



## COVID-19: The Impact on Media Consumption of Indians

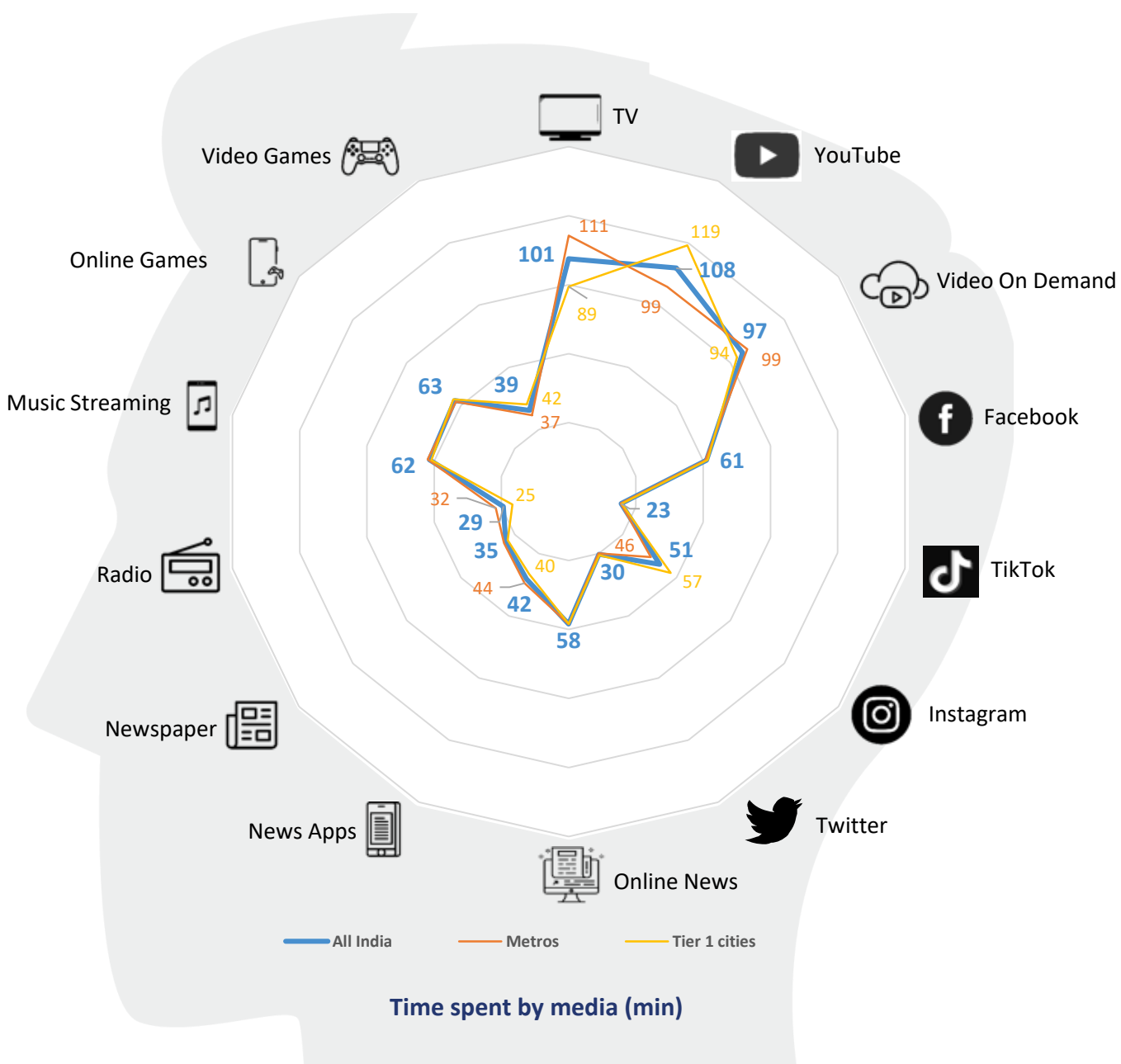
The intent behind this report is to provide insights into the evolving media consumption habits, content formats that are driving media consumption and media platforms & brands that are seeing an increased adoption by Indians during the Covid-19 outbreak.

