



Mood of the Nation

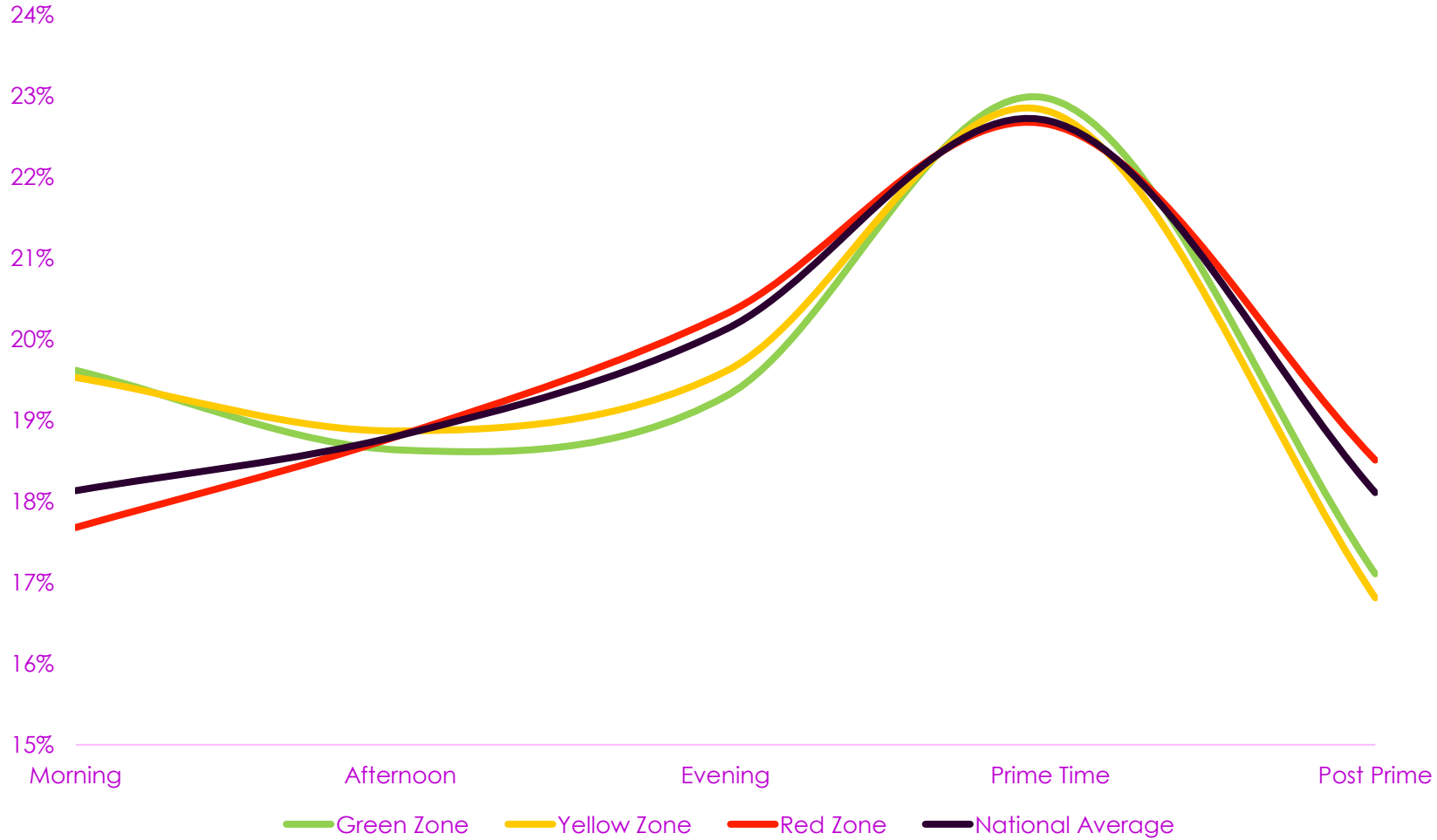
**What is India
telling us Online?**

May 2020

Window shopping



