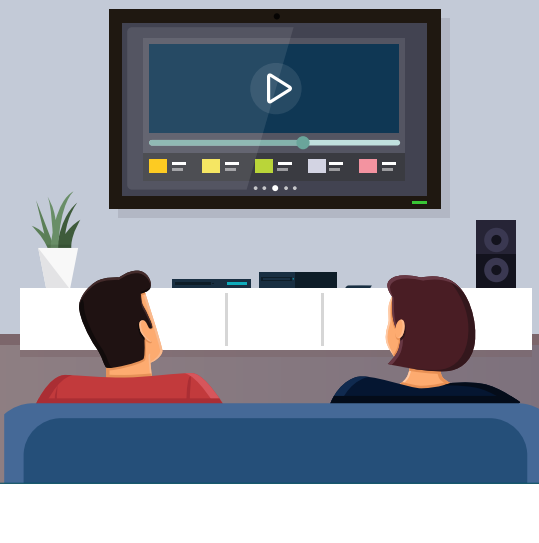


# COVID-19 Accelerates Digital Adoption

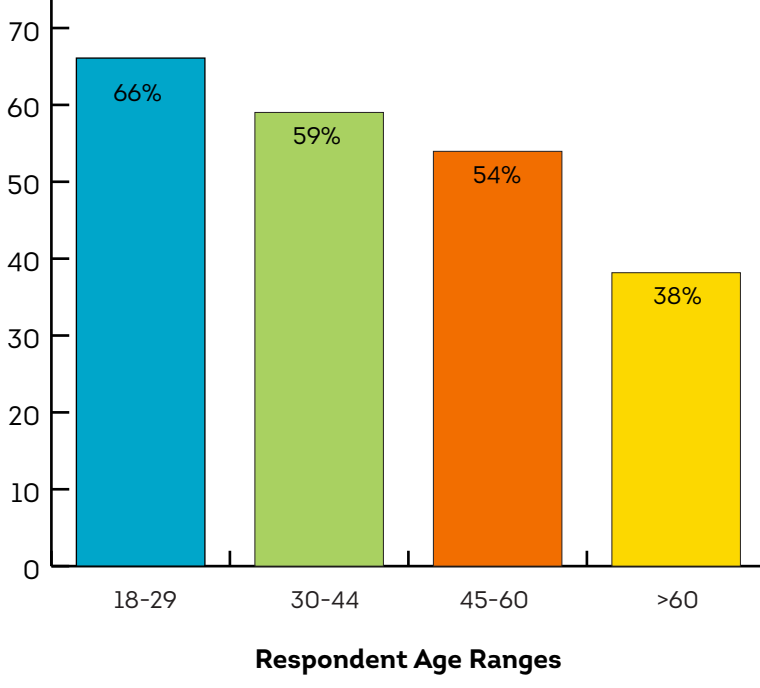


## Consumers Sheltering in Place Turn to Streaming Media

92%

of US consumers subscribe to a paid audio or television streaming service like Hulu, Prime Video, Apple TV, Spotify, etc.

Percent of respondents that noted an increased usage in paid streaming services since the World Health Organization declared COVID-19 a pandemic

