

THE RISE OF LINEAR TV AMID COVID-19 OUTBREAK IN LEBANON

24 March, 2020

GAME CHANGERS



People's behaviors have changed since the Covid-19 outbreak took place in the 2nd week of March, and so did their media consumption habit. In the coming slides we will be able to understand this change, regarding the role of **Linear TV** in the period of quarantine and self-isolation.

SPECS AND TIMELINE:



Universe

3,848,767
individuals aged 4+



Periods

Pre-Quarantine :
8 to 14 of March
Quarantine:
15 - 21 of March



Methodology

Through PPM
Electronic
measurement

The results in this report prove that as more people are spending time at home in Lebanon to avoid the Covid-19 pandemic, the more they find themselves **glued to their tv screens...**

LINEAR TV HAS GAINED
ITS **MOMENTUM** BACK IN
THE QUARANTINE
PERIOD, WITH **MORE
VIEWERS IN LEBANON**
PLACING
THEMSELVES
IN FRONT OF THEIR TV
SCREENS TO **CONSUME
DIFFERENT TYPES OF
CONTENT**

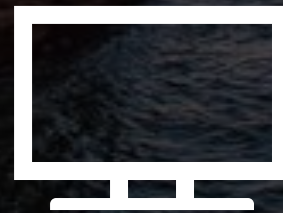
SINCE THE QUARANTINE PERIOD...



The average time of viewing TV has increased by **21%** across local TV and satellite TV



Gen X (35 – 45) had the biggest increase by **28%** in the average time of viewing Total TV



An additional of around **132,000** individuals have started watching TV since quarantine, mostly by Gen X (15 – 25)

PERFORMANCE OF TOTAL TV

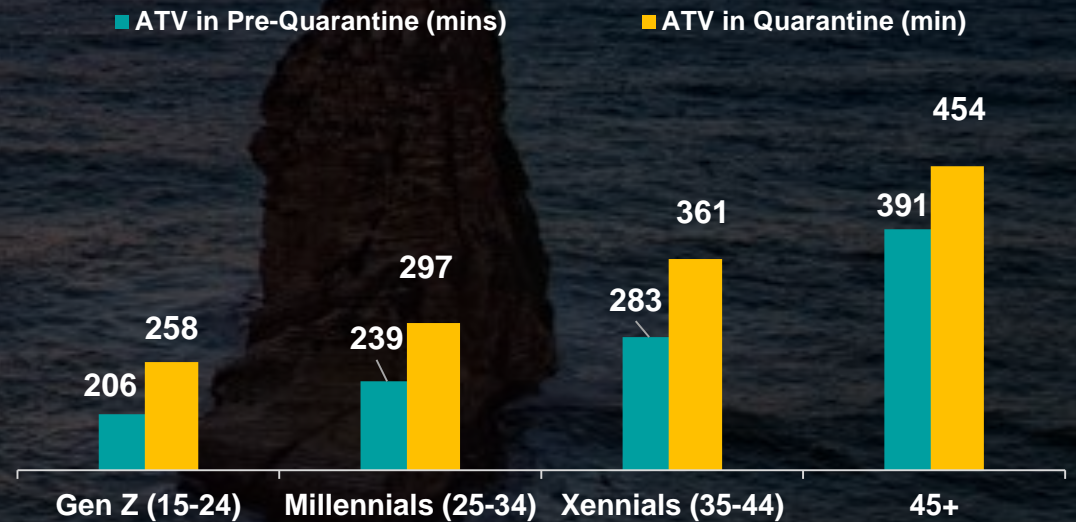
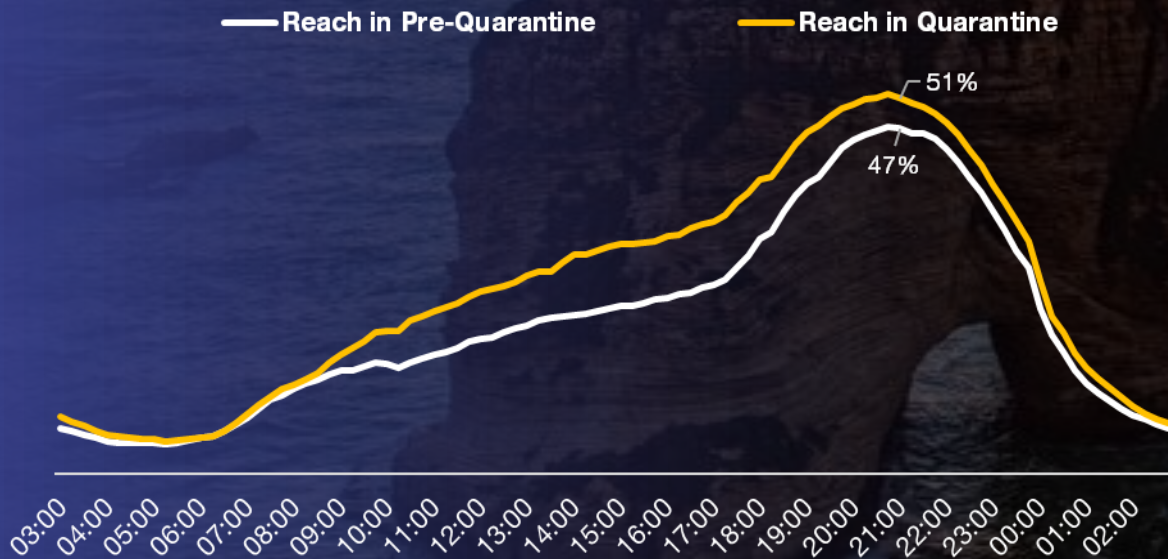
IT ISN'T A SURPRISE THAT FEMALES SPEND MORE TIME VIEWING TV, HOWEVER, **MALES ARE SPENDING AS MUCH TIME AS FEMALES SINCE THE QUARANTINE PERIOD..**



