



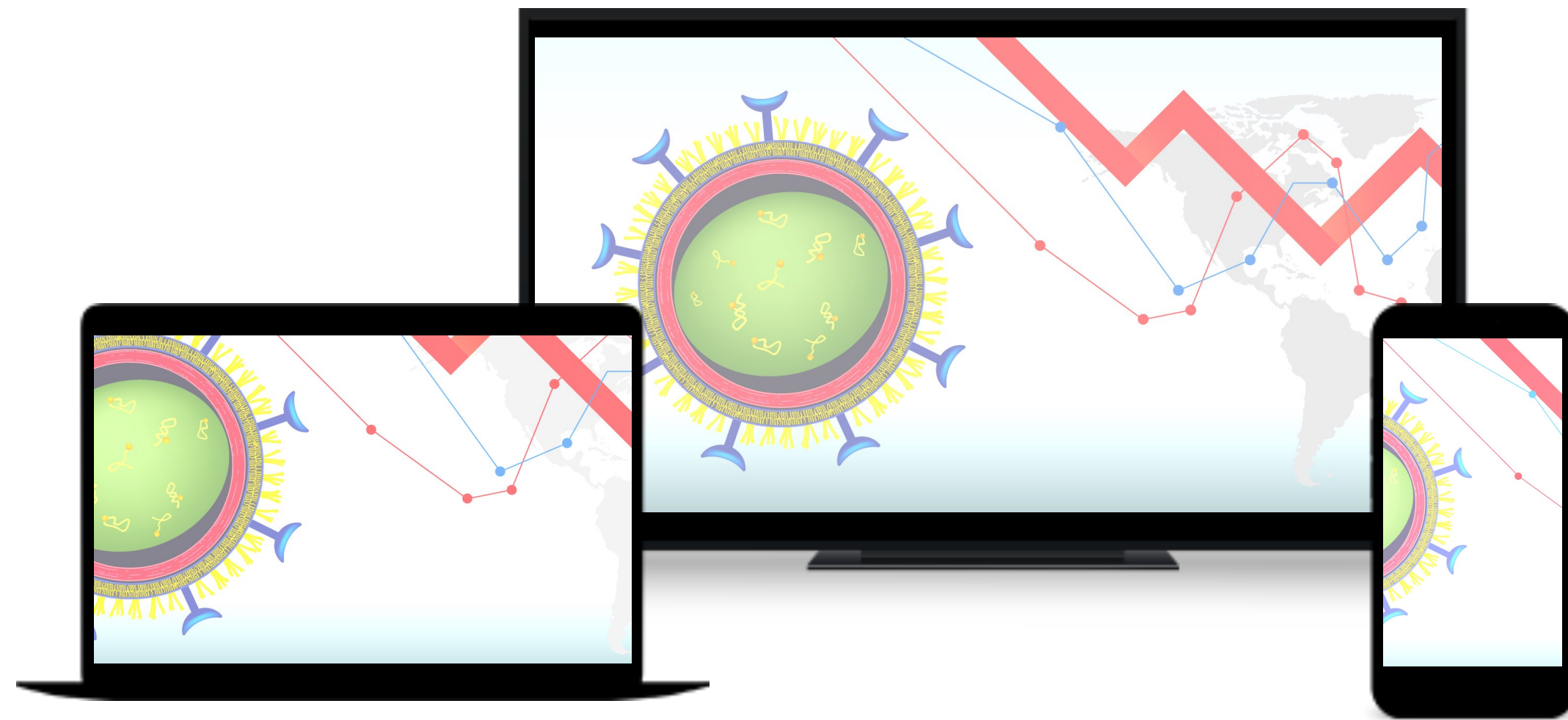
2020

**CROSS-MEDIA CONSUMPTION & ADVERTISING
IN PANDEMIC TIMES IN GERMANY.**

BASED ON GEMIUS SINGLE SOURCE CROSS-MEDIA STUDY

2nd of July, 2020



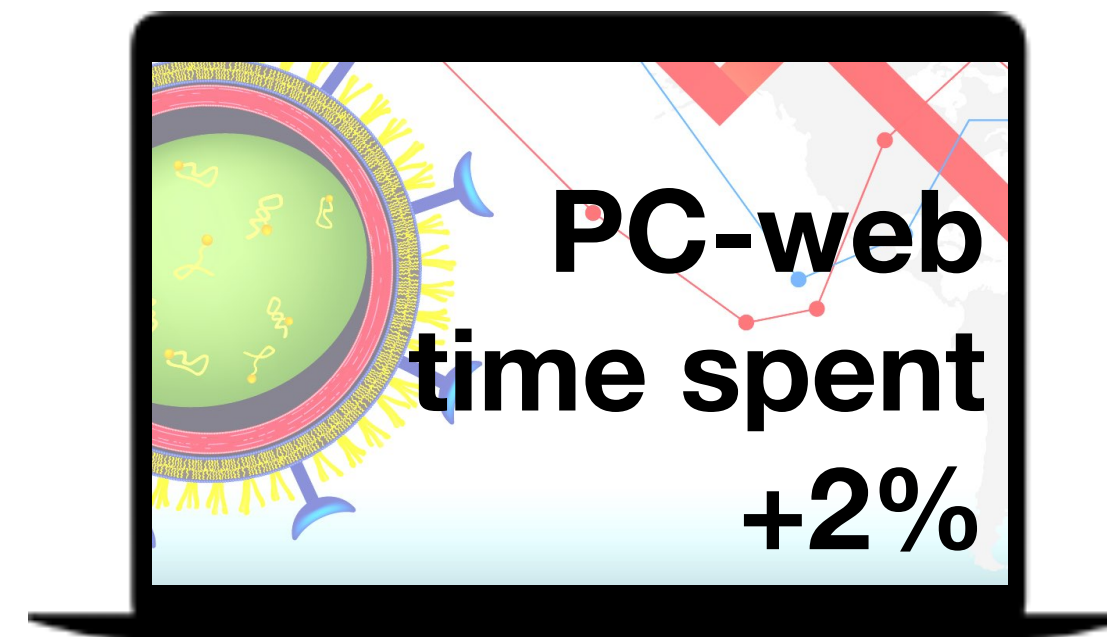