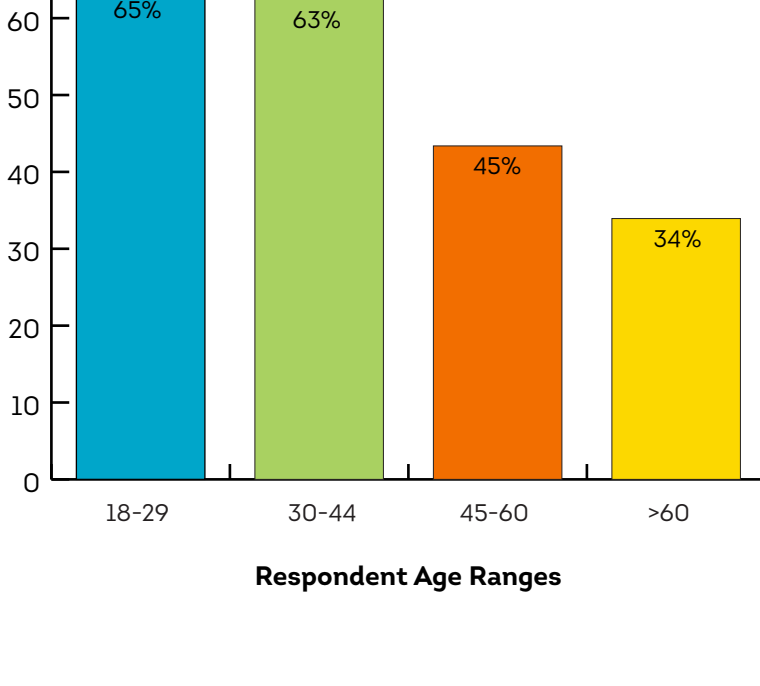


56%

have increased use of these services since the coronavirus pandemic started in March.

Consumers aged 18 to 29 make up the biggest increase.

Percent of respondents who noted using streaming service subscriptions to replace a cable TV subscription



53%

of consumers now use streaming in place of a cable subscription.

Cord cutting spans age groups: 64% of consumers age 18 to 44 are moving entirely to digital channels and 42% of consumers age 45+ are doing the same.

The move from traditional cable and broadcast to digital is picking up pace as more consumers stay home.

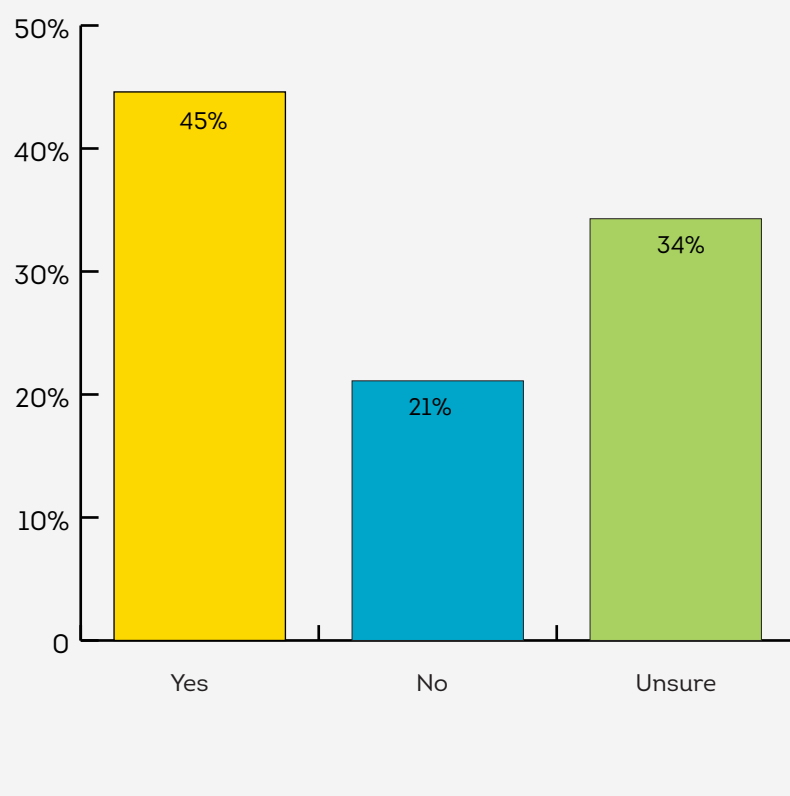
## New Media Habits Won't Be Gone in a Flash

More than one third of consumers spend at least 5 hours consuming streaming media daily, with 9% of consumers age 18-29 spending 8+ hours streaming daily.