### Executive Summary

- TV, Online video & Social media emerge as the top entertainment mediums amongst Indians. Music streaming and Online games also strike a cord as Indians find new ways to keep themselves entertained.
- News and movies are the top performing genres on TV. Re-runs of popular mythological shows from the 80's and comedy shows attract the most viewership in the GEC space.
- OTT platforms see a meteoric rise in time spent as Indians across geographies consume close to an hour and a half of OTT content everyday. Originals and latest movies keeping audiences hooked across platforms.
- Google's most popular service, YouTube is another top gainer with close to two hours of daily time spent driven by comedy, music, movie and educational video content.

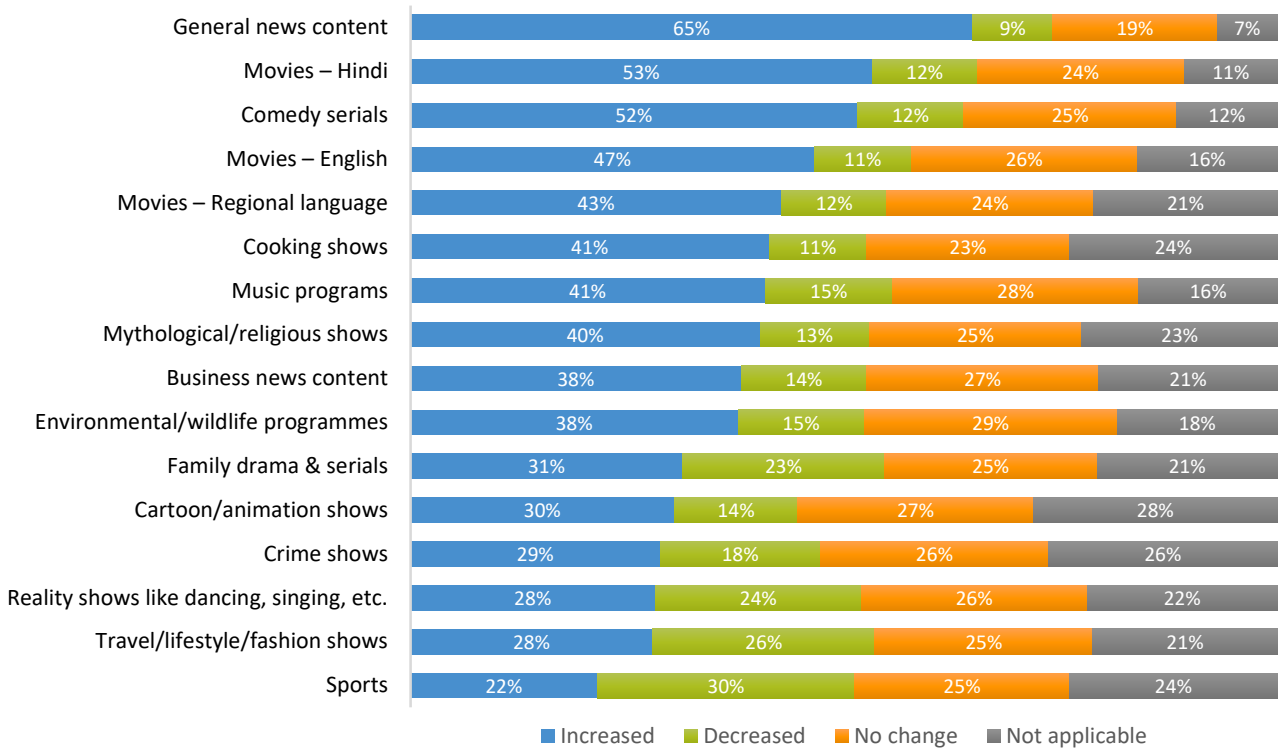
## The Media Lok

- TV, online video & social media emerge as the key mediums where Indians are spending majority of their time during these times of the pandemic.
- Higher time spent on TV observed for metros while Tier 1 cities driving consumption for YouTube.
- While we see an almost equal time spent on different social media platforms, higher time spent for Instagram in Tier 1 cities points towards the medium gaining traction beyond metros.
- Online music streaming apps and online games are the other mediums where Indians are spending close to an hour daily.