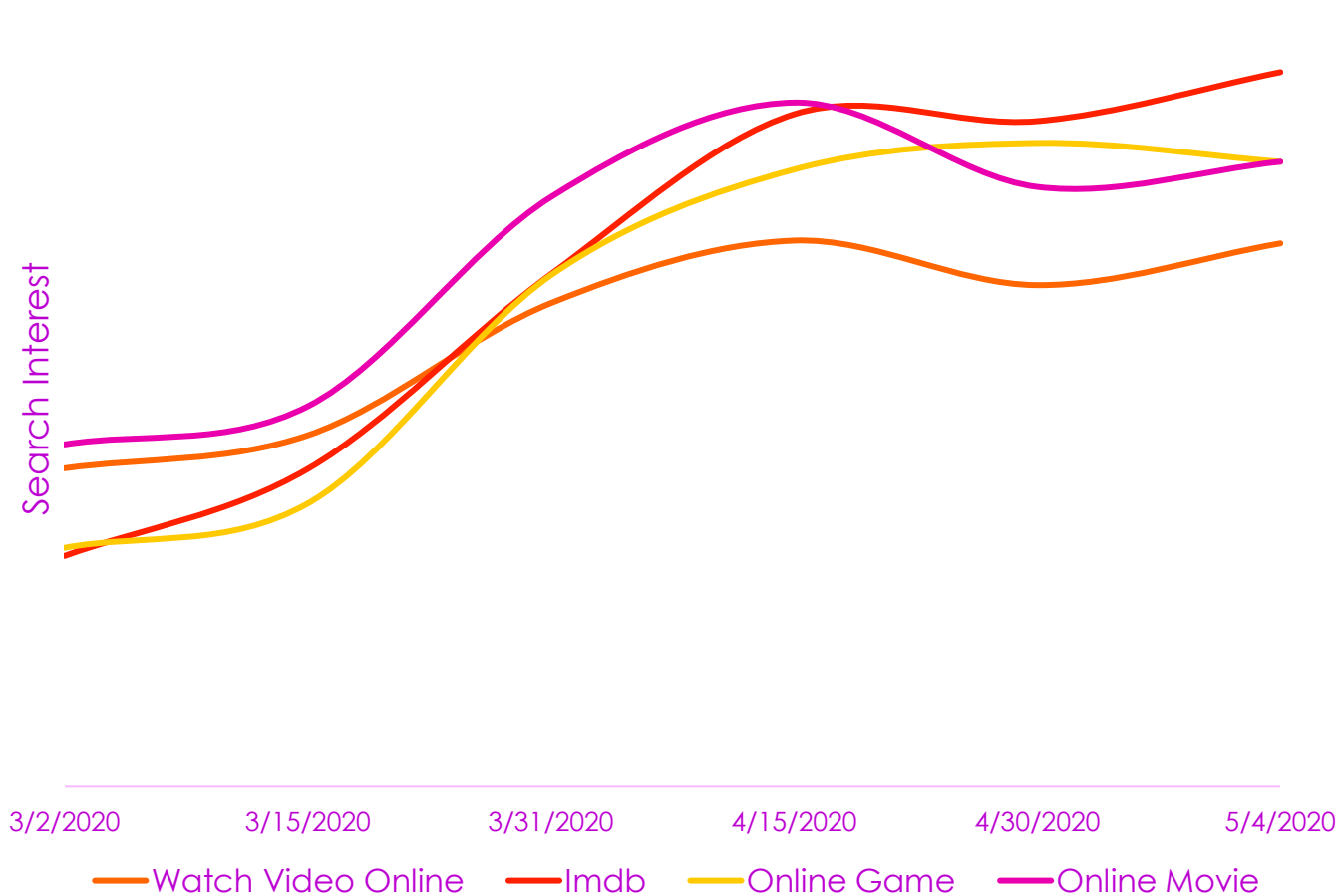
Online Activity by Day Part



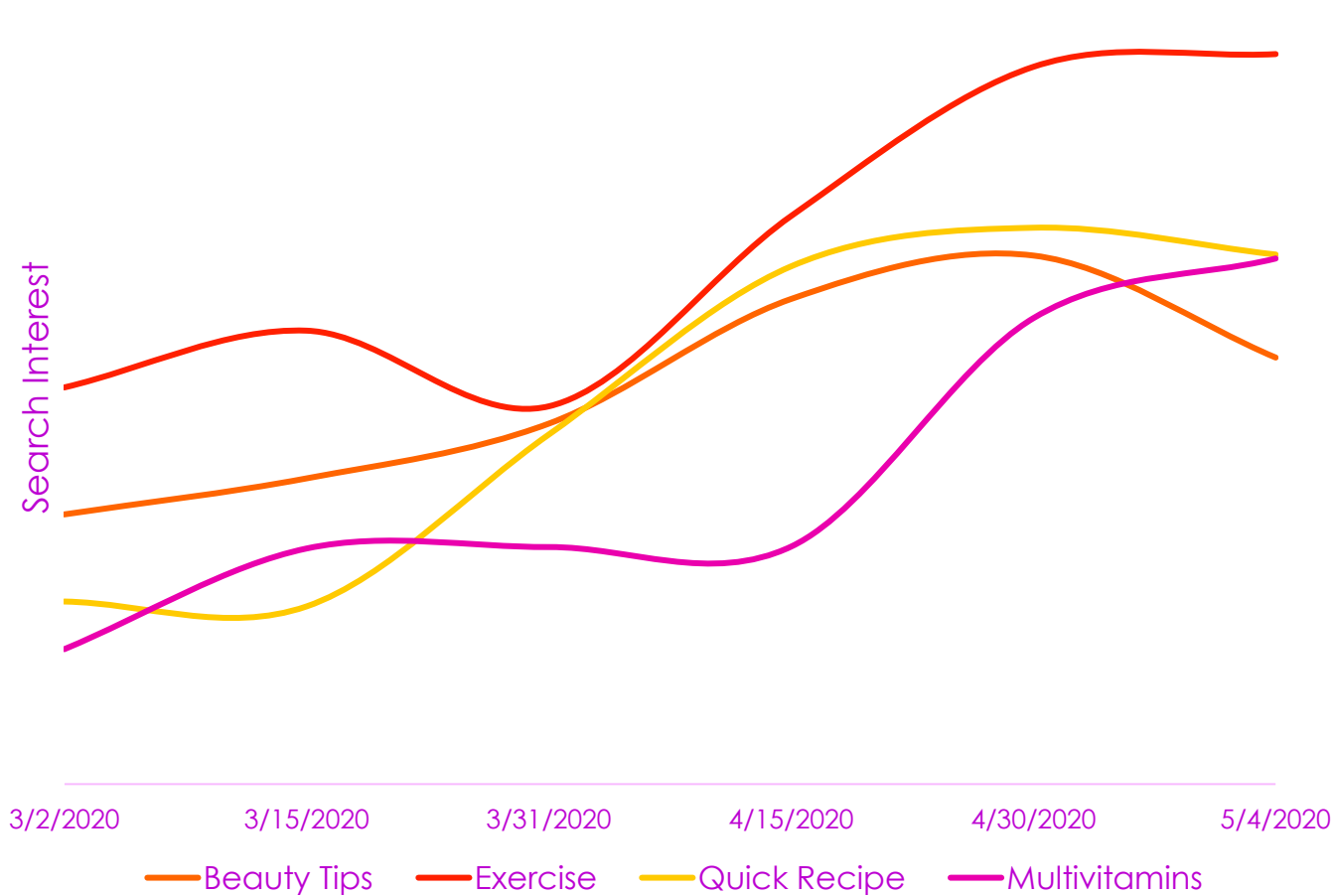
Entertainment, entertainment, entertainment



