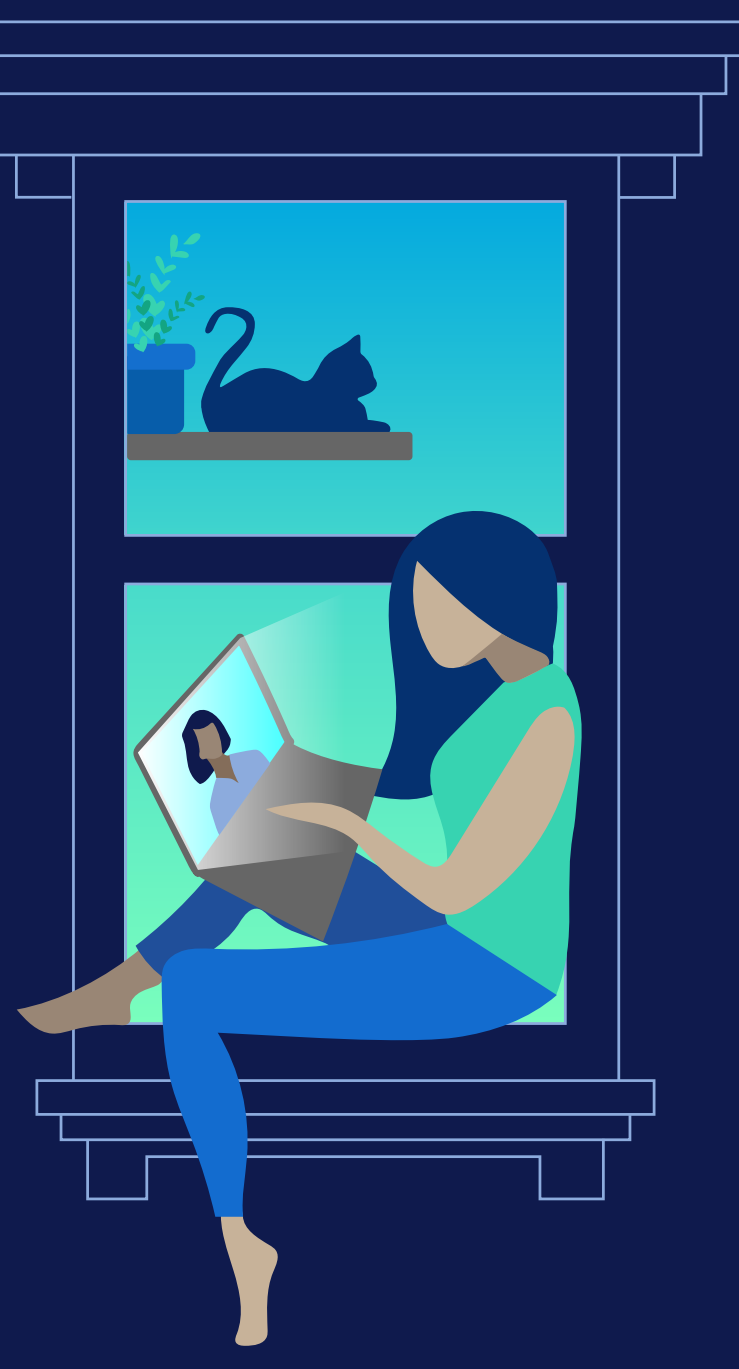
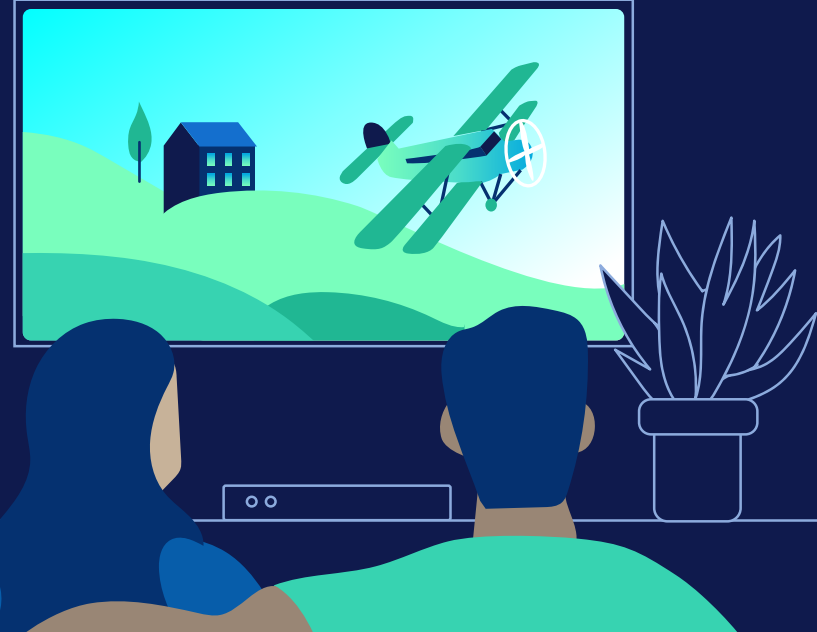


# Rapidly Changing Viewing Habits in the Wake of COVID-19

Since the start of 2020 and the rise of what has become a global health and economic crisis, many have turned to their screens for information and comfort.