## Genre wise performance on TV

- We observe a significant increase in General news consumption with 65% of the respondents claiming to spend more time consuming news around the pandemic.
- Movies & Comedy serials round off the top 5 list as Indians explore new ways to keep themselves entertained.
- Cooking shows and music programs are the other top movers as Indians experiment with cooking new dishes at home and beating the blues listening to music.
- GECs and sports which usually dominated TRPs on TV find themselves languishing in the bottom half of the table in the absence of fresh content.



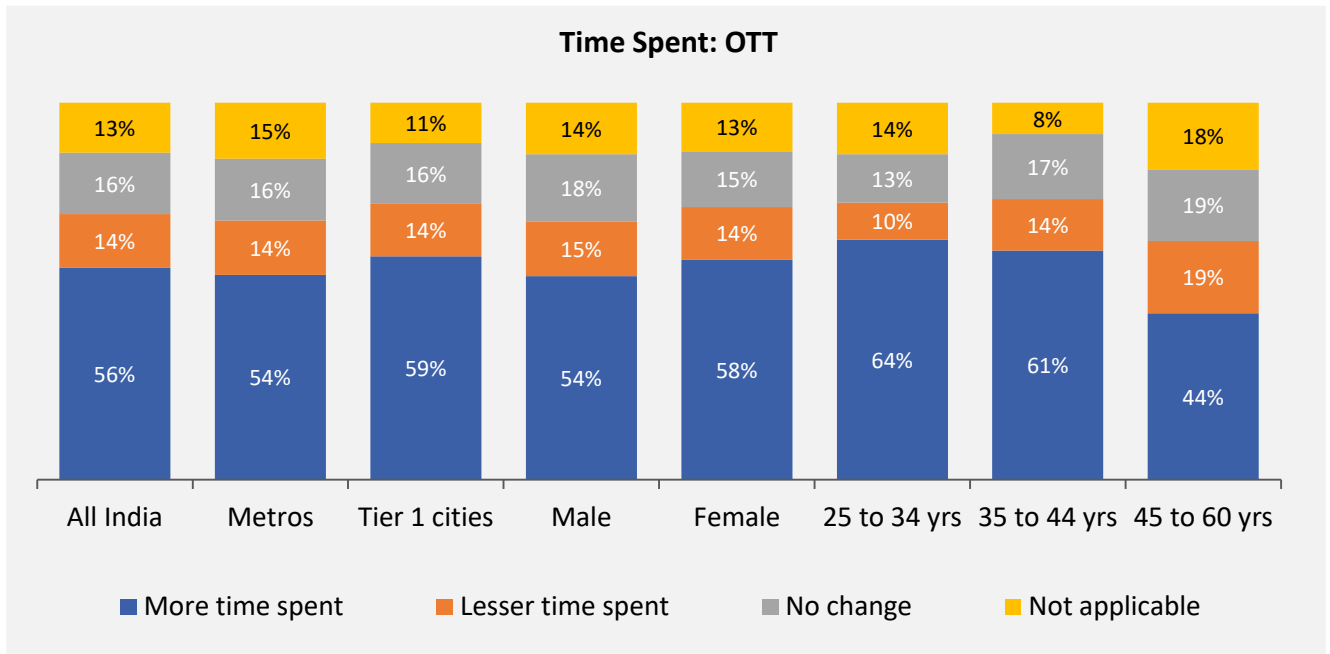
## The Toppers on TV

- Re-runs of popular Mythological content from the 80's caught the fancy of the audiences as record viewership numbers were observed for shows like Mahabharat & Ramayana and three of them feature in the Top 5.
- The comedy genre also garnered high viewership with popular comedy shows like 'The Kapil Sharma Show', 'Taarak Mehta Ka Ooltha Chashma' & 'Bhabhi Ji Ghar Par Hai' featuring in the Top 10.
- Cult shows like 'Crime Patrol', 'CID' & 'Yeh Rishta Kya Kehlata Hai' roundup the list of Top 10 TV shows.