Increase in Search Interest for Entertainment Keywords

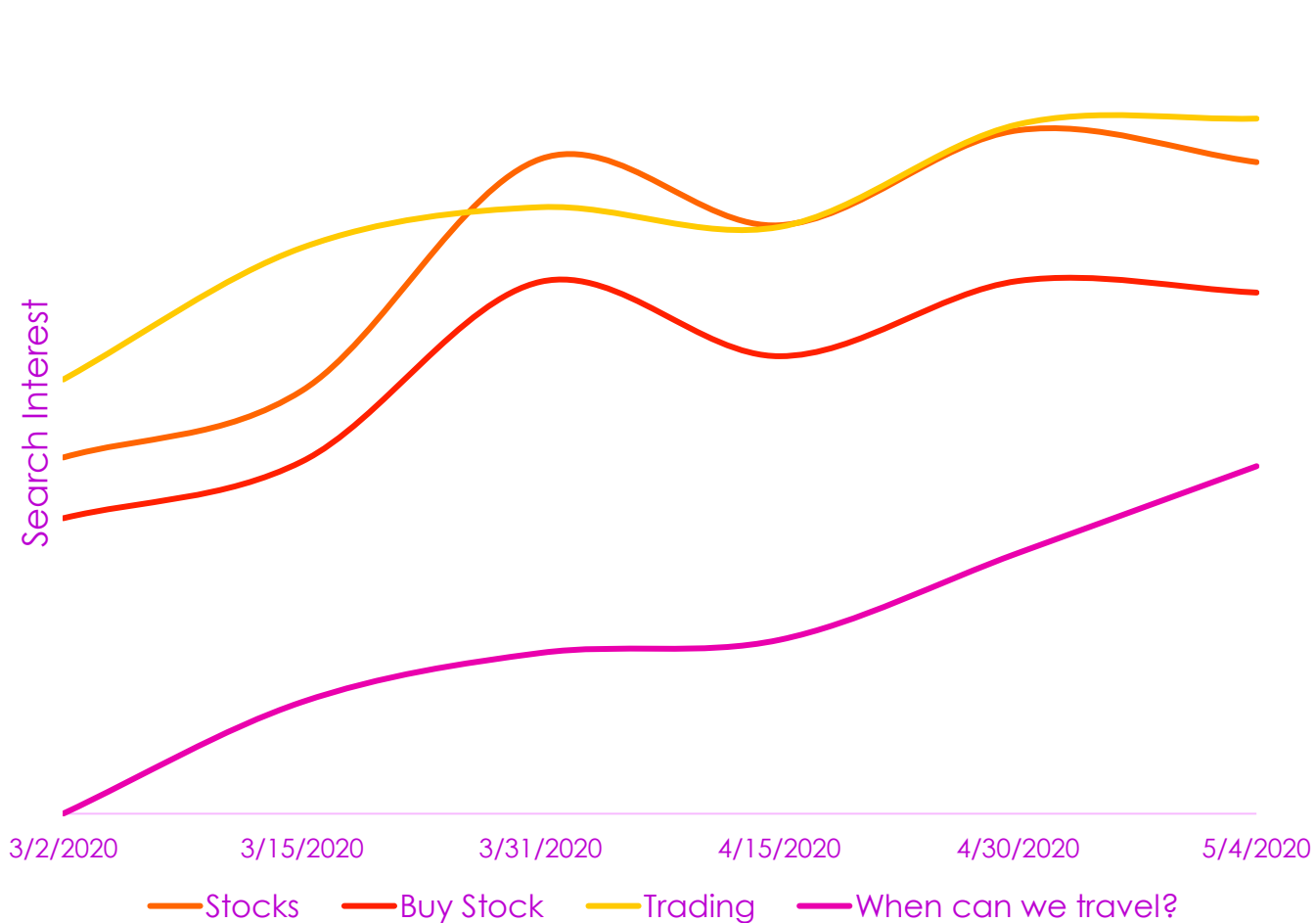


Increase in Search Interest for Health & Lifestyle Keywords



Finance & Travel

