

# Lockdown Lowdown.

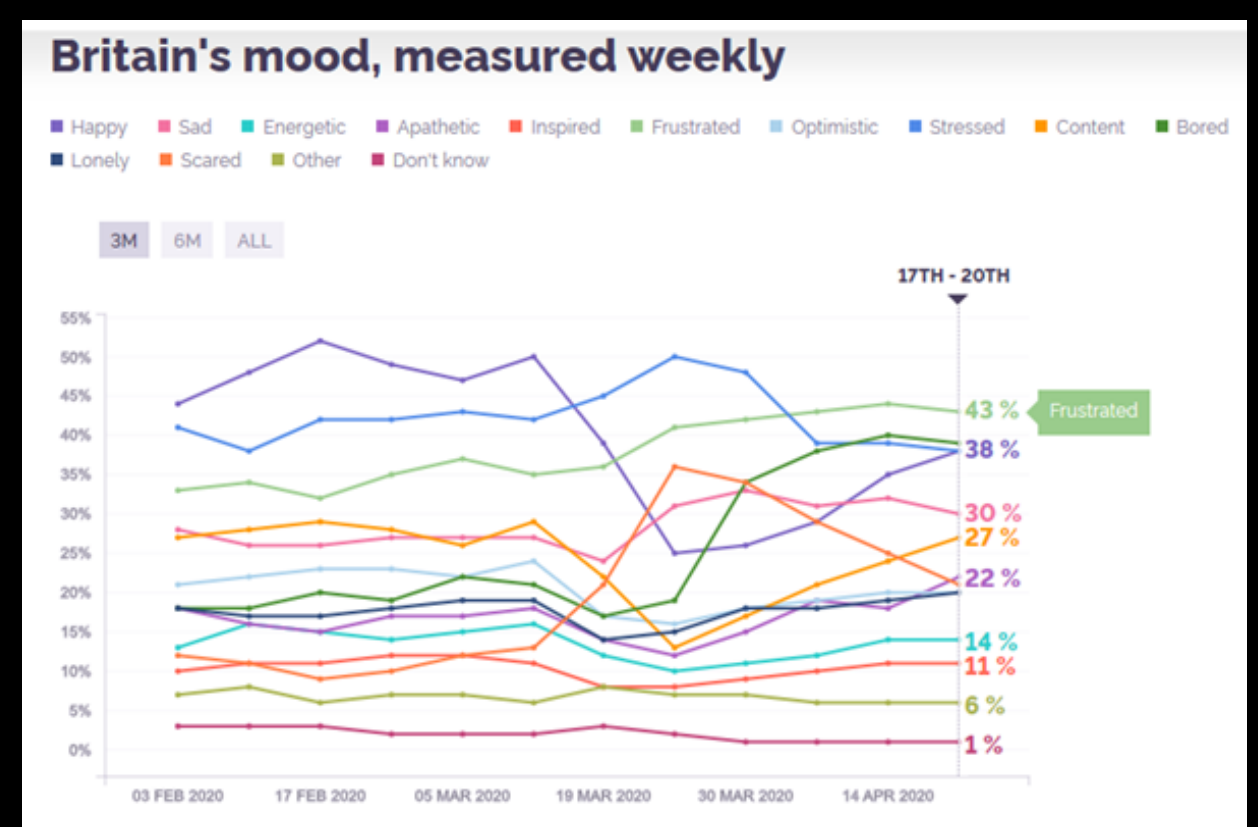
M.i. Media's round-up of the latest market, industry and media trends

It's now one month since the UK entered lockdown, during which we've been both shocked (the Prime Minister's hospitalisation a high profile example of the pandemic's very real dangers) and heartened (Captain Tom's phenomenal fundraising and the nation's weekly Clap for Carers). The team at M.i. Media have been keeping their eyes open for market developments, interesting consumer trends and evolving media opportunities.



## Frustration and boredom up during lockdown but so too happiness and contentment.

Market researchers YouGov have been conducting an ongoing [weekly tracker](#) to gauge the nation's mood. A sense of frustration, currently top of the emotional pile, appears to have been climbing steadily since early February but is now coming out of its peak. More positively, feeling happy and content seem to be on their way back up but we'll need to keep an eye out for boredom!



