



Radio continues to hold greatest share of entertainment during Covid-19

8th May 2020

SCA regularly connects with our 350k+ research community to understand how Australians are feeling, behaving and importantly how they are consuming media.

We engaged our community on 30th April 2020 to understand how much time Australians are spending with 'entertainment' channels. We compared our results to November 2018 to highlight any shifts during Covid 19.

Question we asked our community:

How long have you spent with the following audio, video & social channels on an average WEEKDAY in the past 7 days

We had 3,479 Australians respond.

SCA DEFINES 'ENTERTAINMENT' MEDIA CHANNELS AS THOSE ACTIVELY ENGAGED TO MEET AN ENTERTAINMENT 'NEED'

AUDIO

RADIO

AM/FM, live radio streaming via apps/desktop

DIGITAL RADIO (DAB+)

PODCASTS

INC Catch up Radio

MUSIC STREAMING

SoundCloud, Spotify etc

VIDEO

FTA TV

PAY TV

EG Foxtel

FTA CATCH UP

EG Nine Now, ABC iView

STREAMING SERVICES

EG Netflix, Stan

YOUTUBE

SOCIAL

FACEBOOK

INSTAGRAM

SNAPCHAT

*PLEASE NOTE THIS IS NOT AN EXHAUSTIVE LIST, BUT ONE SCA DEFINES WITHIN CORE DAILY ENTERTAINMENT. GAMING, AUDIO BOOKS, OWNED MUSIC IS NOT INCLUDED.



THERE HAS BEEN A SMALL SHIFT FROM AUDIO TO VIDEO DURING COVID-19

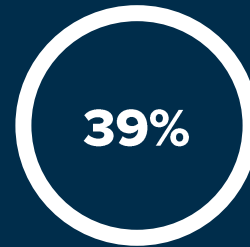
(DRIVEN BY NON COMMERCIAL VIDEO STREAMING SERVICES)

AUDIO

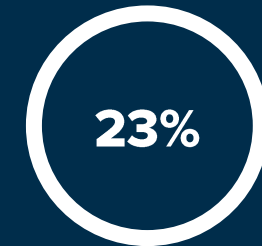
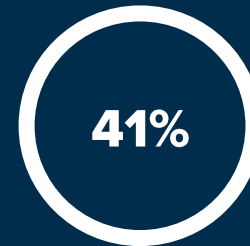
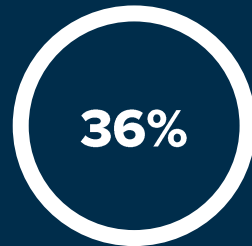
VIDEO