Increase in Search Interest for Finance and Travel Keywords

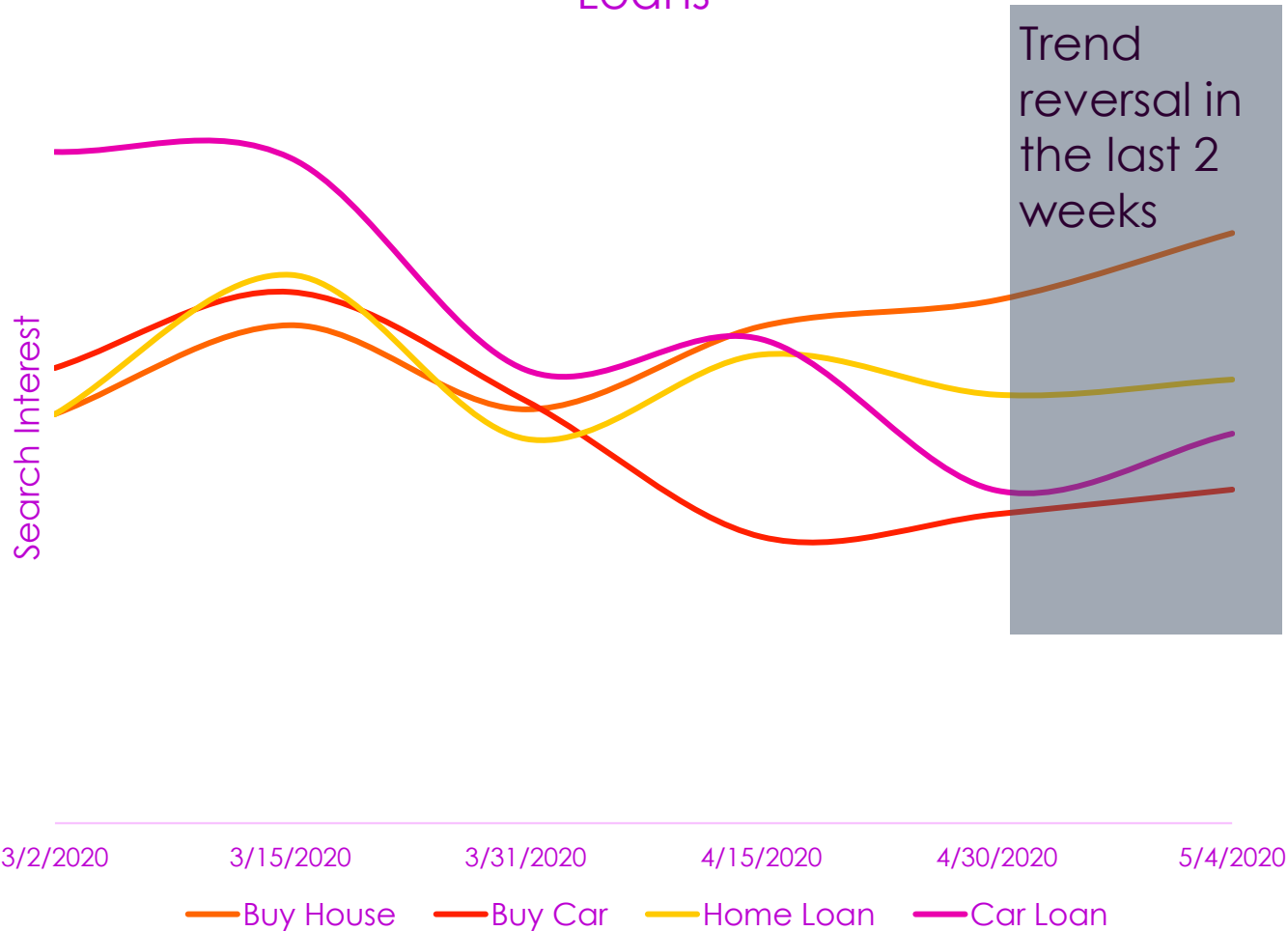


Online Game	+54%
Online Movie	+90%
Bored	+50%
ImDB	+80%



Finance & Travel

