



COVID-19 SERVICE ADOPTERS AT A GLANCE

from our Cord Evolution Study

80%

Of US adults use free, subscription, or network streaming services/apps.



47%

of these streamers added a new service as a result of the COVID-19 pandemic, giving us our Covid Service Adopters group

WHO ARE THE COVID-19 SERVICE ADOPTERS

- 82% are regular bingers
- Above average for bingeing adult animation, cartoons, sports, game shows, and gamer videos
- 19% are heavy short video viewers
- Only 7% are heavy live TV viewers

They are young, diverse, male, and more likely to be working parents.

TOP ORIGINAL STREAMING SERIES

- Stranger Things (Netflix)
- The Mandalorian (Disney+)
- Cleopatra in Space (Peacock)
- LA's Finest (Spectrum)
- Diary of a Future President (Disney+)
- Ozark (Netflix)
- The Twilight Zone (CBS All Access)

COVID-RELATED TV ATTITUDES

- 81% discovered new shows they didn't even know existed
- TV provides 77% a lifeline to the outside world
- 76% are re-watching shows/series for comfort
- 64% are watching content remotely with others