What programming did people turn to most, and when? Who was watching? We explored the impact of COVID-19 on viewing habits by looking at our own internal viewership data across products and comparing the numbers from the lockdown period (March 27 – May 4) to just 30 days prior.



1 | Early on, streaming audiences increased sharply:

HBO Go up <b>+80%</b>	Netflix up <b>+33%</b>
Hulu up <b>+36%</b>	Prime Video up <b>+80%</b>

2 | Audiences spent

**2+** hours per week

watching the news, on top of a steady politics-fueled increase



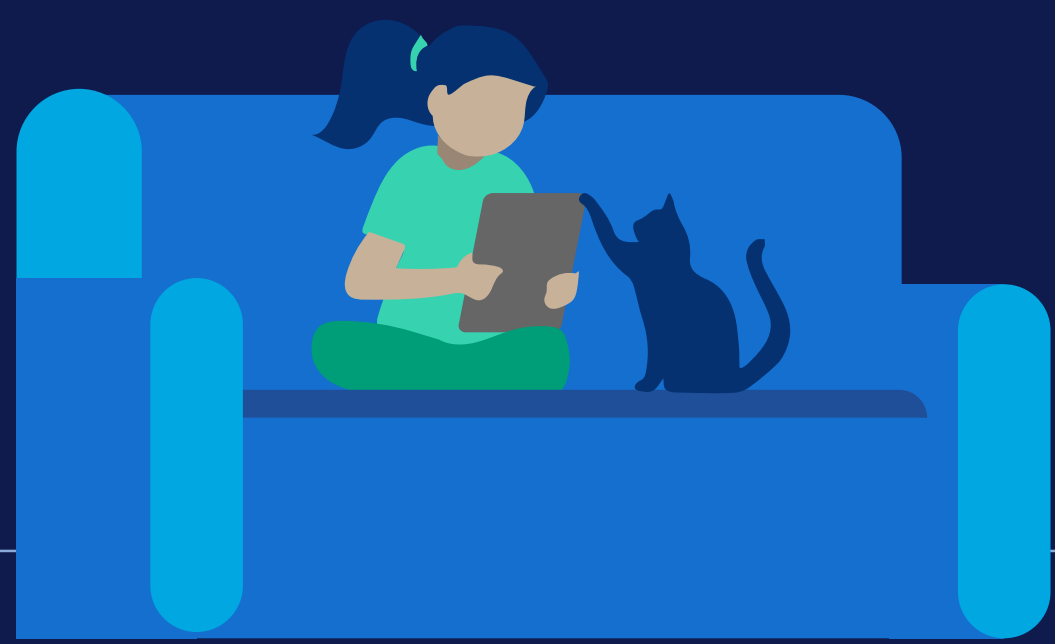
3 | By mid-April, weekly viewership of

**kids' programming jumped 27%**

— an increase

**92% larger**

than the spike in popular dramas



4 | Sporting events experienced a

**62% drop in viewers**

However...classic sports reruns jumped to

**47%**

of the global TiVo population using our content discovery platform



5 | We've seen a

**600% increase**

in pandemic-related title viewership

6 | By the end of March, churn risk

**dropped by 4%**

7 | **TiVo+ viewing increased 41%**

compared to the previous week, underscoring the overall shift toward ad-supported streaming



8 | Across TiVo's retail footprint

**voice searches increased by 17%**



TiVo brings entertainment together, making it easy to find, watch and enjoy. Our versatile solutions, iconic TiVo design plus conversational search, predictive recommendations and other innovative features set TiVo apart from the rest. We deliver passionate audiences and drive new revenue streams everywhere people watch.

Return-path data from TiVo-powered set-top boxes across the U.S. and Canada, consumer surveys and global usage data from our analytics solutions are used to reveal trends across streaming and live TV, helping content providers, pay-TV operators and streaming services keep their audiences engaged and satisfied.

Stay tuned for more coverage of the crisis' impact on TV habits plus general viewing trends in our upcoming *Video Trends Report*, or [contact us](#) for more information.