Increase in Search Interest for Home and Car Loans

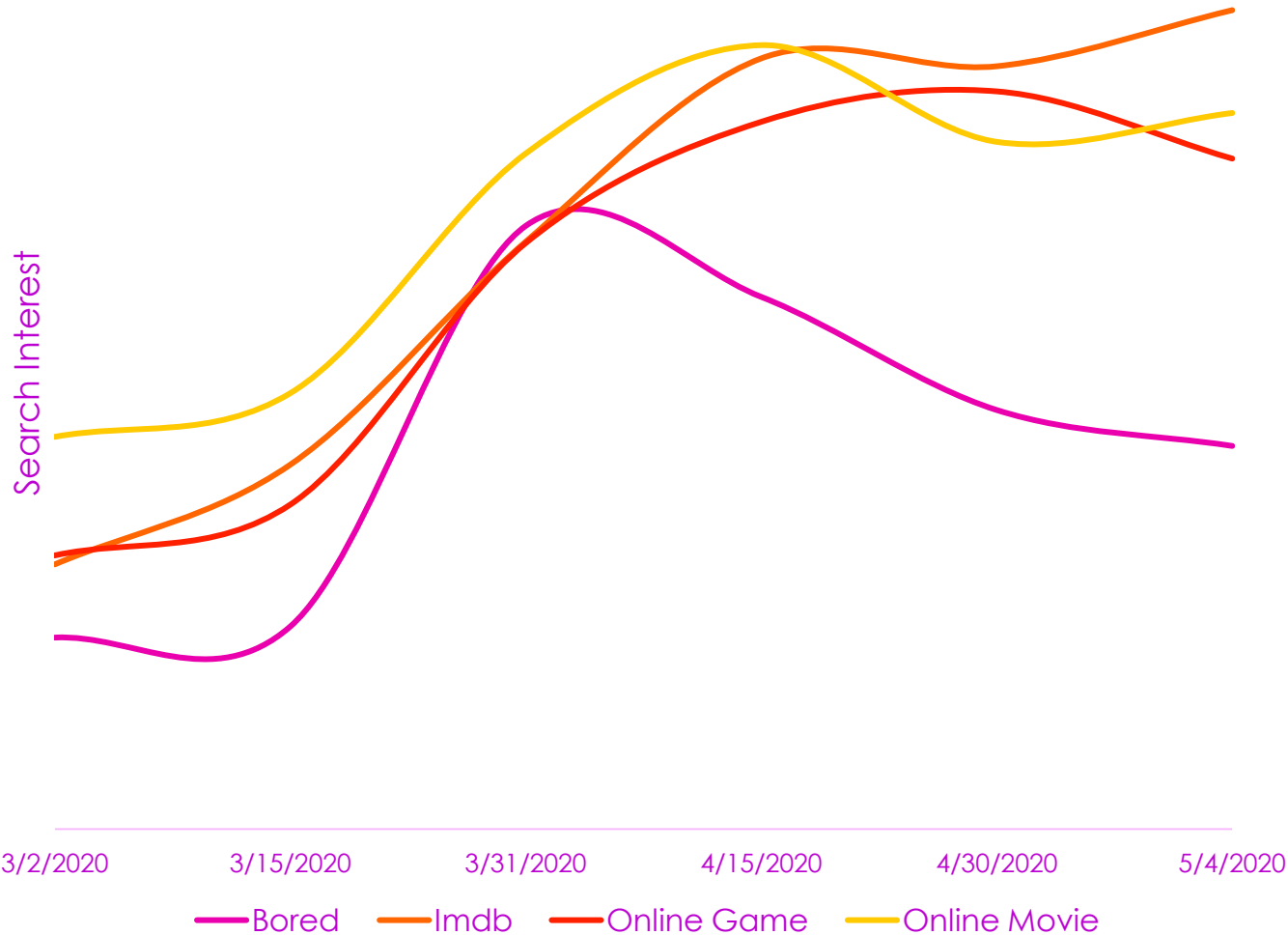


Online Game	+54%
Online Movie	+90%
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ImDB	+80%



