



# IMPACT OF COVID-19 ON THE MEDIA LANDSCAPE

Media consumption behaviour in the UK has changed drastically since news announcing the presence of COVID19 in the country had first broke out. Most notably, the demand for trustworthy, digital news and online entertainment has increased rapidly, while print, sports and niche publications took a significant hit across the board.

## WHAT CAN BE DONE

While some experts say brands should not be shouting from the rooftops at this time, they should also not go dark and use this unprecedented situation to build and maintain relationships, as well as adopt a new approach to gaining media coverage.

### Get Creative Without Sounding Opportunistic:

For those who are still able to promote their products and services, creative angle generations are a great idea, but one with a boundary that cannot be overstepped.

**Find New Contacts:** Many reporters have had to shift their news beats to meet a higher demand for their services and a simultaneous decrease in resources. Continuous research is necessary to find new contacts that might have not been considered appropriate as targets before.

**Stay Up To Date:** There are new developments almost every day which is why it is important to keep an eye on the news and plan any upcoming activities accordingly.

**Plan Ahead:** With some clients delaying product launches and promotional activities, now is the time to look into creating evergreen content and campaigns that can be pushed out once the current situation passes.

## THE GOOD

Online audiences of newspapers and magazines have soared.

**366M** Unique page views for [The Guardian](#) in March.

**20-50%** Increase in website traffic for [The Scotsman](#) and other noted outlets

These figures come as no surprise, especially with a recent study finding that:



The current situation has also benefitted online creators, with higher levels of [engagement](#) recorded on platforms such as Instagram, TikTok or Facebook.

## THE BAD

While the appetite for news and entertainment remains high, print revenue has noted an:

**80%** Collapse in revenue

Thousands of staff across the country have now been furloughed, including 940 from [Reach PLC](#), the UK's largest news publisher.

To compensate for the loss in revenue, print publications such as London's free city newspaper, [CITY AM](#), and lifestyle magazines including [Stylist and Time Out](#) have suspended their print editions and are available online only for the time being.

Most affected though have been sports publications (due to the absence of new sport content), as well as niche publications, such as the likes of [Kerrang Music Magazine](#) or the [Jewish Chronicle](#).

## Britons are **4x less likely** to pay for news during the outbreak

## BREXIT DELAYS

The pandemic has resulted in a [six-week delay](#) to Brexit talks, with discussions resuming in the last week of April.