



PRESS RELEASE

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Lockdown shaped new norms of entertainment consumption habits: Vivendi Brand Marketing publishes new survey

Vivendi Brand Marketing's latest survey, *Entertainment in a New World*^{*}, takes stock of the changes in entertainment consumption during lockdown and of people's new habits in a post-lockdown world. **89% of those surveyed had discovered new forms of entertainment they had not previously considered, including digital media and services.**

In April, Vivendi Brand Marketing conducted a survey targeting the populations of nine countries worldwide, including France, Great Britain, the U.S., China and India. Lockdown has highlighted the extent to which entertainment is seen as an essential need. **77% of those surveyed declared that entertainment was a priority when making it through lockdown.** Entertainment played a key role during the crisis at every scale: society in general, within communities and families, as well as on an individual level.

Overall, **89% of those surveyed discovered a new form of entertainment during this period.** 71% tried out a new digital activity. **60% stated that they used more paid services than before and for 1 in 5, it was even the first time they had paid for such services.** Television programs, movies, and TV series topped the list, while reading books rose 22%, with even higher percentages for families with children.

The survey found that **the new practices that emerged during lockdown look set to stay.** **Half of the respondents intend to change their former habits for good.** 23% say they want to consume more digital content at home, especially families with children. **22%, predominantly 18-23 year olds, plan to consume more live content** and participate in more immersive outdoor events. The entire entertainment sector will have to think innovatively to meet these new expectations.

Maria Garrido, Senior Vice President of Vivendi Brand Marketing, will present the lessons to be learned from the *Entertainment in a New World* survey during a videoconference on June 4 at 11 a.m. (Paris time) which you are welcome to join upon request.

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^{*} Survey conducted in April 2020 in 9 countries worldwide (China, Colombia, France, Germany, India, Italy, Spain, UK, USA) with a representative sample of the population in each country.