

ENTERTAINMENT VERTICAL



LIVE EVENTS WERE CANCELLED

**MARCH 12,
2020**



Broadway
performances were
shut down

**MARCH 13,
2020**



March Madness
was cancelled for
the first time since
1939

**APRIL 12,
2020**



Most states are in
lockdown

**MARCH –
JUNE, 2020**



Museums, Zoos,
Movie Theaters,
Concert venues are
closed across the
country

**NOVEMBER,
2020**



Additional
shutdowns are
implemented in
many states

AMERICAN'S MOOD ABOUT COVID-19

PANDEMIC FATIGUE HAS SET IN, BUT PEOPLE
OVERWHELMINGLY MAKE CHOICES TO REMAIN SAFE

47%

have started to go
back to some
normal activities as
a way of “getting
their life back”

56%

miss attending
events like sports,
theater, and
concerts

59%

are tired of taking
COVID-19
precautions

86%

Say they are
avoiding crowded
places or events
most of the time

HARDSHIP SPARKED CREATIVITY





DIGITAL GAMING FULFILLED OUR NEED FOR ENTERTAINMENT

eSports viewers were up 10.6% in the U.S.
from 2019 to 2020.

26% of internet users in the U.S. said they
were spending more time playing computer
or video games due to the coronavirus
pandemic as of May 2020.

15% of Americans said they are interested in
watching eSports competitions as an
alternative to live sports in 2020.



THE END IS IN SIGHT



More than **half of Americans** say that mandatory facemasks would make them feel safer in a crowd at a live-event.



COVID-19 VACCINE TRENDS

73% of U.S. adults believe the COVID-19 vaccines on the market are effective in preventing one from catching and transmitting the virus

As of March 15th:

- 22.19% of the U.S. population have received at least one dose
- 11.9% of the U.S. population have been fully vaccinated

A person's hand is holding a black smartphone, with the screen facing away from the viewer. The background is a bright, out-of-focus indoor setting. On the left side of the image, there is a vertical decorative line consisting of a solid orange line and a series of thin, parallel grey lines.

**NOW IS THE TIME TO
REACH ENTERTAINMENT
SEEKERS**

DON'T OVER TARGET

People are excited for entertainment opportunities over the next year, reaching a broad audience is a great way to find the audience without over targeting.





ADVERTISE WITHIN ENTERTAINMENT CONTENT

Connected TV

- TV shows & Movies

Audio

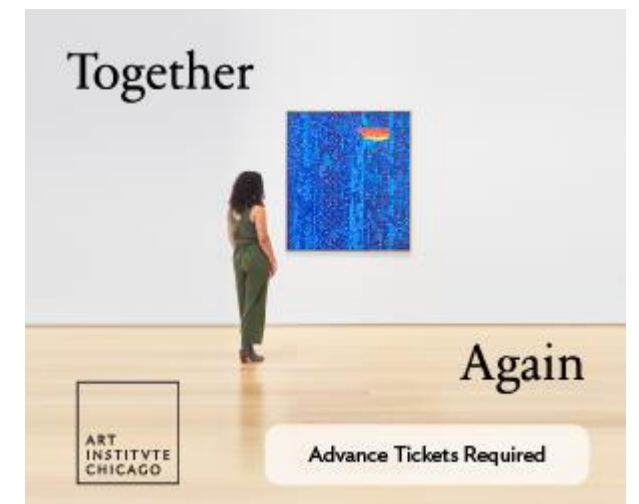
- Music and/or Podcasts

PMPs

- Gaming deals like Twitch

CREATIVE BEST PRACTICES

- 1 Branding Creative
- 2 Highlight Safety Protocol
- 3 Showcase Ticket Options



QUESTIONS?