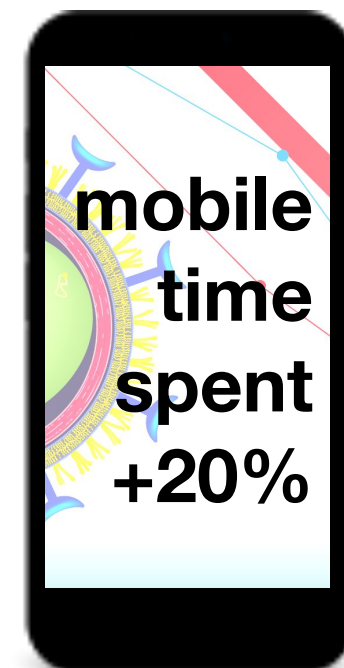
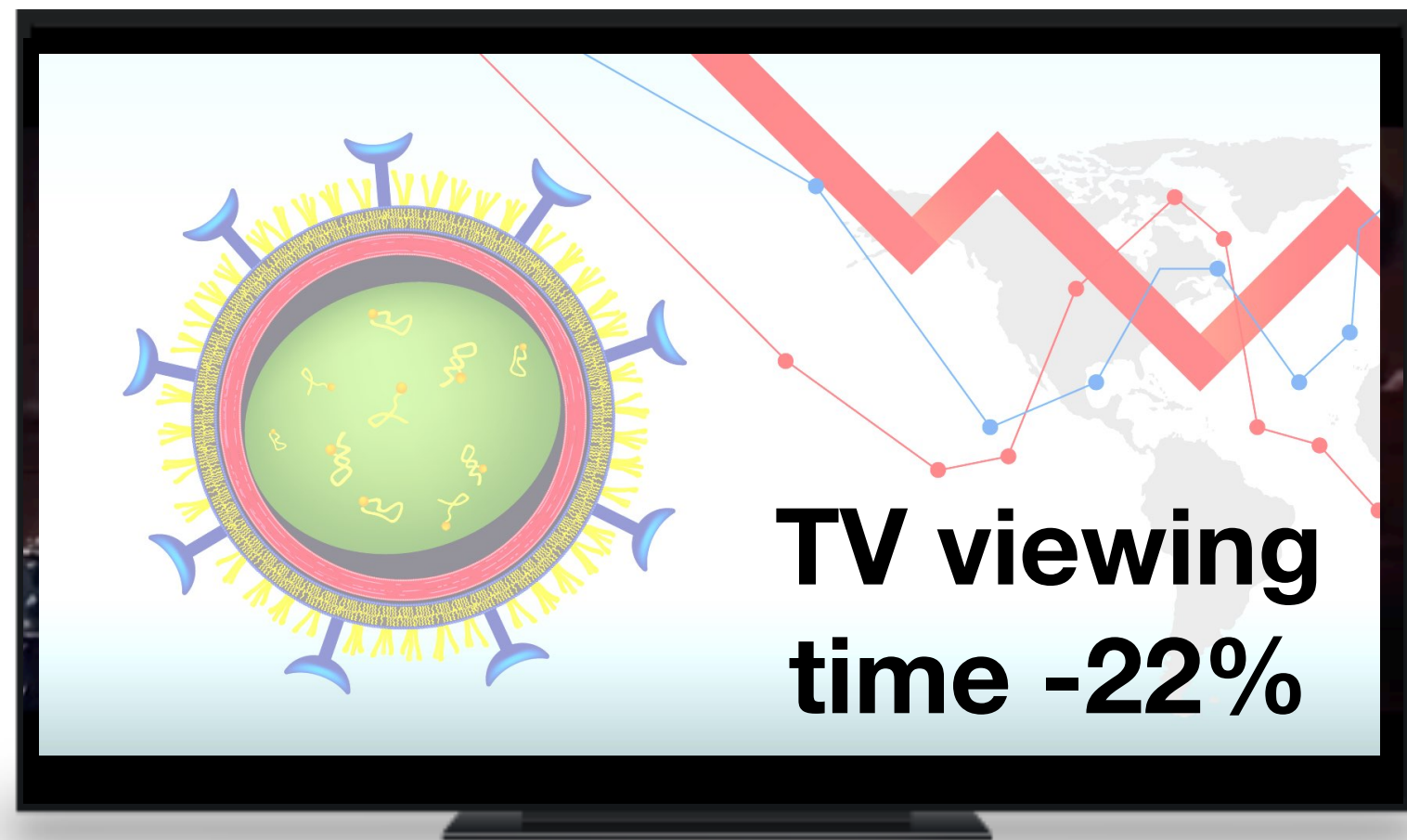


MEDIA CONSUMPTION: TIME SPENT CONTINUES TO BE HIGH ON DIGITAL SCREENS.

Increased time spent on digital screens leaves consumers relatively easier to reach there during pandemic weeks.