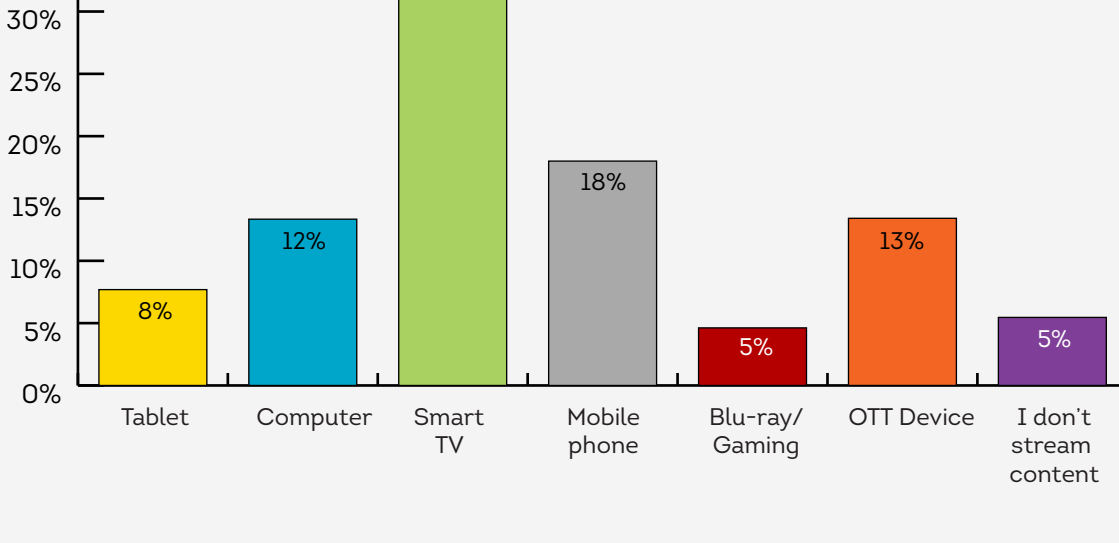
Expectations to make streaming a permanent part of life going forward

45%

of consumers expect to make these streaming activities a permanent part of daily life – even post-pandemic.



The devices most used by respondents to stream content



45%

of consumers use multiple devices more since the onset of the pandemic. Smart TVs and mobile phones are the top streaming devices.

Consumers age 30-60+ make up the majority of smart TV users, while consumers age 18-29 are more evenly split across smart TV, mobile and computers.

Cross-device targeting is key for advertisers looking for short-term solutions and long-term gains.

## Translating Devices to People to Build Relevant Experiences

Multiperson households are split when it comes to consuming content:

31%

individually

36%

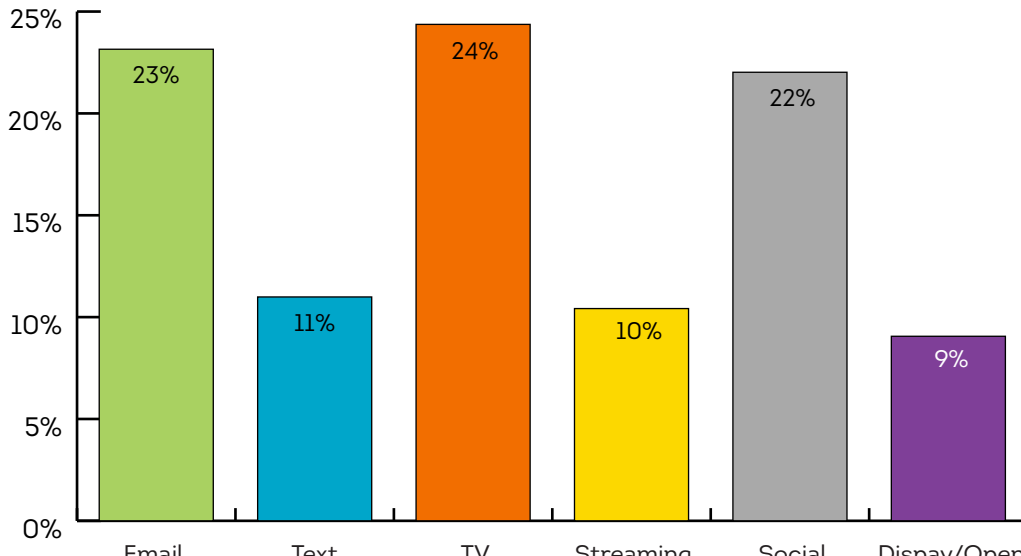
as a family

33%

both

Even as advertisers adapt positioning and messaging to address the pandemic and changes in consumer behavior, 22% of consumers think advertising has been less relevant since its onset. Sixty-one percent of consumers think the relevancy of ads has remained the same.

