

THE IMPACT OF THE COVID-19 CRISIS ON TV CONSUMPTION

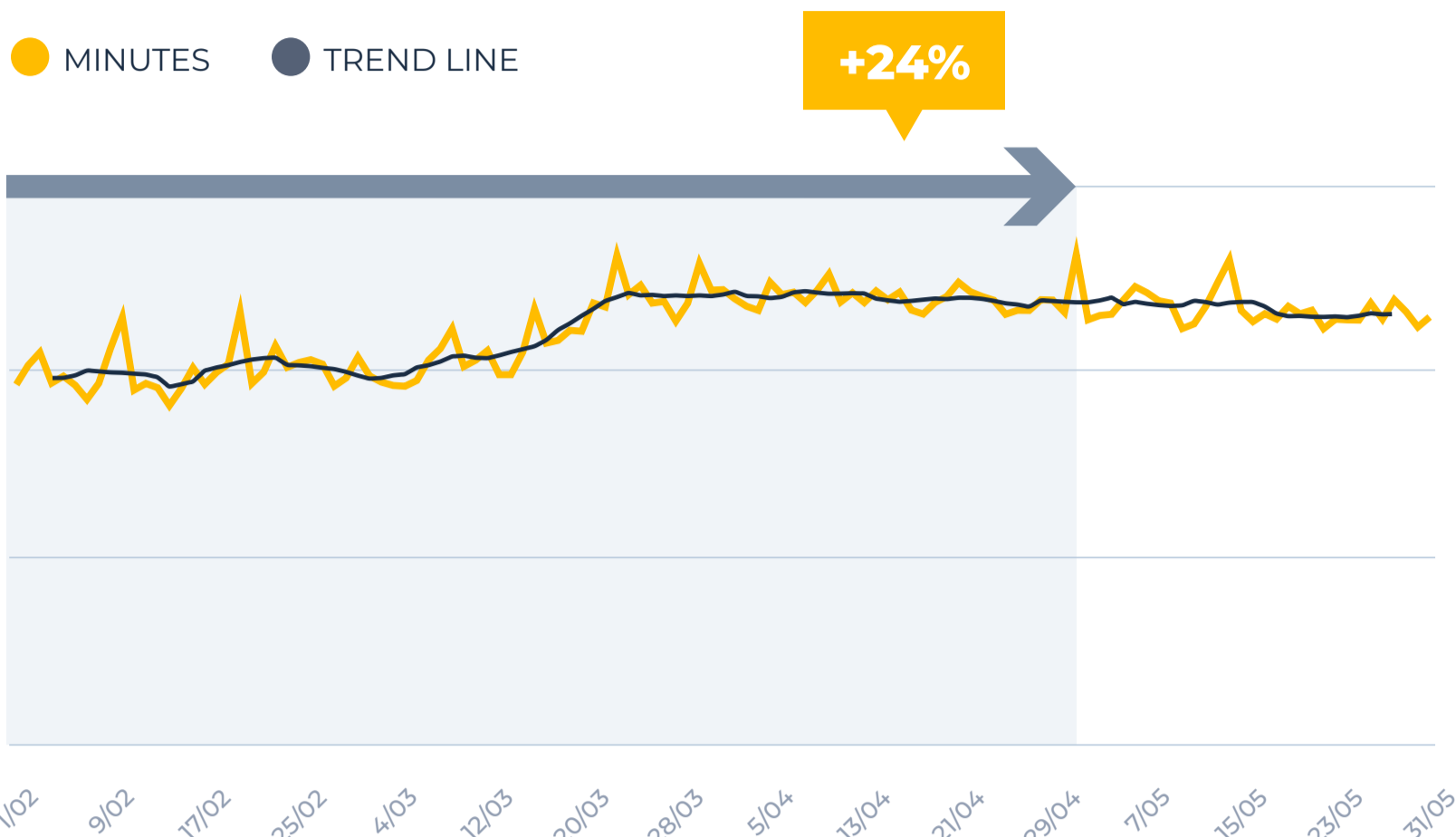
GLOBAL DATA POWERED BY MIRADA'S DATA ANALYTICS PLATFORM **logIQ**

Pay TV operators have been keeping their customers entertained at home over the last few months during the global pandemic, by taking actions such as adding more linear channels, opening up premium channels to all customers and providing discounts of on-demand content.