SOCIAL

Nov 2018



COVID

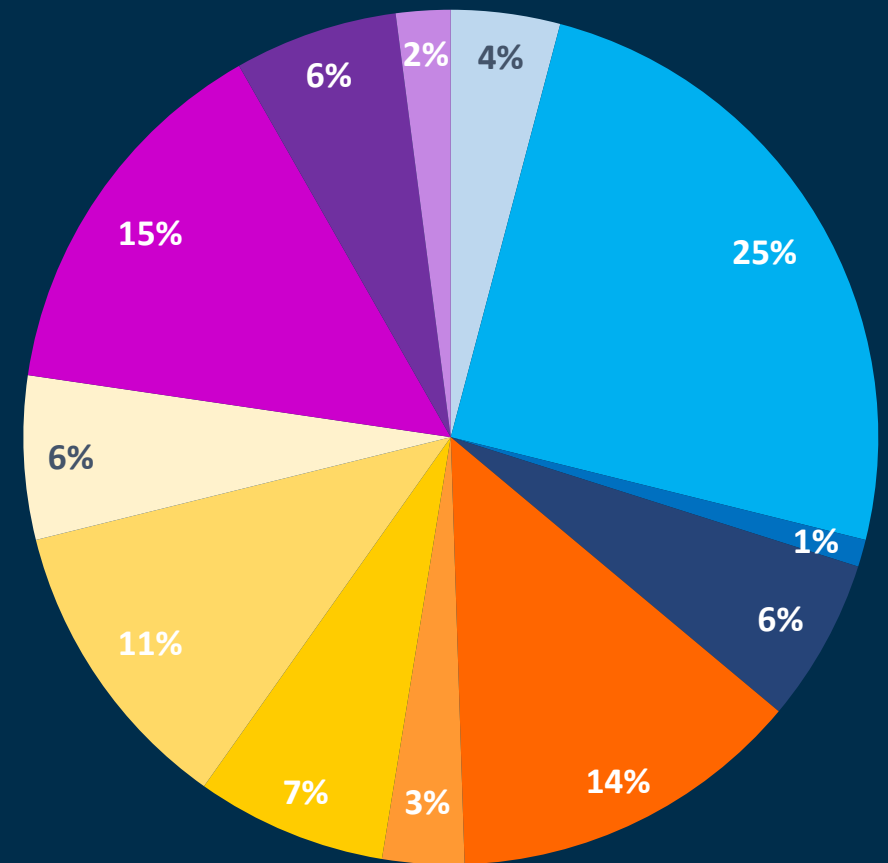
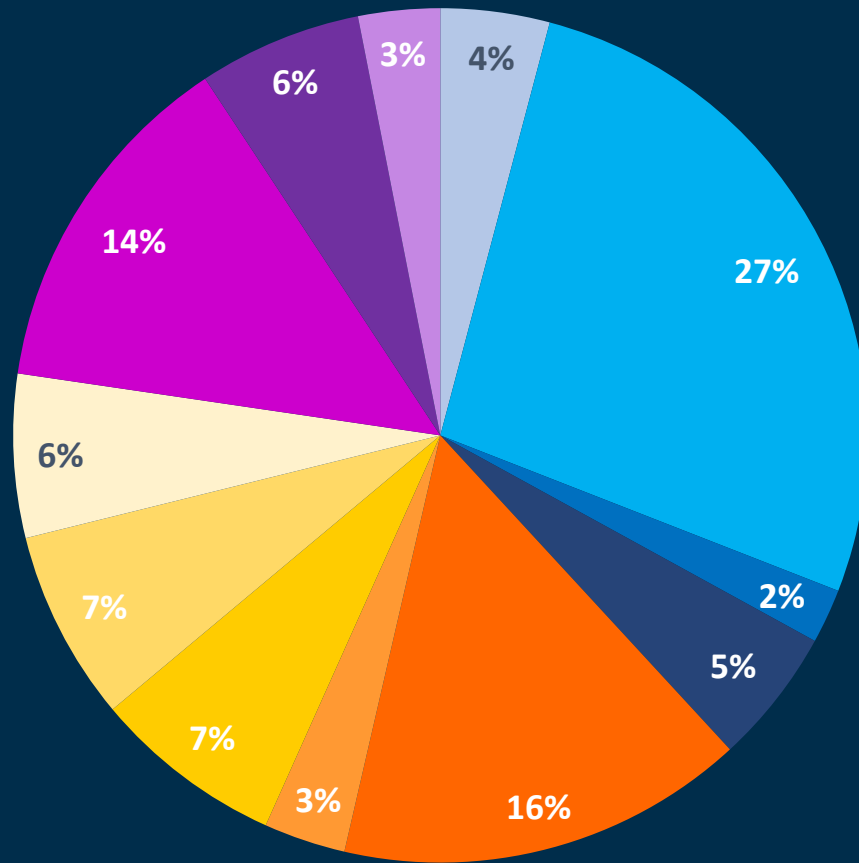


Source: SCA Research COVID-19 Dip #8 Study | Launched 30th April 2020 | Data as of 9am 5th May 2020 | SCA Communities vs SCA Research Digital Media Report November 2018
Q. How long have you normally spent with the following audio and video services on an average WEEKDAY in the past 7 days? | Metro All People 18+