Increase in ATV among **MALES**



Increase in ATV among **FEMALES**



Pre-Quarantine Period: 8 to 14 of March
Quarantine Period: 15 - 21 of March

PERFORMANCE OF LOCAL TV

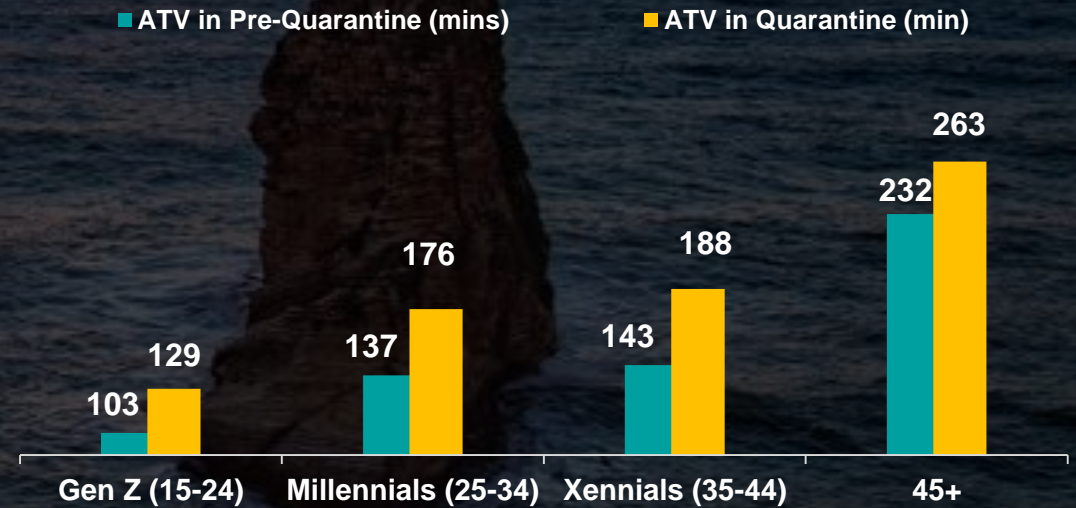
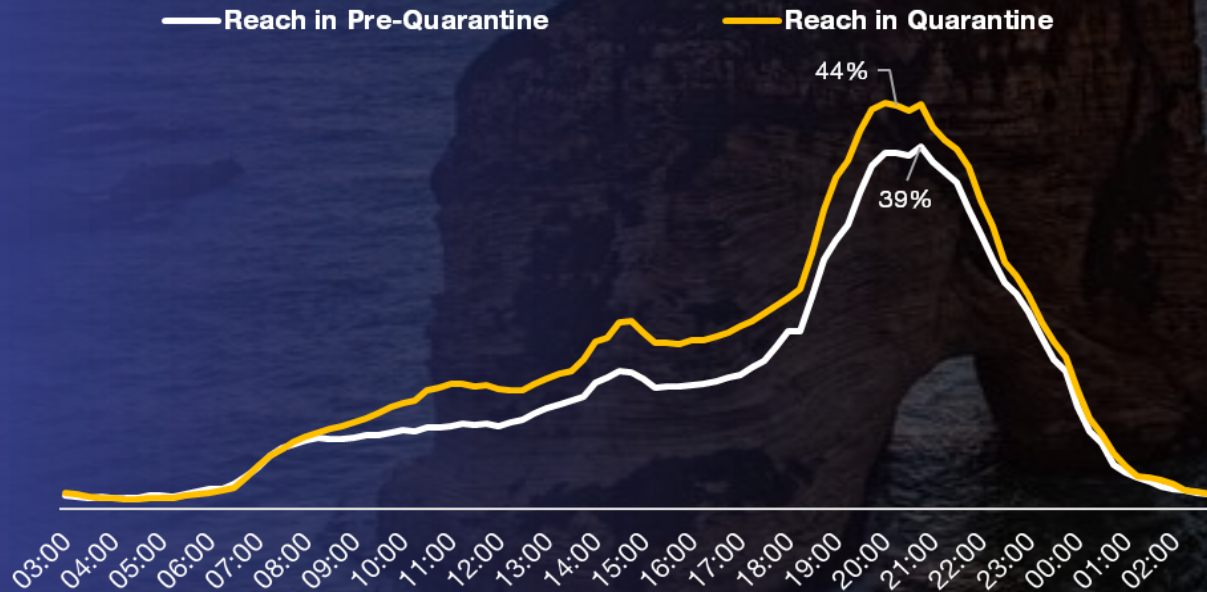
WHEN LOOKING INTO LOCAL TV PERFORMANCE, WE SEE A SIGNIFICANT INCREASE OF 21%, DRIVEN BY ALL DEMOGRAPHICS IN THE AVERAGE TIME OF VIEWING TV