Check out the effects that **Mirada's clients'** generous initiatives have had on consumption across their pay TV services:

LINEAR TV

GROWTH OF TOTAL LINEAR CONSUMPTION



INCREASE IN AVERAGE MONDAY - FRIDAY LINEAR CONSUMPTION



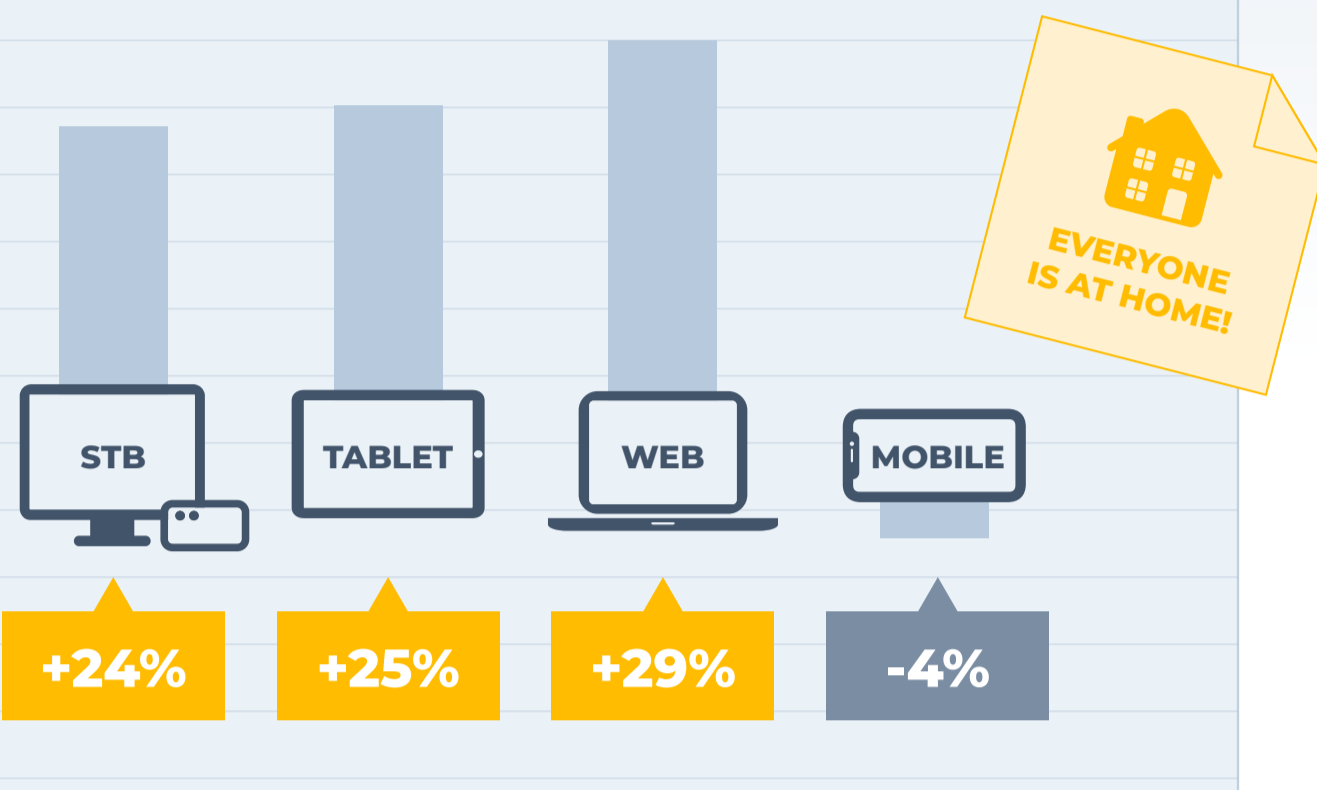
+170%

increase in consumption of the **premium** linear channels that were opened up.