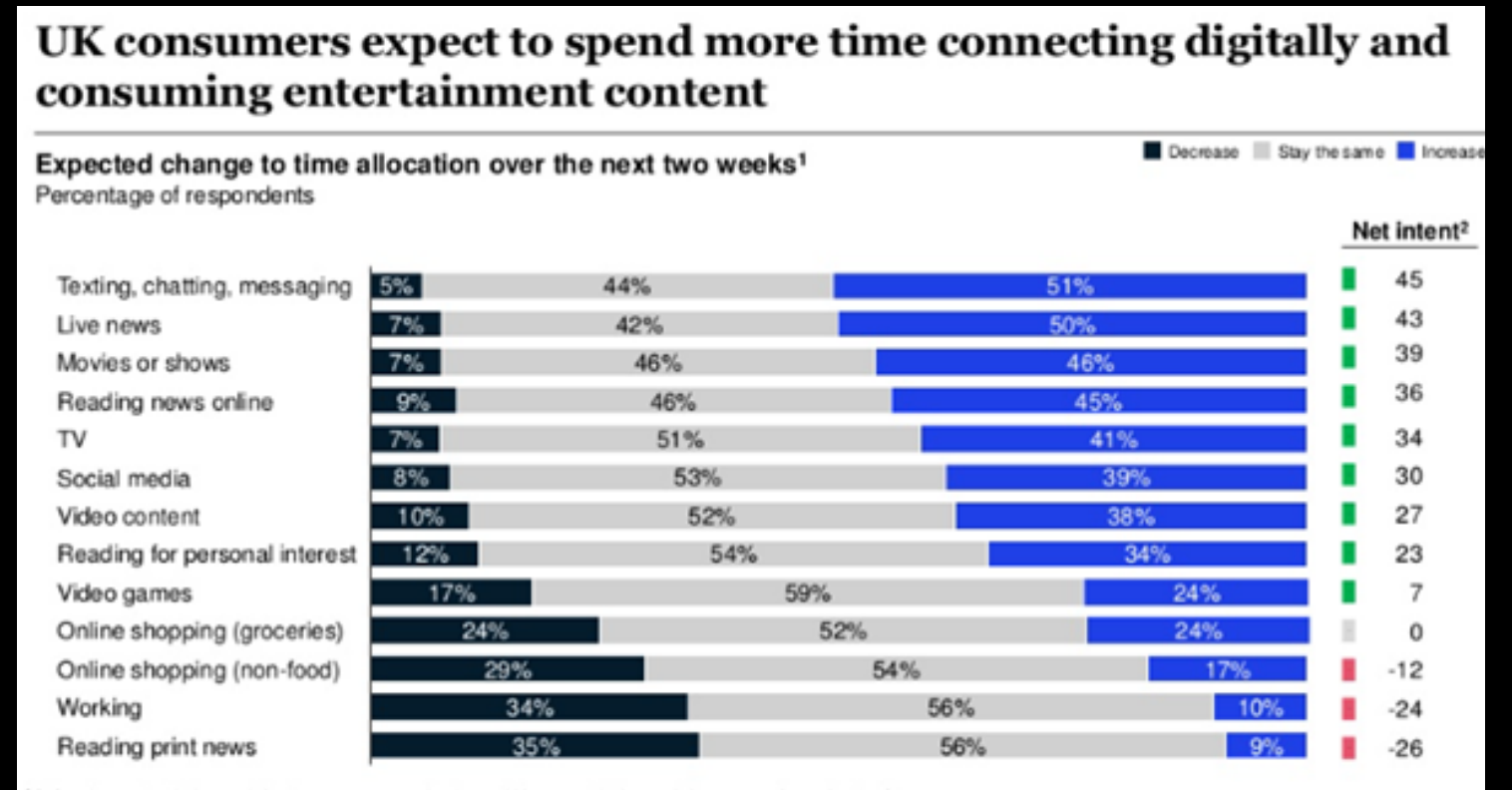
## UK marketing budgets decline at fastest rate since 2009 global financial crisis.

The [IPA's bellwether report](#) released this week shows that marketing activities have been hit across the board driven by the COVID-19 pandemic. Research and events have been hit hardest, while direct marketing and sales promotions have seen the slowest reductions. Whilst the short term outlook is tough, there are signs of optimism from the panel with some foreseeing a quick economic recovery.