APPENDIX

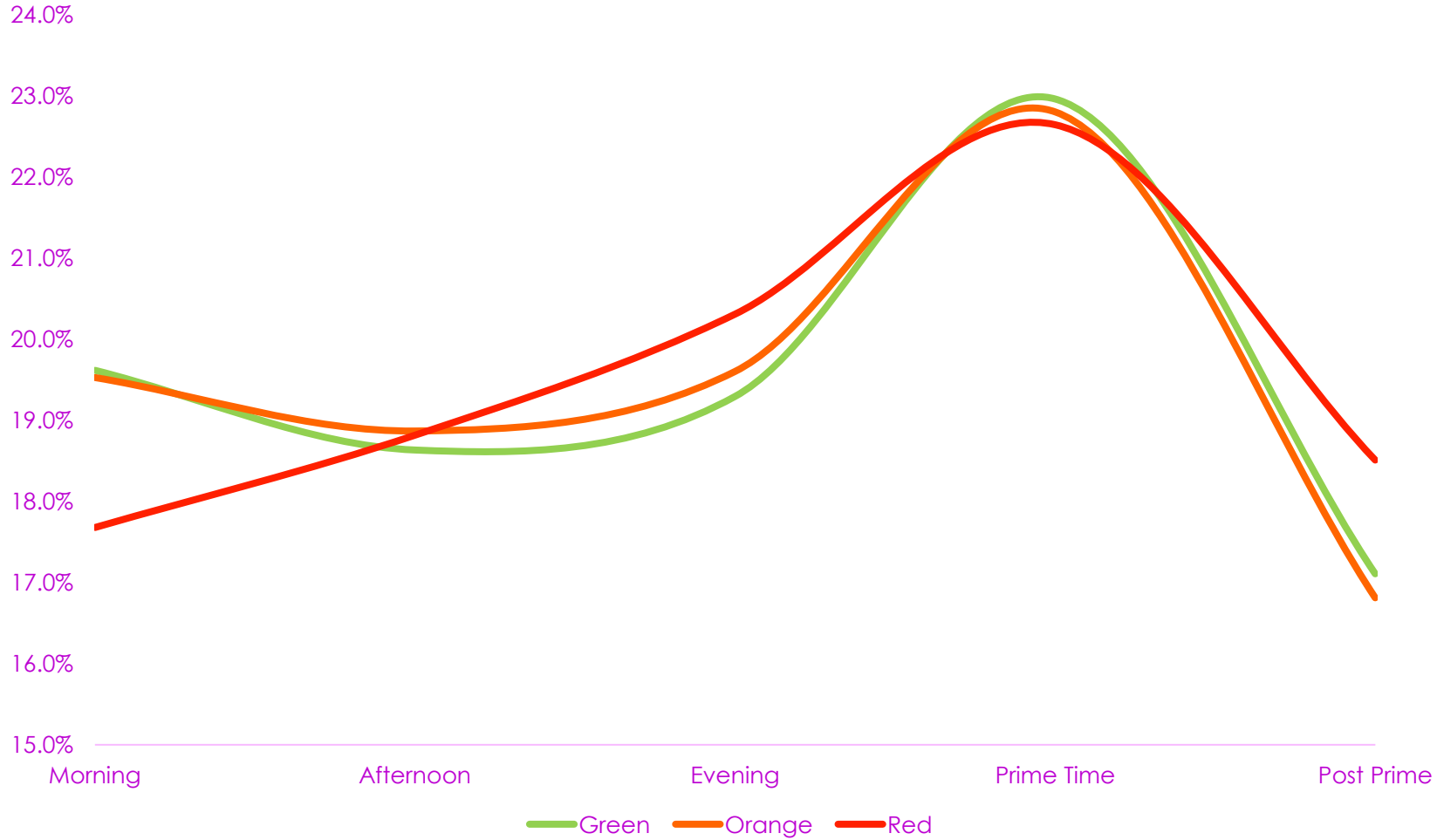
All things video



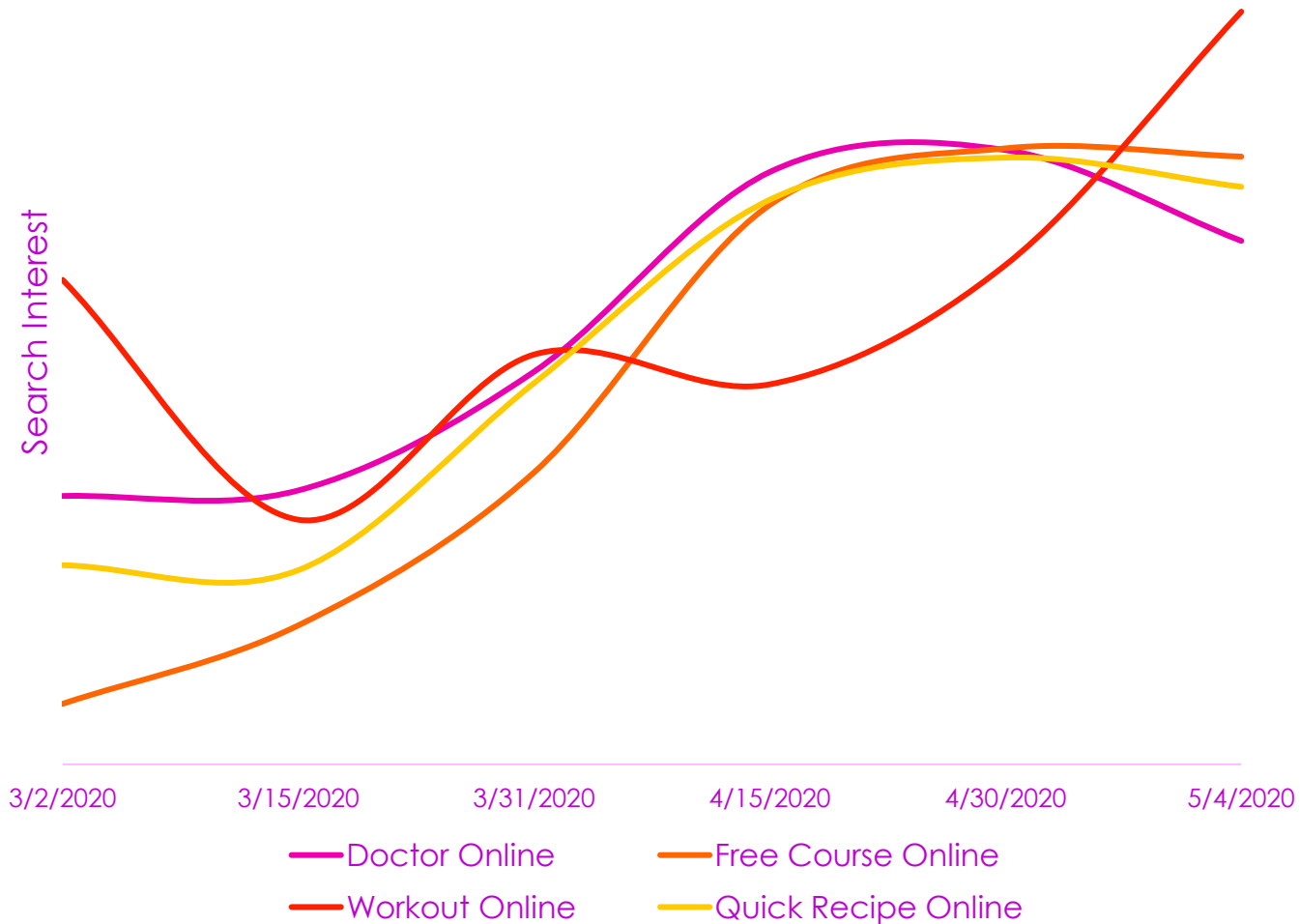
