

October 2020

Digital Advertising: Inc Impact of COVID-19 - UK

“As a result of the COVID-19 outbreak people are spending more time online and making more purchases online, which increases opportunities for digital advertising, particularly direct response adverts. Major social networks have introduced more direct response and shoppable adverts since the start of the pandemic. One of the long-term results ...

September 2020

Consumers and the Economic Outlook: Inc Impact of COVID-19 - UK

“The UK is in the midst of its deepest recession on record. However, the recovery has already started, with monthly GDP growth in May and June. However, the winding down of state support for businesses presents renewed threats that could derail the recovery and is expected to lead to significant ...

Attitudes towards Video and TV: Inc Impact of COVID-19 - UK

“Whilst COVID-19 has driven spikes in viewing time across all platforms, the wider backdrop of falling live television viewing minutes, declining advertising revenues and competing attentions from other media are making for a challenging backdrop for linear broadcasters. Take-up of paid-for streaming services, which accelerated under lockdown, will likely continue ...

Regional Newspapers: Inc Impact of COVID-19 - UK

“The long-struggling regional newspapers market has been hit hard by the outbreak of COVID-19, which has resulted in significant drops in print circulation and advertising revenue, as well as many job cuts and the closure of titles. The pandemic has, however, also helped shine a light on the importance of ...

August 2020

Social Media: Inc Impact of COVID-19 - UK

“The COVID-19 crisis has seen social media platforms take a stronger content moderation role than ever before, such as overtly promoting trusted sources and banning users that are spreading misinformation. This comes as platforms have already been facing more pressure from consumers, governments and advertisers to tackle the issue of ...