HOWEVER, LIVE RADIO CONTINUES TO HAVE LARGEST 'SHARE OF ENTERTAINMENT' DURING COVID

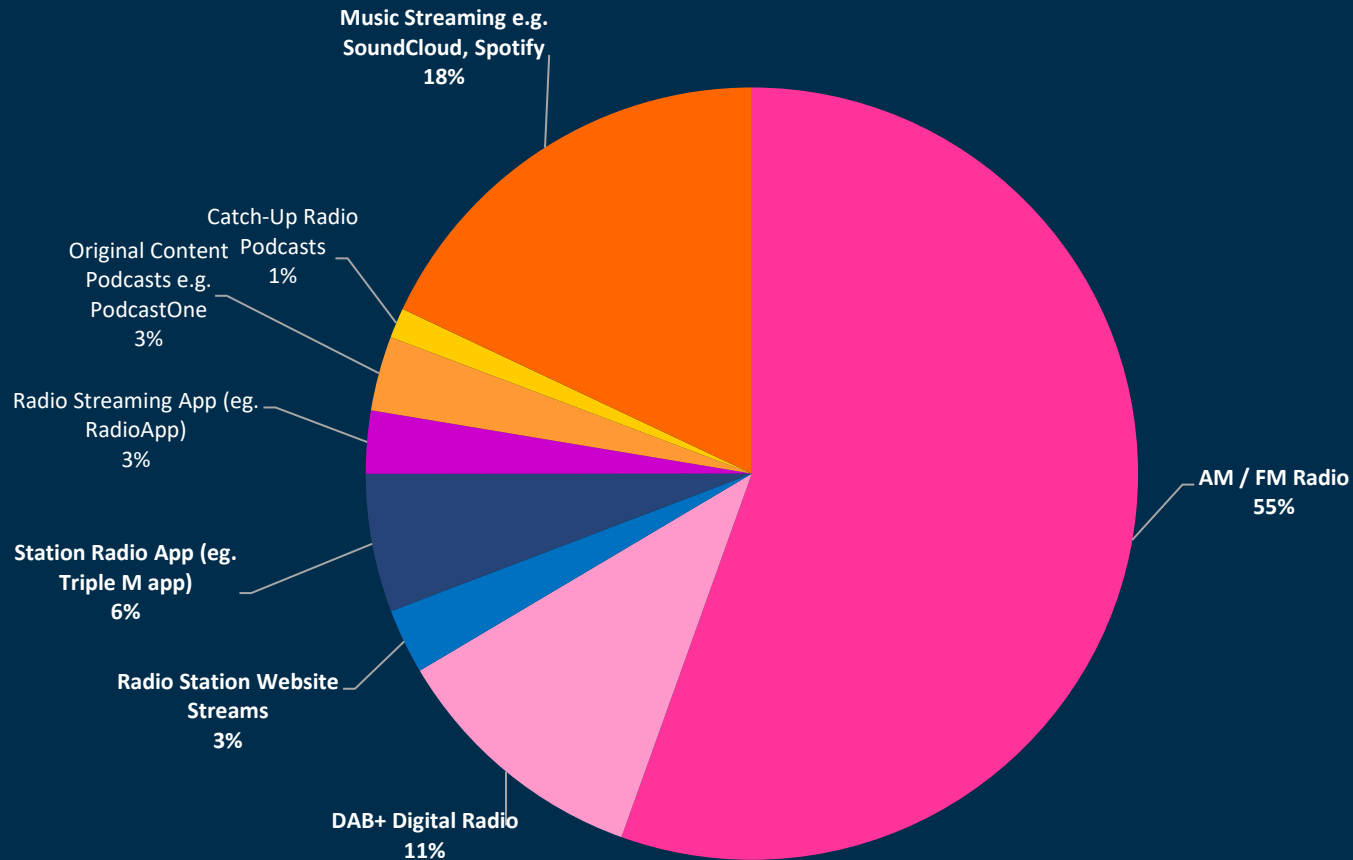
Nov 2018

Apr 2020



- DAB+
- AM/FM Radio
- Podcasts
- Music Streaming
- Live Free to Air TV (eg. Channel 9, ABC)
- Free-to-air Catch Up (eg. ABC iView)
- Pay TV (eg. Foxtel)
- Streaming Video Services (eg. Netflix)
- Youtube
- Facebook
- Instagram
- Snapchat

LIVE RADIO HAS 67% SHARE OF TIME SPENT LISTENING WITHIN AUDIO ENTERTAINMENT DURING COVID-19



DURING A TIME OF COVID-19, MUSIC STREAMING SERVICES LIKE SOUNDCLLOUD AND SPOTIFY HAVE SEEN A 5 %POINT INCREASE VS NOV 18.

LIKELY DUE TO AUSTRALIANS WANTING BACKGROUND MUSIC WHILST THEY WFH.

APPROX 50-60% OF SPOTIFY USERS ARE PREMIUM SUBSCRIBERS (A NON COMMERCIAL ENVIRONMENT)

*Live radio is a combination of AM/FM, streaming apps, radio aggregator streaming, desktop streaming

Source: SCA Research COVID-19 Dip #8 Study | Launched 30th April 2020 | Data as of 9am 5th May 2020 | SCA Communities | Q. How long have you normally spent with the following audio and video services on an average WEEKDAY in the past 7 days? | Metro All People 18+ - Weighted Count N=3,479