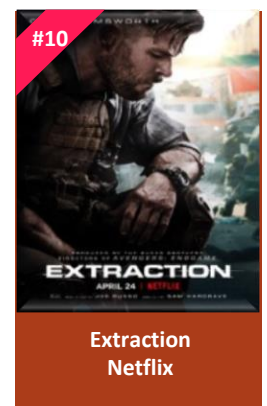
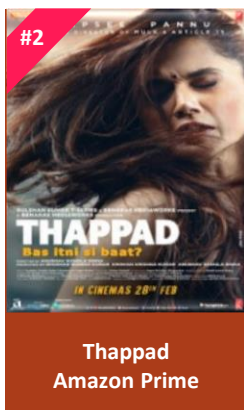
## The OTT Arena

- With an average daily time spent of over 95 minutes, several OTT platforms are wooing Indians with Oscar winning movies & top rated IMDb series as OTT transitions into the go-to entertainment medium.
- Increase in OTT consumption driven by Tier 1 cities, females and younger audiences.



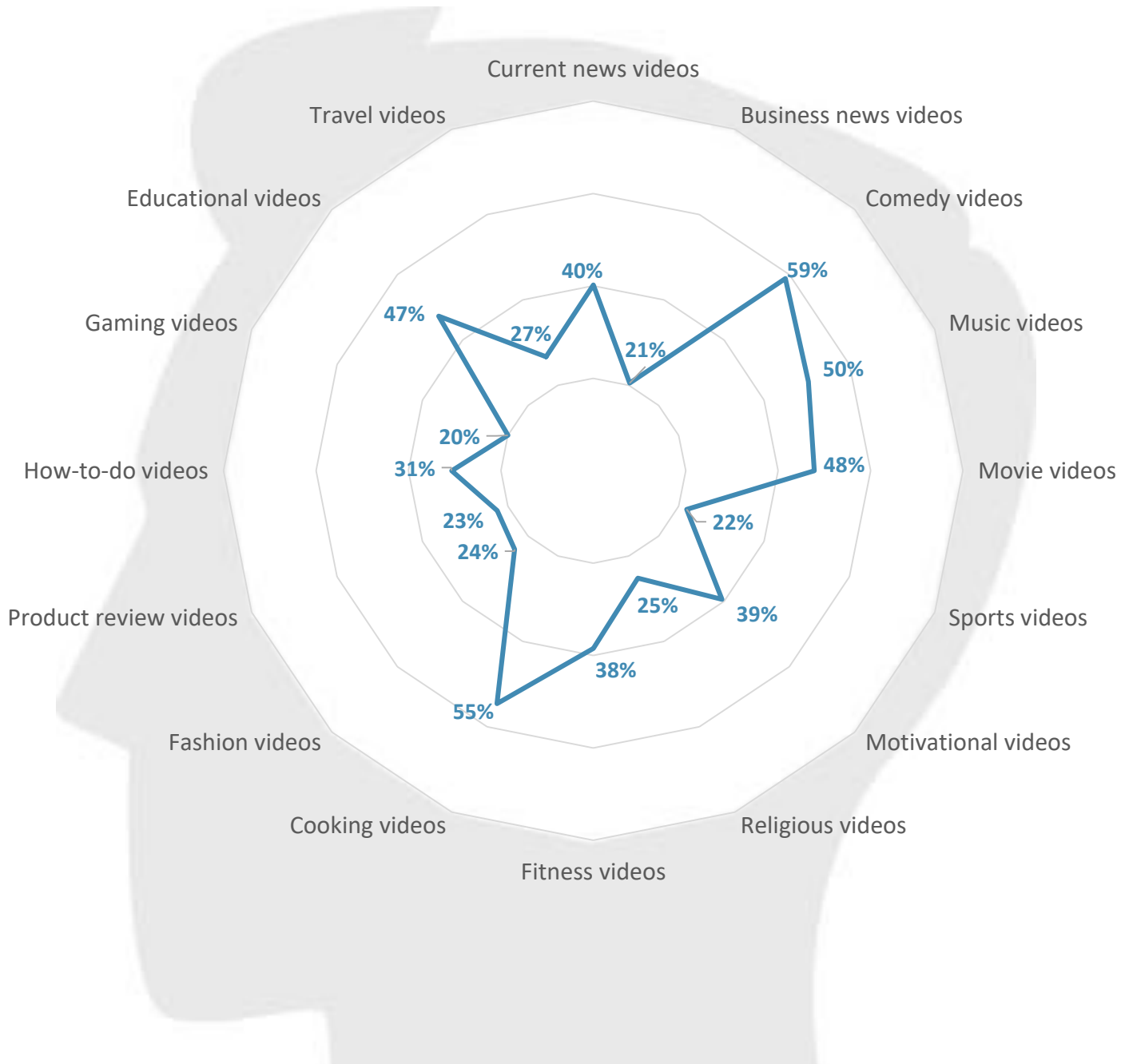
## Top 10 on OTT in India

- Netflix's Spanish crime drama, Money Heist is in pole position. 'The Professor', successfully kept the Indian audiences hooked with yet another engrossing season that released in April '20.
- Paatal Lok, the gripping crime thriller from Amazon Prime Video received rave reviews from critics and fans alike and became the talk of the town and finds itself at the 3<sup>rd</sup> spot.
- Besides, movies that were released just before the outbreak find a huge audience on OTT platforms with as many as 6 of them featuring in the Top 10.



## What Are Indians Watching On YouTube

- With close to two hours of daily time spent on YouTube which is Google's most popular service, Indians are consuming a host of different video formats on the platform.





## Omnicom Media Group

Omnicom Media Group is the media services division of Omnicom Group, Inc. (NYSE: OMC), a leading global marketing and corporate communications company. Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning and buying, digital and interactive marketing, direct and promotional marketing, public relations and other specialty communications services to over 5,000 clients in more than 100 countries. Omnicom Media Group is made up of several media specialist companies, including OMD (<http://www.omb.com>), the largest and most innovative media communications specialist in the world, and PHD ([www.phdmedia.com](http://www.phdmedia.com)), a leading media services company widely recognized for its pioneering thought leadership and innovative work for clients.

[www.omnicommediagroup.com](http://www.omnicommediagroup.com)

For more information on this study and its findings, please get in touch with:

