**Consumer snapshot | Media Consumer Survey 2020**

### In-activity: what’s emerging?

**SVOD Services**
- 55% of respondents have at least one paid video streaming service in their household.
- 53% in 2019.
- 43% in 2018.
- 46% of SVOD subscribers have at least two subscriptions in their household.
- 16% have at least 3.
- 5% have at least 4.
- 10% of all respondents signed up to a new streaming video service during lockdown.
- 17% of people with an existing SVOD subscription added an additional one.
- At least one paid video streaming service in their household.
- 16% have at least 3.
- 5% have at least 4.
- 10% of all respondents signed up to a new streaming video service during lockdown.
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- SVOD Services.

**Live-streaming**
- 23% live-streamed during restrictions.
- 50% of these were ‘first-time’ live-streamers.
- Most popular live-streaming genres:
  - Music: 14% vs. 7%.
  - Talks & Conferences: 10% vs. 4%.
  - Fitness classes: 6% vs. 5%.
  - eSports: 3% vs. 3%.

**Live Events**
- 53% expect to attend live events more frequently post restrictions, compared to pre-pandemic.
- Will you attend live events after restrictions are lifted?
  - At least yearly: 63%.
  - At least monthly: 29%.
  - Movies: 35%.
  - Sporting events: 15%.
  - Music gigs (bands/artists): 28%.
  - Theatre, opera or dance: 25%.
  - Music festivals: 21%.

**Sports**
- Sport fans time spent watching sport (hours per week):
  - Before COVID-19 restrictions: 5.9.
  - During COVID-19 restrictions: 2.5.
  - After (intended) COVID-19 restrictions: 5.9.

**What did people replace their live sport viewing time with?**
- Not sport related:
  - 50% spent additional time with family and friends.
  - 33% turned to previously aired games or documentaries.
  - 32% exercised.
  - 31% watched previously released shows and movies.
- Sport related:
  - 14% kept up with breaking news.
  - 6% turned to eSports.
  - 2% virtual sporting events.