THE ADVERTISING COMMUNICATION ON REVIVAL

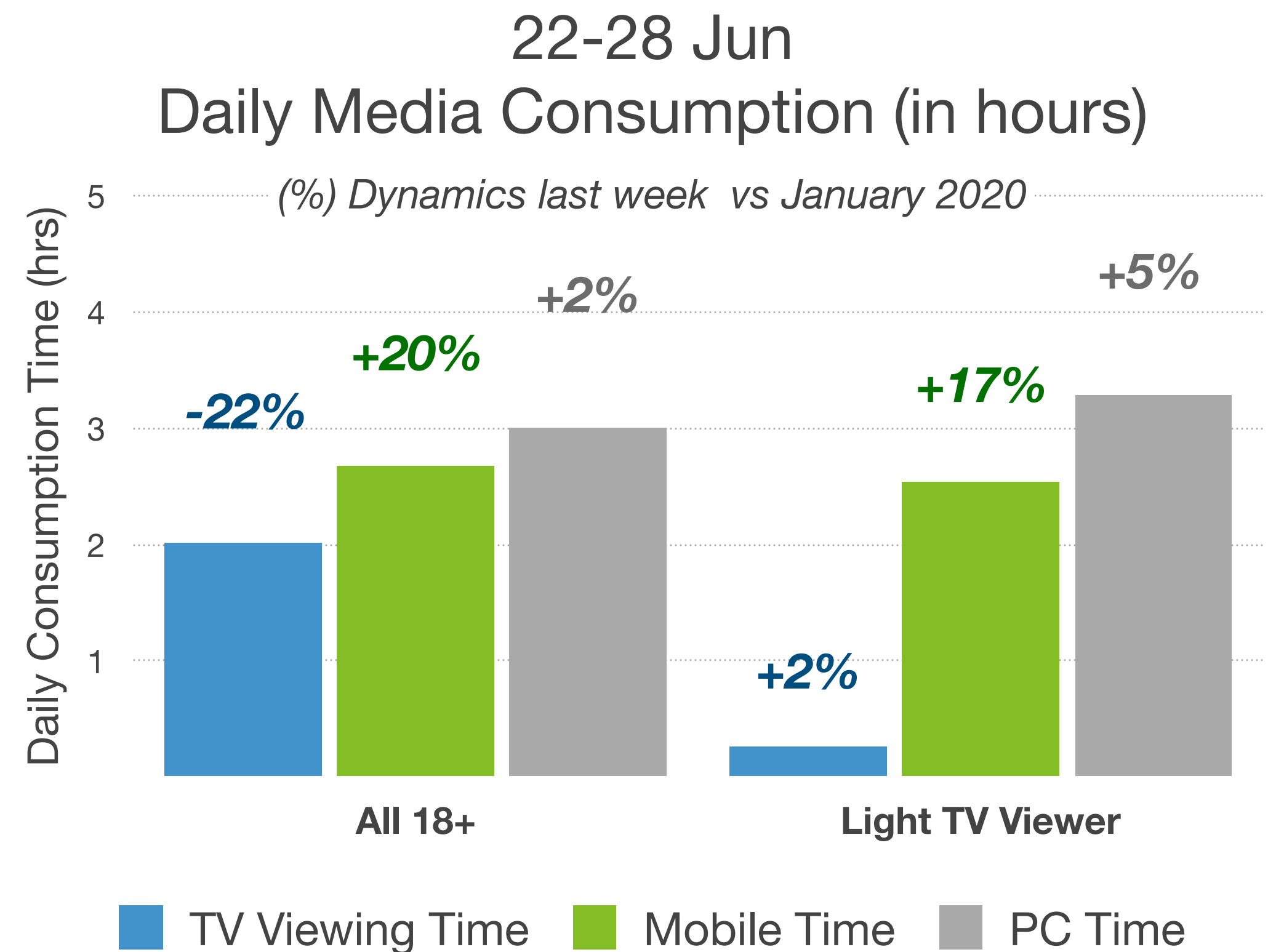
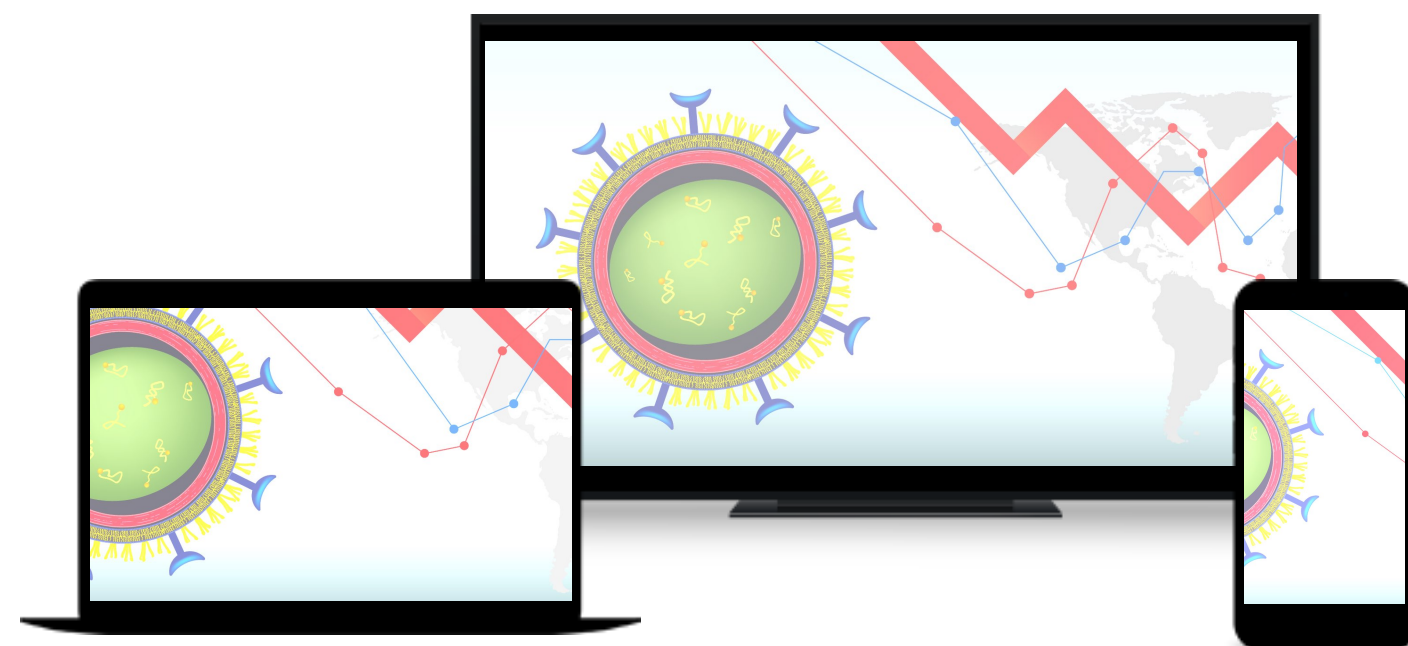
We observe cross-media GRP volumes growing last week: TV and digital growing again.



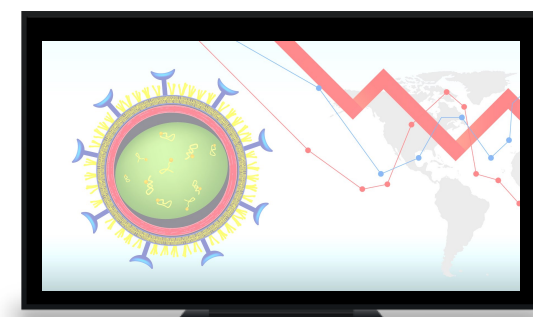
1. Time spent with mobile devices is increased: Out-Of-Home medium

Last week (22-28 Jun) compared to media consumption times in January 2020.

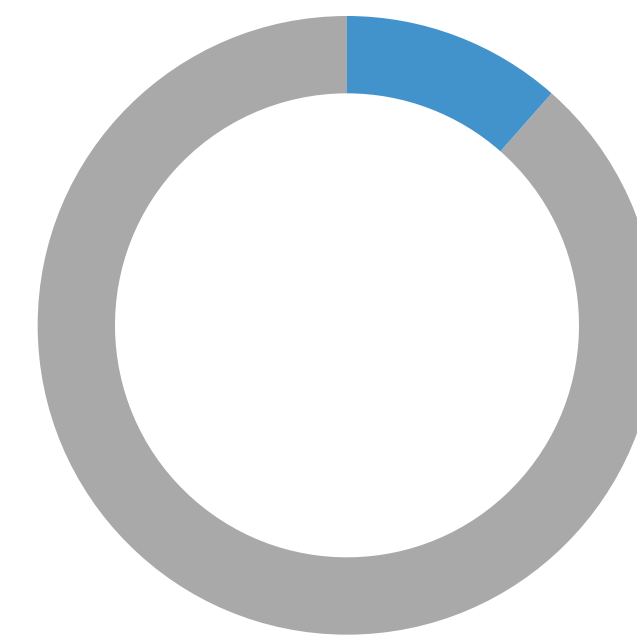
2.
Both
light & regular TV viewers
are easier to reach in digital,
as media time spent there is
increased, TV time-spent
relatively unchanged only
for light TV viewers
vs January



3. Last week people watched TV out of home at the level comparable to lockdown time.



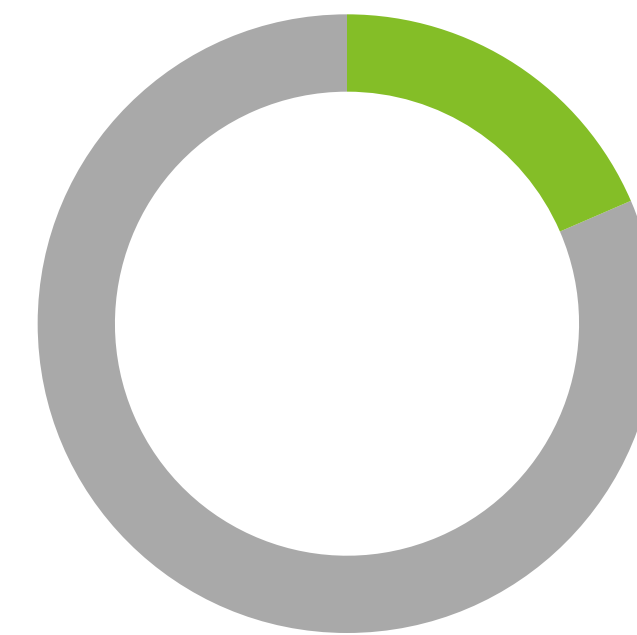
Out of Home TV **Share of Time** is lower vs “normal” times, surprisingly it is as low as during lockdown weeks. As usual the perspective differs between **Light TV viewers** and **Regular All18+**.