Channels where respondents are most receptive to ads



When ads are relevant, consumers are most likely to respond to those served in TV, email and social media channels.

Email is a preferred channel across age groups, while 32% of consumers age 45+ favor TV, and 29% of those between the ages of 18 and 44 prefer social media.

With an understanding of the people behind the devices under each roof, advertisers can create more relevant experiences.

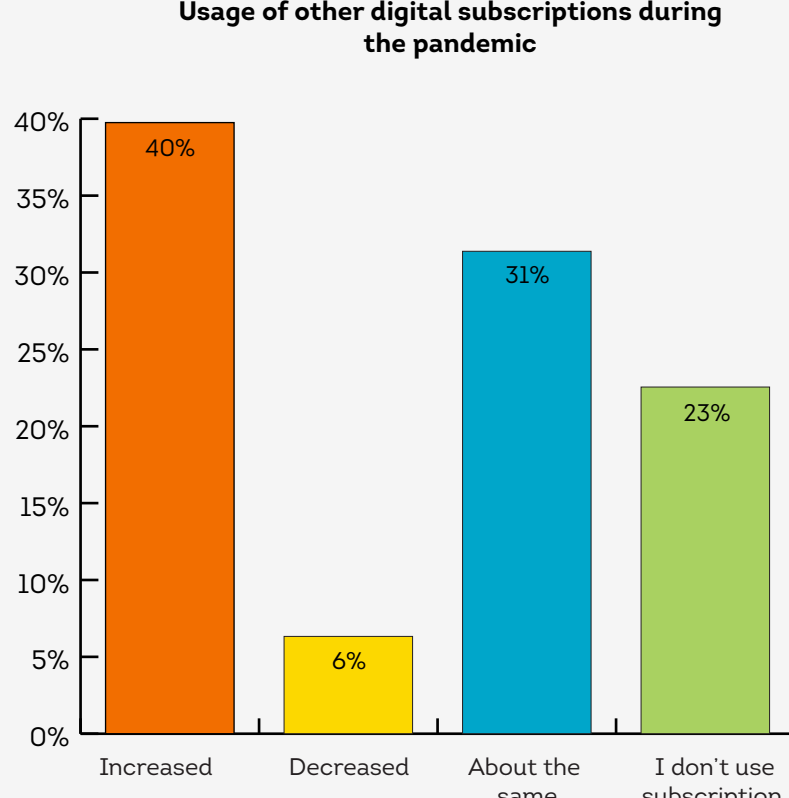
## Digitization Extends Beyond Television

Consumers are using digital apps and interactions to fulfill more than just content needs. Twenty-five percent of consumers across ages are using food and grocery delivery, and 14% are using online classes or e-learning. Other categories consumers are leveraging include meal kits, rideshare, clothing box subscriptions and fitness apps.

on average 69%

of consumers between 18 and 44 are using these types of digital services, while on average less than half (48%) of those 45+ are leveraging these services.

Usage of other digital subscriptions during the pandemic



40%

of consumers say their usage of digital subscriptions and services beyond streaming services has increased in the current pandemic.

Digital channels allow for more data-driven and targeting opportunities to build the personalized experiences consumers expect.

## Advertisers that embrace the accelerated age of digital can access more data and technology to:

- **Identify** audiences across channels and devices to drive campaign efficiencies
- **Adapt** targeting and messaging quickly to address market flux
- **Personalize** content for advertising that engages

[Learn more](#)

TransUnion's identity, audience and insights solutions help marketers and media companies understand and reach the consumers on the other side of the screen.

Learn more at [transunion.com/solution/digital-marketing](https://transunion.com/solution/digital-marketing)