+80%

increase in total linear consumption of **news** channels.

CHANGE IN LINEAR CONSUMPTION ACROSS DEVICES



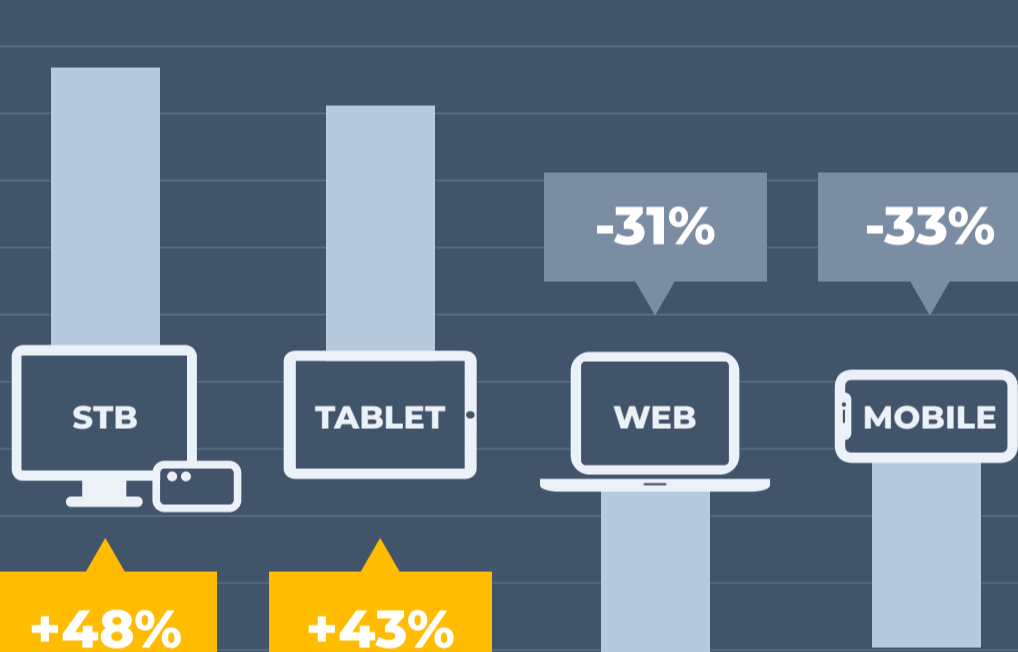
Although the STB is still King of the household for watching linear content, with entire families in quarantine, computers and tablets have become increasingly popular while "on-the-go" mobiles have taken a backseat!