11,5%

All 18+

Decrease from 18% in January to 11,5% SoT in last week (22-28 Jun).

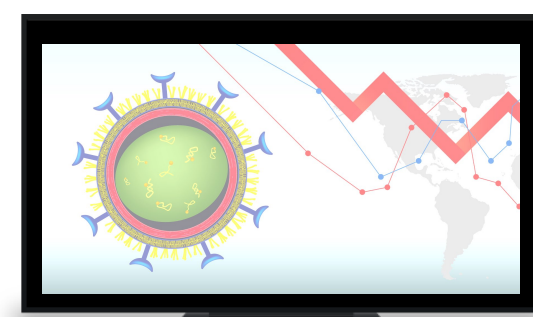


18,5%

Light TV viewers

Decrease from 36% in January to 18,5% SoT in in last week (22-28 Jun).

3. Last week Out-of-Home TV viewing has decreased again into “pandemic low”, both for All and Light TV Viewers.

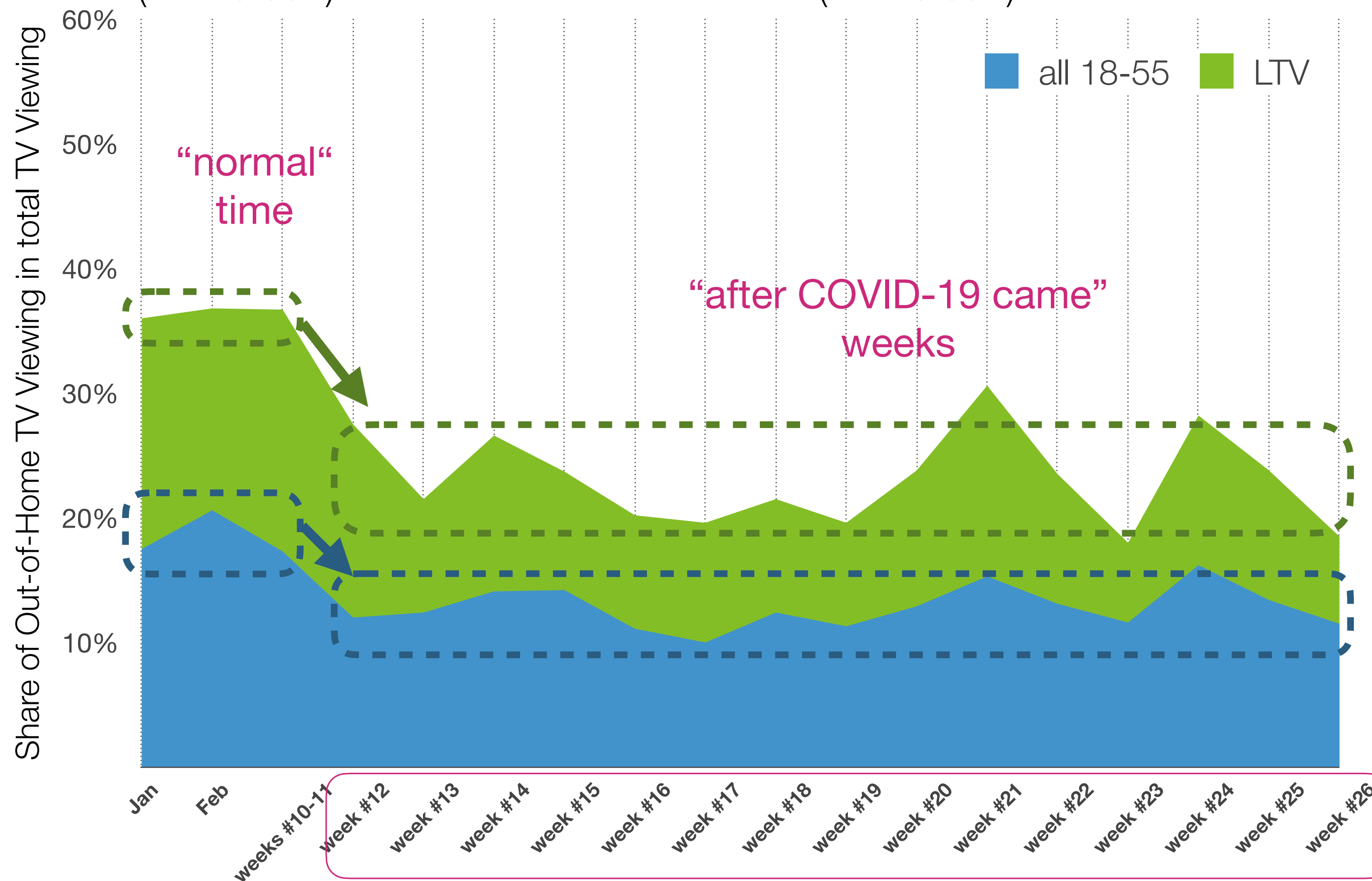


Ligh TV viewers

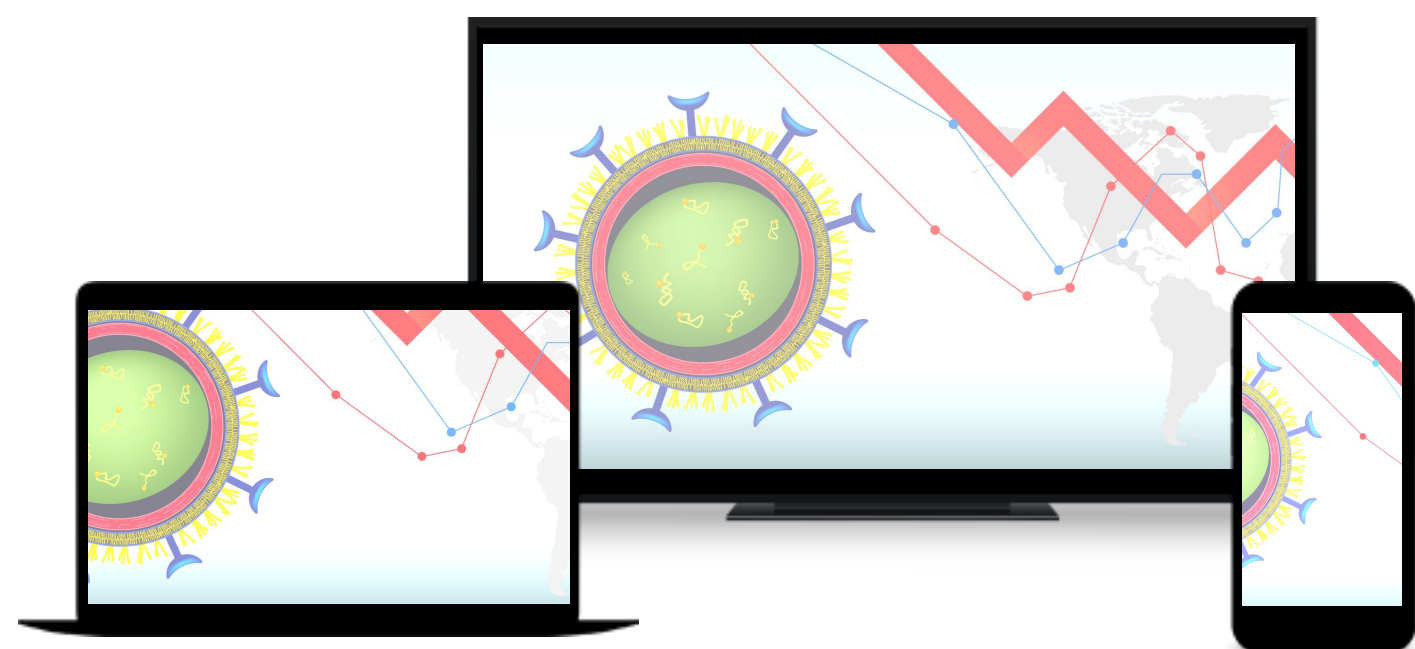