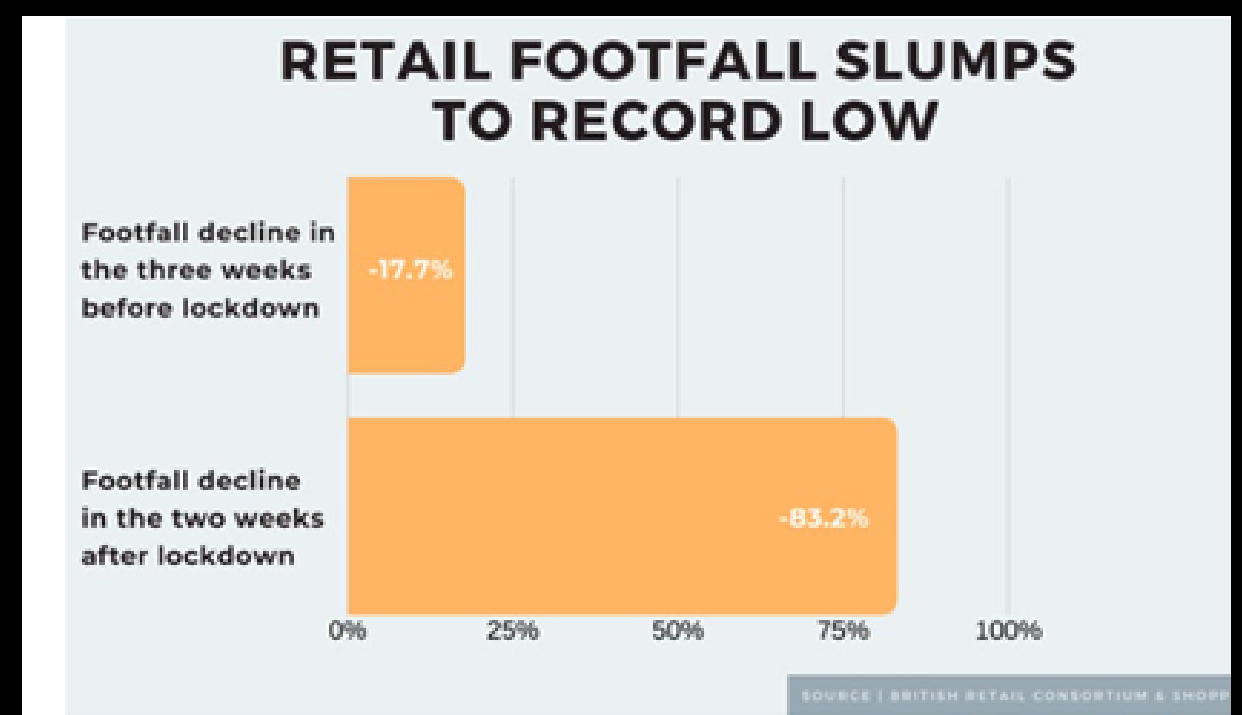
## Optimism in the UK is declining as COVID-19 progresses.

New [McKinsey research](#) shows British consumers are becoming increasingly careful about how they spend their money with an expectation of decreased spending across most categories except grocery and home entertainment. On a more positive note for the media and marketing industries, consumers also expect to spend more time connecting digitally and consuming entertainment content.



## The dramatic decline in movement of the UK population plateauing in lockdown.

New data from OOH specialist Talon indicates traffic levels little changed week on week (as of mid April) but shows roadside traffic numbers now at 54% below the baseline and London Underground usage down 84% below the baseline for this period. Read more [here](#). Research from the British Retail Consortium meanwhile shows retail footfall fell c.83% in the two weeks post lockdown.



## TV Viewing during lockdown remains significantly up.

BARB data shows TV set viewing reached an average 219 minutes a day for the week ending 5 April, up by c.40 minutes compared to the same week in 2019. [Latest data from Thinkbox](#) shows viewing remains higher than pre lockdown levels especially for sought after ABC1s with the increase in live viewing outstripping time shifted. With all major TV saleshouses experiencing increased audience supply but also significant reductions in ad demand, there is extraordinary media value to be had for advertisers able to capitalise.

Channel 4's video on demand service All 4 meanwhile has reported record audiences tuning in and binging boxsets. Views during the nation's first two weeks of lockdown increased by 37% year on year with all genres showing growth, notably fact ent, docs and drama.



## **Coronavirus-related ads can lead to 'significant gains'.**

Market researcher System1's Test Your Ad tool has found that brands are receiving "sky high" responses from viewers, with Aldi's "Business as usual" spot ranking as the most effective ad surrounding the ongoing pandemic. "If you can afford to advertise, then there are some big potential gains to be made... the most important thing is to make sure you land the right message" concludes System1's Jon Evans. Circumstances allowing we'd tend to agree; for a number of M.i. Media clients who are able to get activity live we are seeing high response rates and low media costs combining to boost ROI.



## **Commercial radio listening enjoys "working from home boost" during lockdown.**

According to new [Radiocentre research](#), the 'newly working from home' are the real driving force behind an increase in radio listening, with 45% of this group listening to more radio now - on average for an additional two hours each day to help them cope with being marooned at home. The new research follows reports from commercial broadcasters Bauer and Global of a 15% rise in daily digital listening.



## **Facebook launches dedicated gaming app to take on Twitch and YouTube in response to COVID-19.**

Facebook has launched a dedicated gaming app an attempt to grow its presence in the online gaming world that is currently dominated by Twitch and YouTube. Facebook said the "accelerated" launch was a direct response to the COVID-19 lockdown with game-streaming viewership up by at least 10% during this period. MiQ reports a far greater rise in the UK in their [Insights Track podcast](#).