Ronak Goyal

Director - Research & Insights

[Ronak.Goyal@omnicommediagroup.com](mailto:Ronak.Goyal@omnicommediagroup.com)

M: +91 98 2063 3110

## YouGov India

YouGov is an international research and data analytics group. Our mission is to supply a continuous stream of accurate data and insight into what the world thinks, so that companies, governments and institutions can better serve the people and communities that sustain them. Our core offering of opinion data is derived from our highly engaged proprietary global panel. Each day, the YouGov Global Panel in more than 40 markets provides us with thousands of data points on consumer attitudes, opinions and behaviour. We capture these streams of data in the YouGov Cube, our unique connected-data library that holds over ten years of historic single-source data.

Our ground-breaking syndicated data products include the daily brand perception tracker, YouGov BrandIndex, and the media planning and segmentation tool, YouGov Profiles. Our market leading YouGov For more information about YouGov's products and services, visit our website

<https://in.yougov.com/en/>



## Research Methodology

Pre-designed questionnaire administered online using OMG Connect, which is OMG India’s proprietary online panel. This panel is hosted on YouGov’s online panel with a current sample size of more than 100,000 people spread across India.

## Pan-India Coverage

The research was conducted to best represent consumer sentiments across India. Research conducted in Metros as well as Tier 1 cities across the length and breadth of the country.

**Centres** – Metros: Mumbai, Delhi, Bangalore, Hyderabad, Chennai, Kolkata, Ahmadabad & Pune.

**Tier 1 cities:** Jaipur, Indore, Lucknow, Guwahati, Kanpur, Chandigarh, Kochi, Patna & Bhubaneswar.

**Sample size** – Total sample size of 1000+ respondents spread across research centres.

## Target Audiences

Broad TG selection to cover population across age groups, genders and professions 18+ years, Male/Female, NCCS AB, students/salaried/business/housewife.

Thank you!