Decrease from 36% in January to 18,5% SoT in in last week (22-28 Jun).

All 18+

Decrease from 18% in January to 11,5% SoT in last week (22-28 Jun).



4. TV & digital video advertising increased last week at solid +5,4% rate vs the previous week.



Overall number of cross-media video GRPs rose by +5,4% in #26 week vs the previous one.

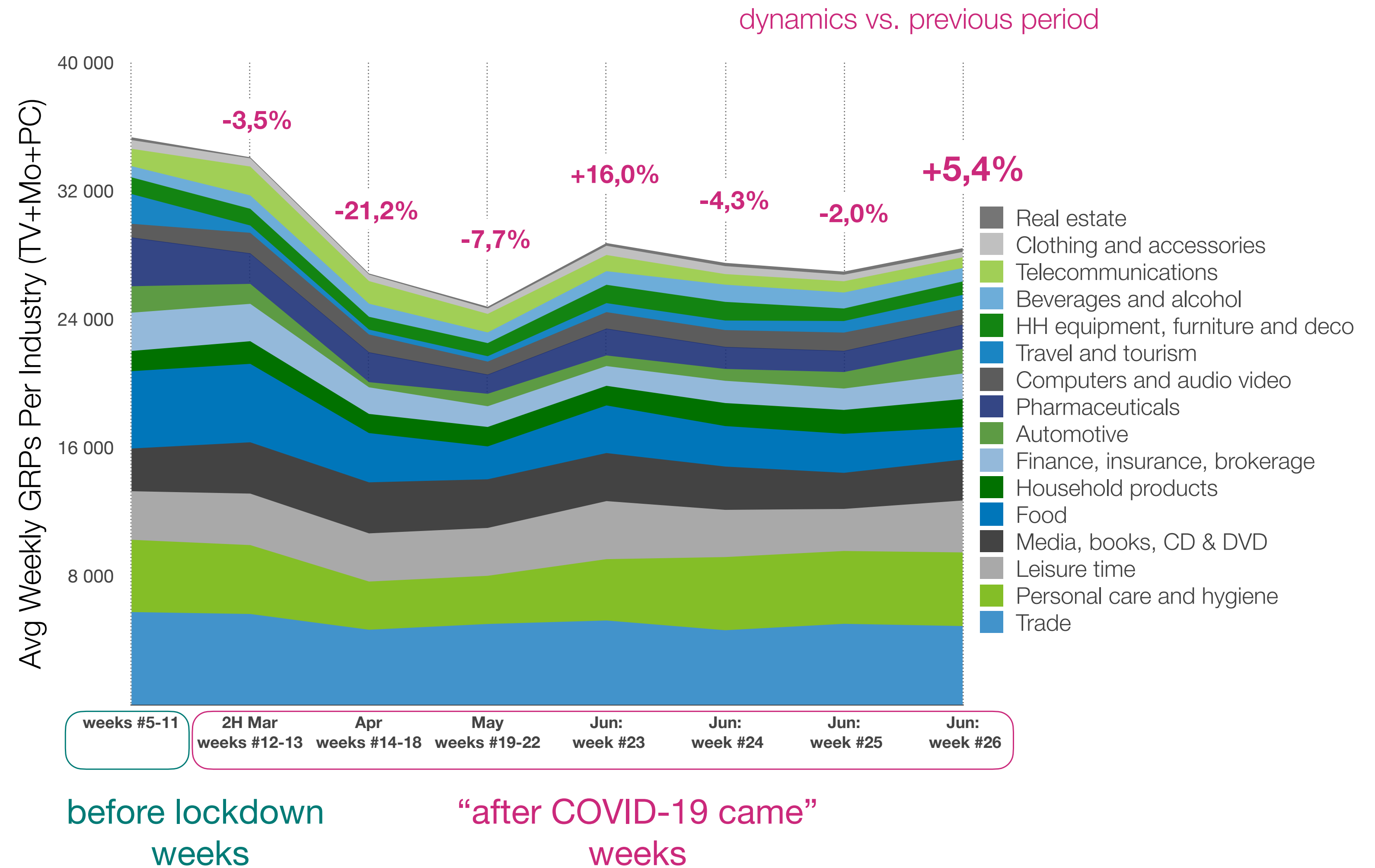
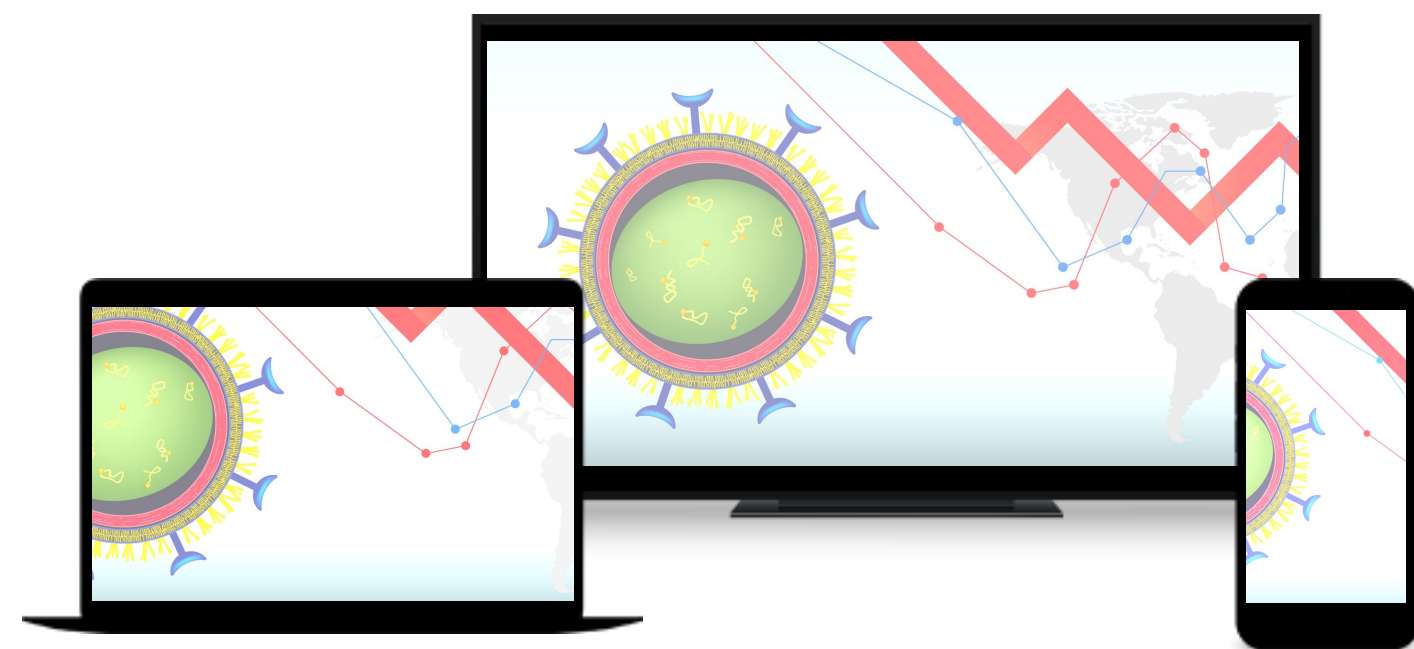
10 industries increased and 6 decreased their cross-media video GRPs.