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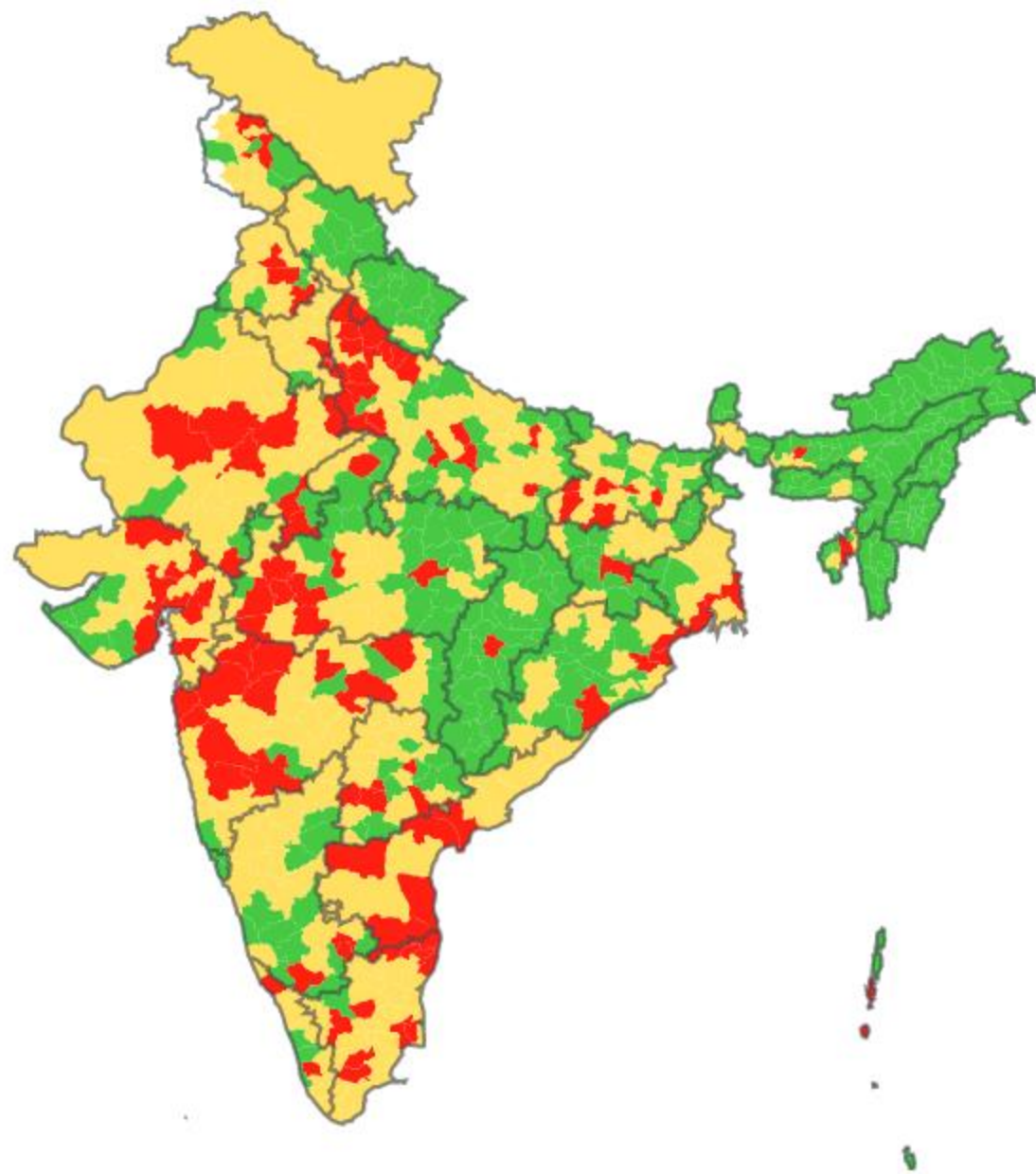


Online Activity by Day Part



Digital 2.0: Everything Online





How is consumer



Cumulative COVID-19 cases