Increase in ATV among MALES



Increase in ATV among FEMALES

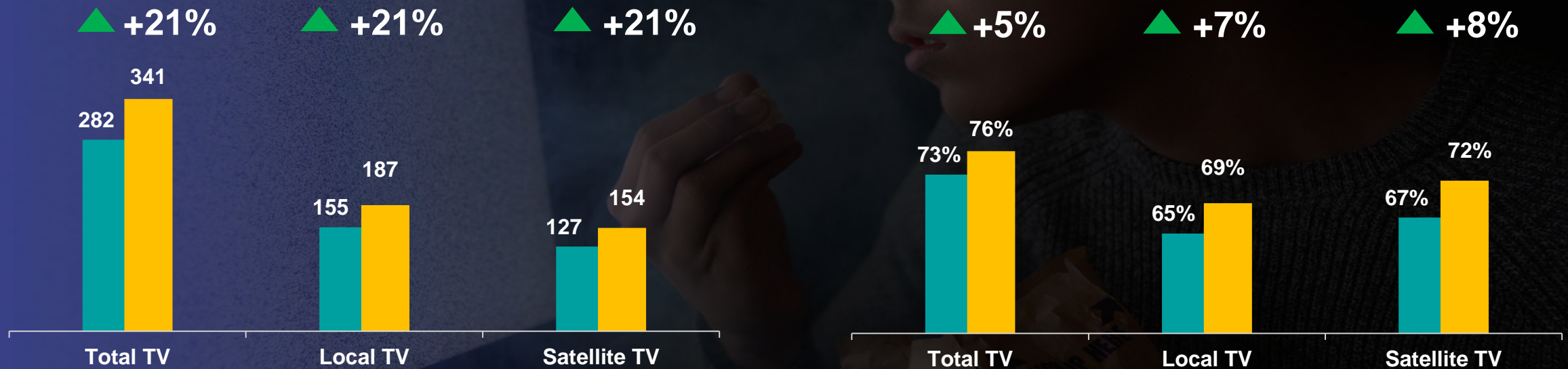


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SINCE QUARANTINE, **LOCAL TV** SHOWED **21% INCREASE** IN THE AVERAGE TIME OF VIEWING TV AMONG LEBANESE VIEWERS. THIS IS MAINLY FROM **MALES AND PEOPLE AGED BETWEEN 25 TO 45**

■ ATV in Pre-Quarantine (mins) ■ ATV in Quarantine (mins)

■ Reach in Pre-Quarantine ■ Reach in Quarantine



Pre-Quarantine Period: 8 to 14 of March
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WHAT'S VIRAL ON LEBANESE LOCAL TV?

WHILE NOT EVERYTHING ON TV MIGHT CATCH THE EYEBALLS OF LEBANESE VIEWERS IN SELF-ISOLATION. HOWEVER, IT IS NO SURPRISE THAT **SERIES** AND **POLITICAL NEWS** HAVE BEEN THE MOST CONSUMED GENRES...



AN INCREASE OF ALMOST **24%**
IN THE AVERAGE TIME WATCHING
POLITICAL NEWS SINCE QUARANTINE



A JUMP OF **14%** HAS BEEN
WITNESSED IN THE AVERAGE TIME
WATCHING SERIES

Pre-Quarantine Period: 8 to 14 of March
Quarantine Period: 15 to 21 of March

ACCESS OUR SYNDICATED RESEARCH LIBRARY IN MENA

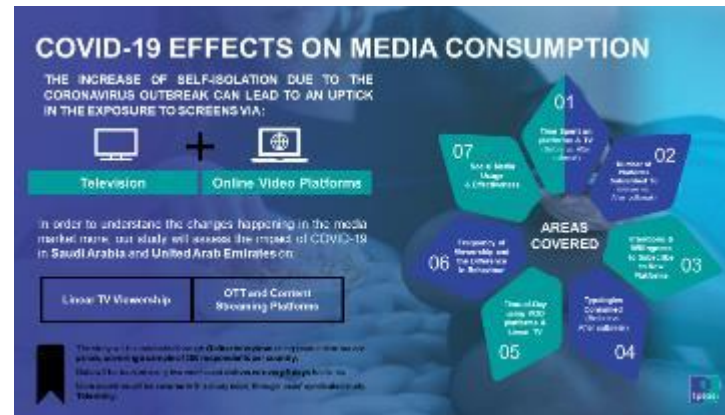


COVID-19 MENA CONSUMER SENTIMENT TRACKER

Covering 7 markets across the region, this ongoing weekly tracker measures changes in consumer sentiment, changing attitudes, shopping and purchasing behaviors, social and outing habits, the financial impact, and future expectations through the different stages of the COVID-19 Pandemic.

Markets Covered: KSA, UAE, Egypt, Morocco, Jordan, Lebanon, and Pakistan.

More details [here](#)



COVID-19 EFFECTS ON MEDIA CONSUMPTION

With people in the region get ready to spend more time at home as a result of increased health concerns and nationwide government lockdowns, media habits are certainly being affected. We are measuring these changes, in terms of time spent, screens and platforms used, and content consumed.

Markets Covered: KSA, UAE, Kuwait, Egypt, Morocco, and Lebanon.



COVID-19 CATEGORY & BRAND MONITOR

Brands are starting to react to the rapidly unfolding events, and they successful ones are being noticed. Keeping track of online conversations on a continuous basis becomes crucial, particularly those related to the impact that COVID-19 will have on category dynamics, brand expectations, and future trends and shifts in consumer behaviors and attitudes.

Markets Covered: KSA, UAE, Egypt, Morocco, Jordan, Lebanon, and Pakistan.

More details [here](#)



**THANK
YOU**

GAME CHANGERS