Automotive industry catches attention, as it is still most dynamically growing within last three weeks.

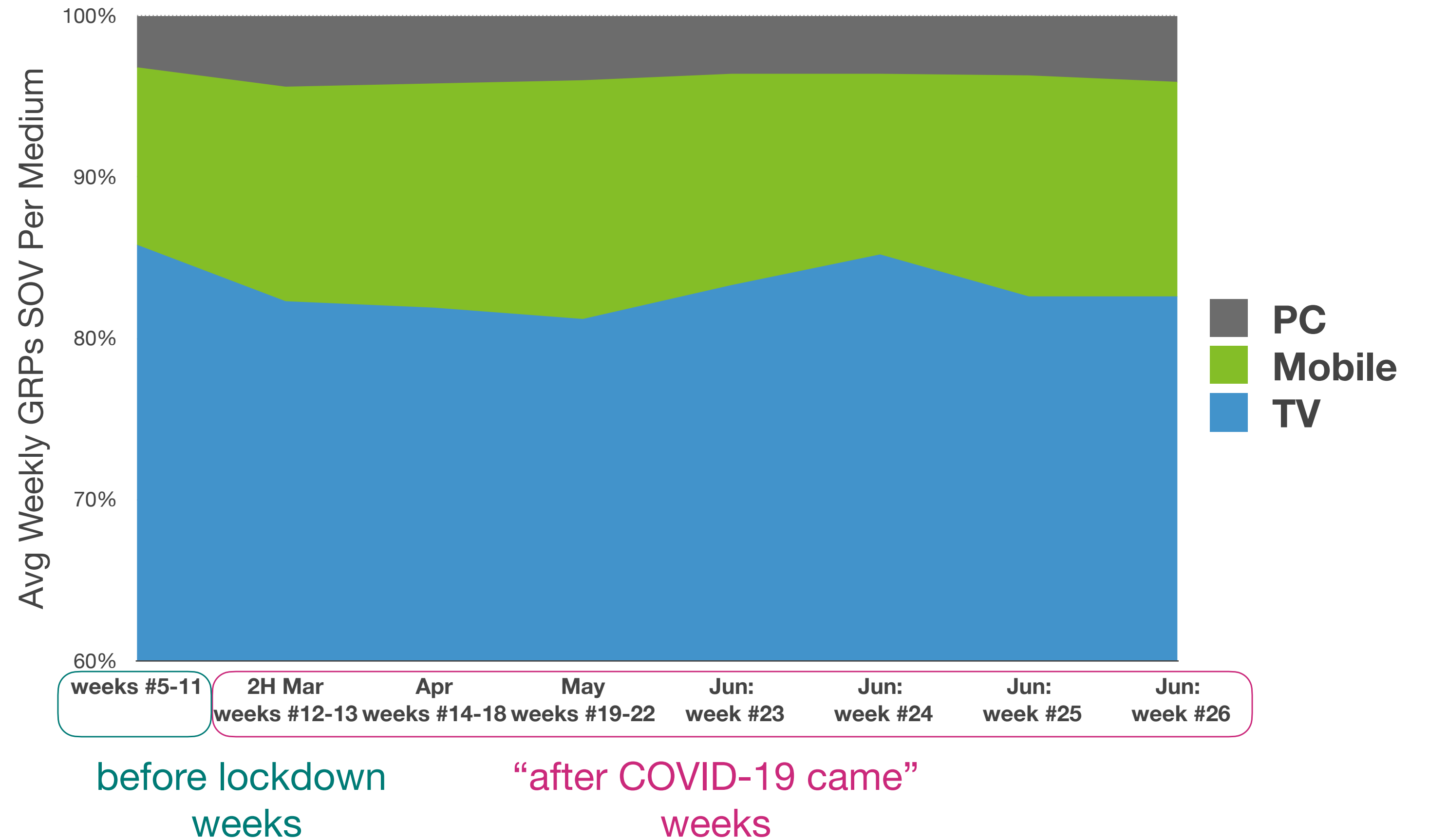
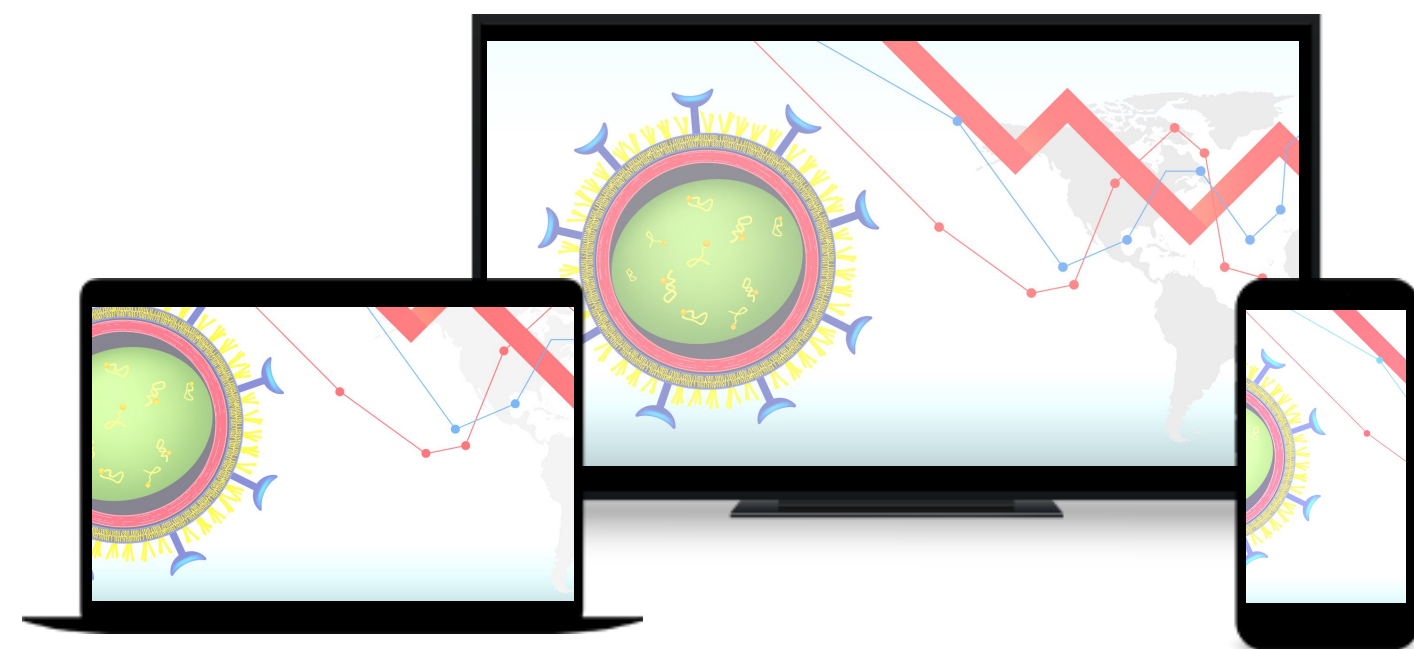
	week #26 vs #25	week #25 vs #24		week #26 vs #25	week #25 vs #24
Automotive	50%	39%	Computers and audio video	-16%	9%
Travel and tourism	25%	20%	Beverages and alcohol	-16%	-7%
Leisure time	23%	-11%	Food	-17%	-4%
Real estate	21%	-3%	Clothing and accessories	-18%	-18%



