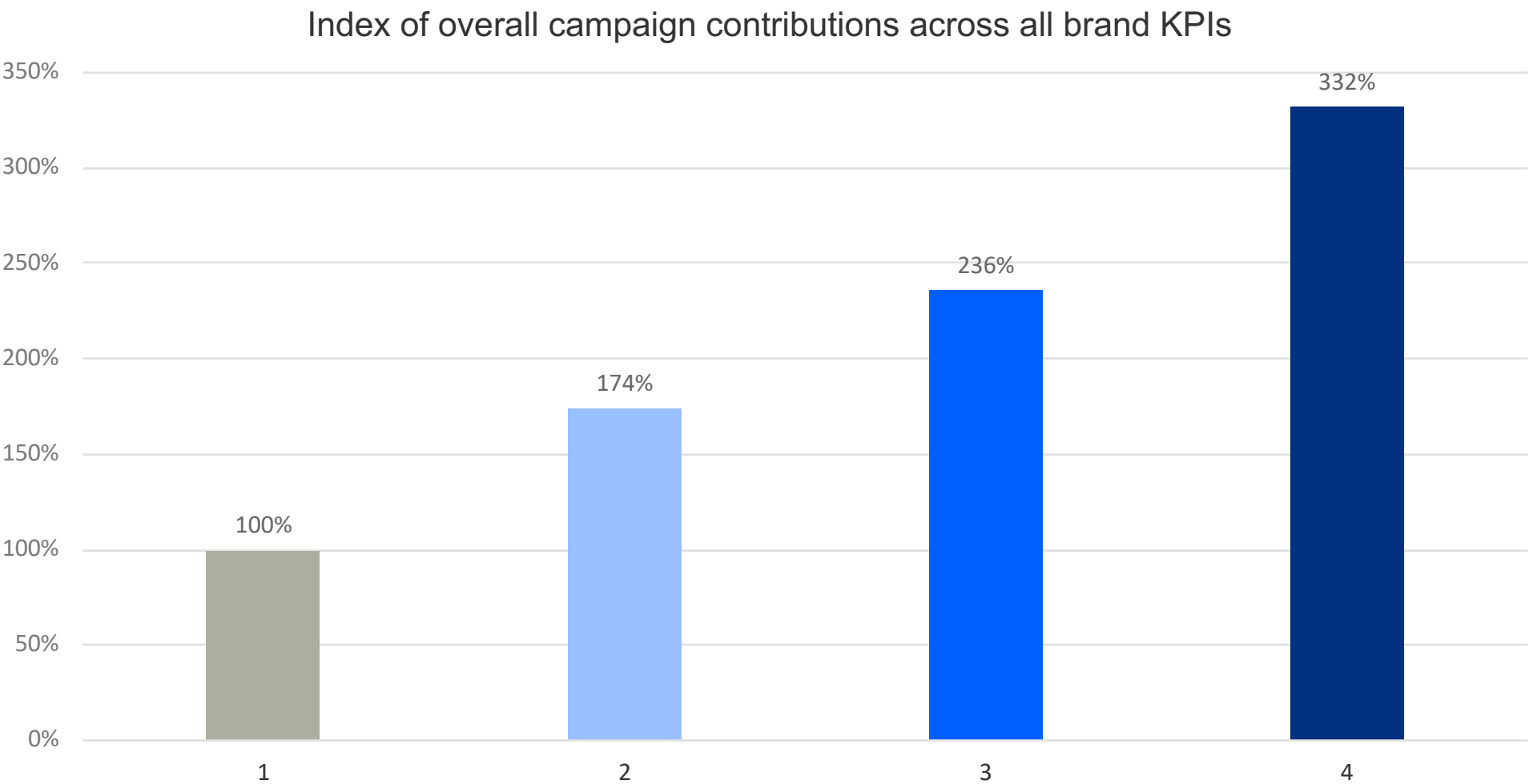
...of consumers believe
that companies should
stop advertising, we
know budgets are under
increasing pressure.

Stopping advertising altogether dramatically affects saliency and sales – and it's hard to recover

Simulation of three scenarios for a real brand to March 2021

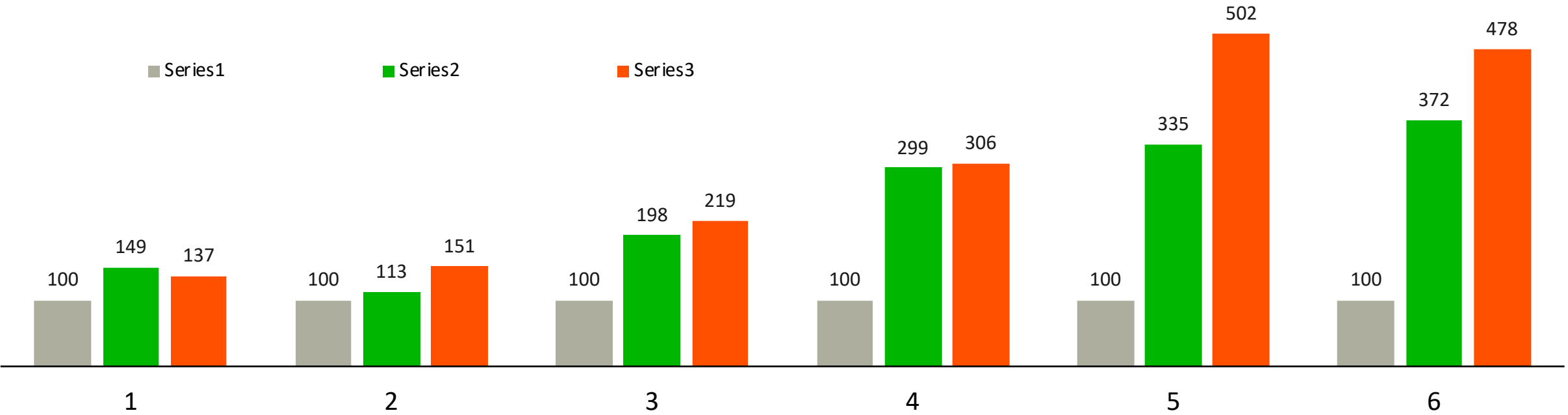


Back to basics: multimedia campaigns are more impactful



TV and online video benefit most from integration and customisation

Channel level contribution by campaign type



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Thank you

