



Spain

Spain is one of the most [affected](#) countries by the Covid-19 pandemic, not only in terms of number of cases but with some of the strictest restrictions put in place as well. This new reality has changed the behaviour of media consumers and has negatively affected advertising and other marketing investments in the Spanish media.

**The publishers value the impact of this crisis at 250 million euros, with drops in advertising close to 80% and with the loss of 100% of their income from professional events.**

Economic situation of the largest Spanish media groups  
Large media groups as well as smaller companies have applied or will apply temporary [reductions](#) in working hours or in some cases temporary [redundancies](#) to mitigate losses.

#### PRENSA IBERICA

50%

salary reduction for the entire workforce

#### GRUPO VOCENTO

40%

reduction of the hours for corporate division (ie. management & commercial) but not to the newsrooms

#### GRUPO PRISA

Temporary redundancy for three months “for a percentage of the workforce that at this time has no activity” and “for a reduction of between 10% and 15% of salary and working hours.”

#### UNIDAD EDITORIAL

Considering the possibility of some temporary redundancies.

#### GRUPO GODÓ

25%

Considering temporary redundancies and a reduction of 25% of working hours

## WHAT CAN BE DONE

It is possible and recommended to **continue contacting journalists** right now, despite limitations relating to reduced working hours among others.

**Relevance** is key ie. data-led content, or **thought leadership** pieces & guides from experts.

Non-coronavirus content may take a while to be seen, however that doesn't mean it is not of interest.

It is important to be **patient** and differentiate your content as much as possible – **media are often under-staffed** and **overwhelmed** by requests and information, hence the need to create authoritative, ready to publish content whenever possible.

# IMPACT OF COVID-19 ON THE MEDIA LANDSCAPE

95% of news published by the media today is related to the Coronavirus, although searches are decreasing.

Media Consumption Habits

Forecasts for print media consumption are looking at a decrease of:

80-90%

The consumption of news (tv, radio, digital press) has reached record figures:

65%

consumers use traditional news websites

40%

growth of TV consumption.

85%

Of uses choose TV be kept up to date on the latest information, and according to a study by Havas Media, the Internet stands as the main channel of information.

#COVID19  
#VOMEQUEDOENCASA  
#QUEDATEENTUCASA  
#CORONAVIRUS  
#CORONAVIRUSESP