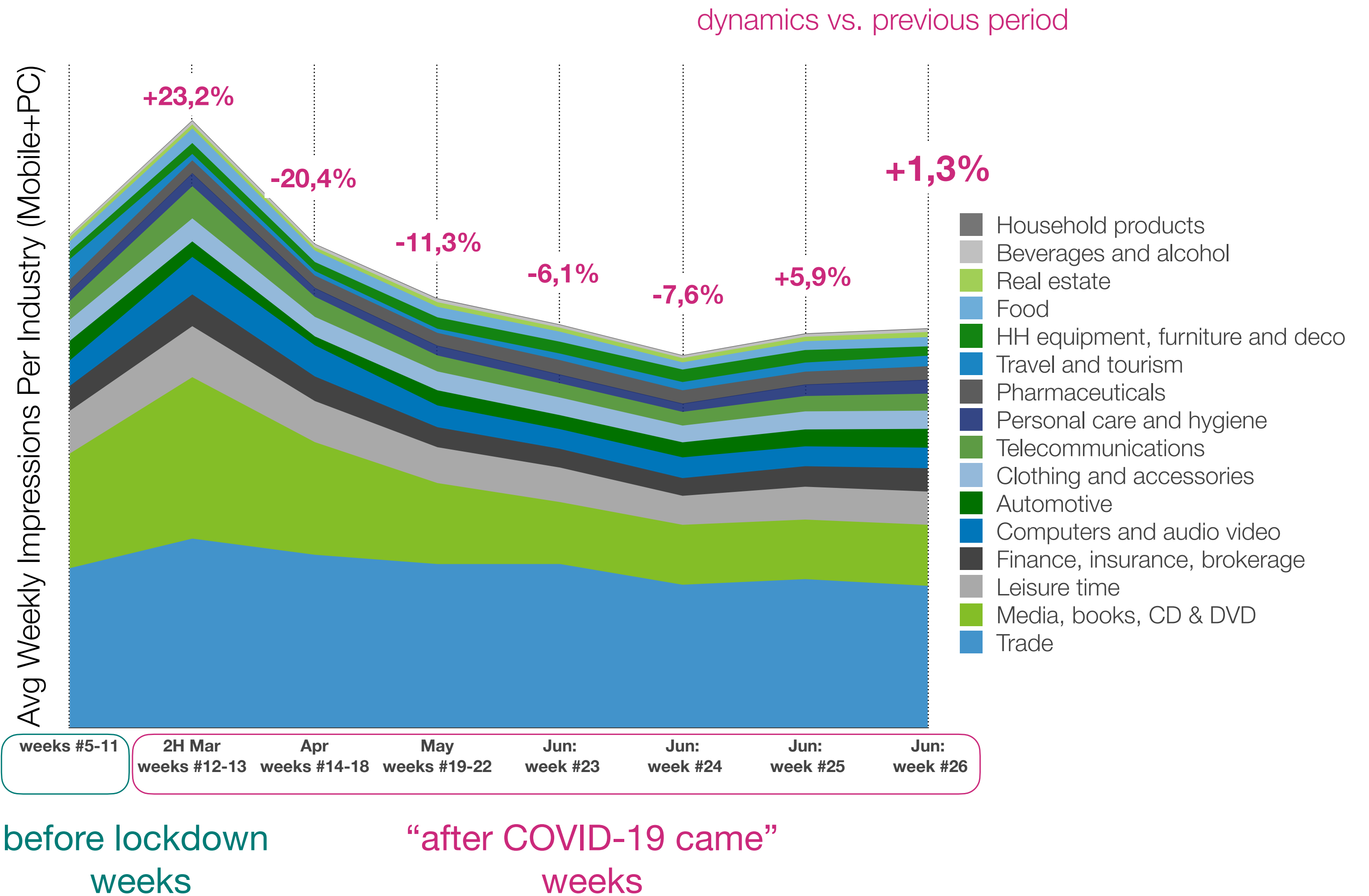
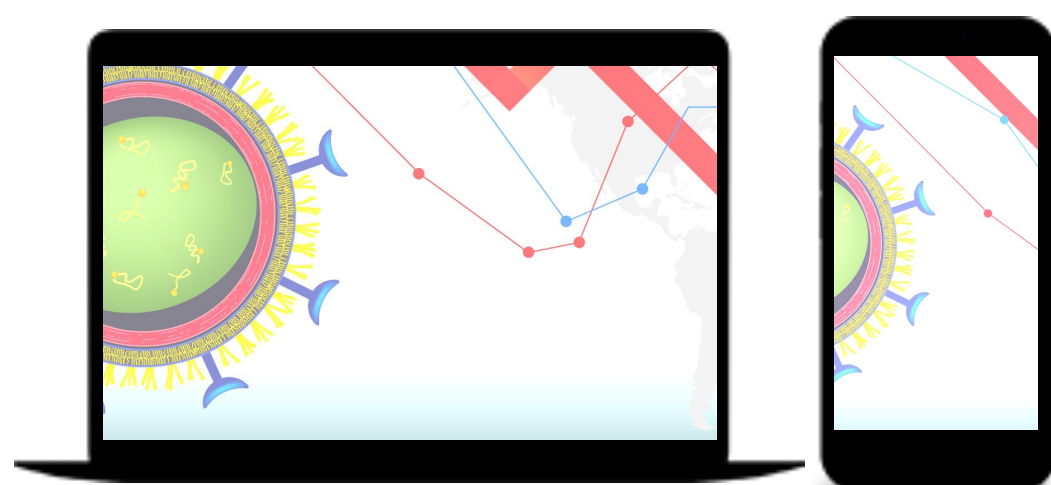
4. Video advertising bounced back, last week.



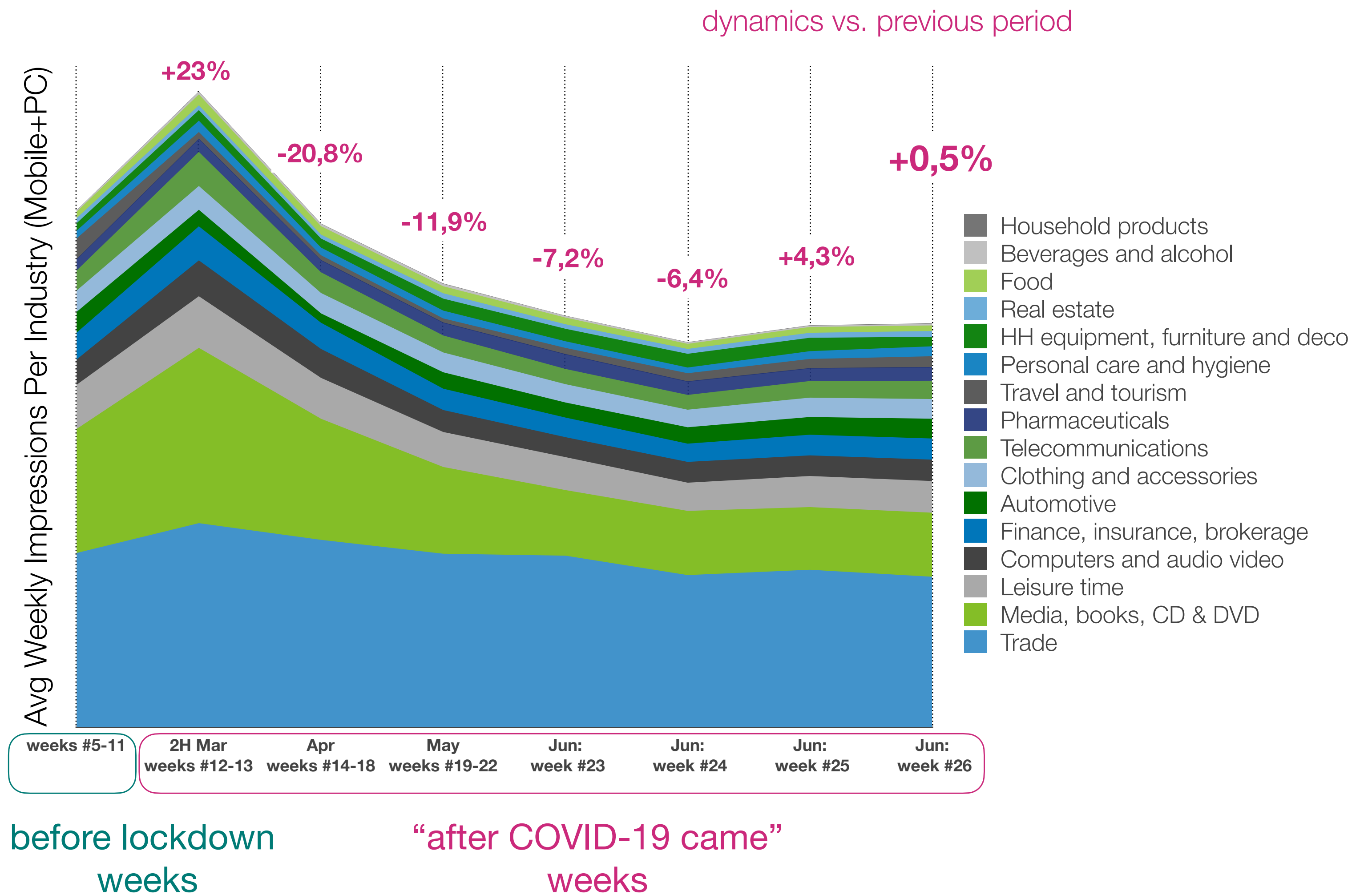
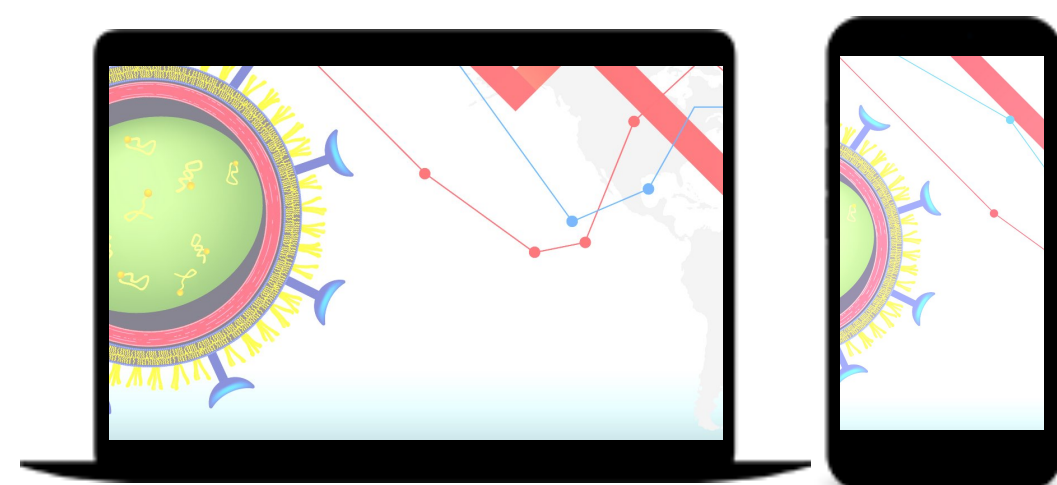
5. PC noted GRP share increase in video advertising last week.



6. Total weekly digital impressions continued growth last week.



7. Display & text weekly impressions slightly grew last week.





**KEEP
CALM
and
ADVERTISE**

Contact **Gemius GmbH** to **discover more!**
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