VIDEO ON DEMAND

GROWTH OF TOTAL VOD CONSUMPTION



CHANGE IN VOD CONSUMPTION ACROSS DEVICES



INCREASE IN AVERAGE MONDAY - FRIDAY VOD CONSUMPTION

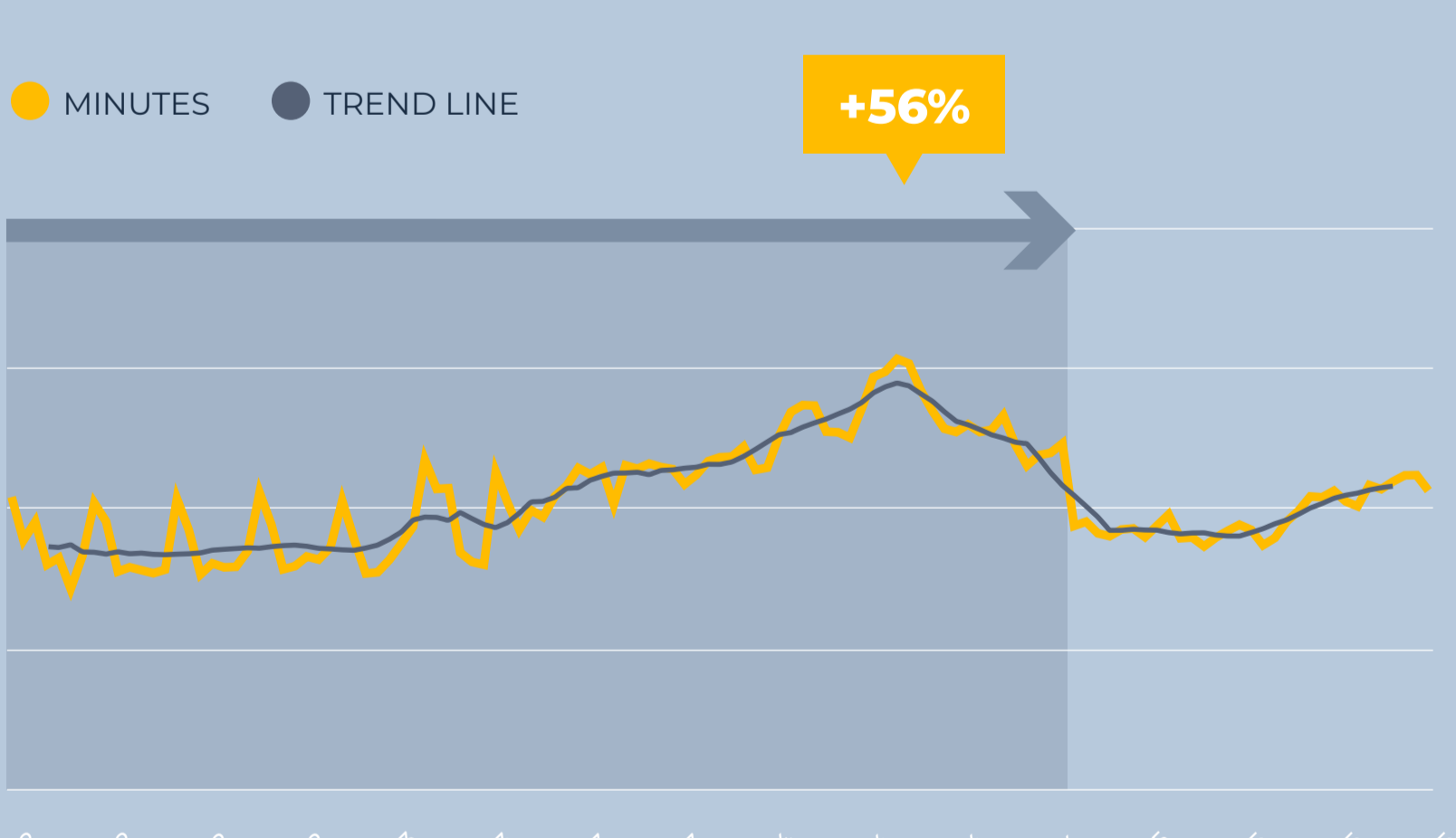


More people staying at home from work means more **free time** mid-week to watch VoD content

Audiences are making the most of the quarantine by flocking to the STB to enjoy more on demand content on the big screen from the comfort of their sofa - while keeping their children entertained with kids' VoD content on the tablet.

VOD - KIDS' CONTENT

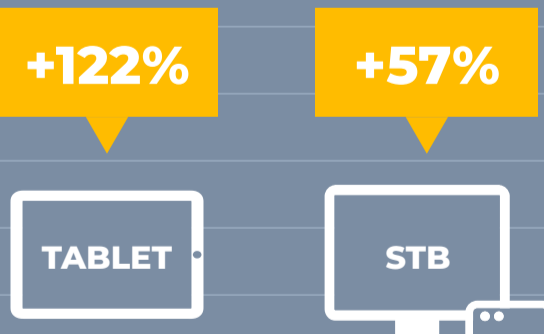
GROWTH OF TOTAL KIDS' VOD CONSUMPTION



INCREASE IN AVERAGE MONDAY - FRIDAY KIDS' VOD CONSUMPTION



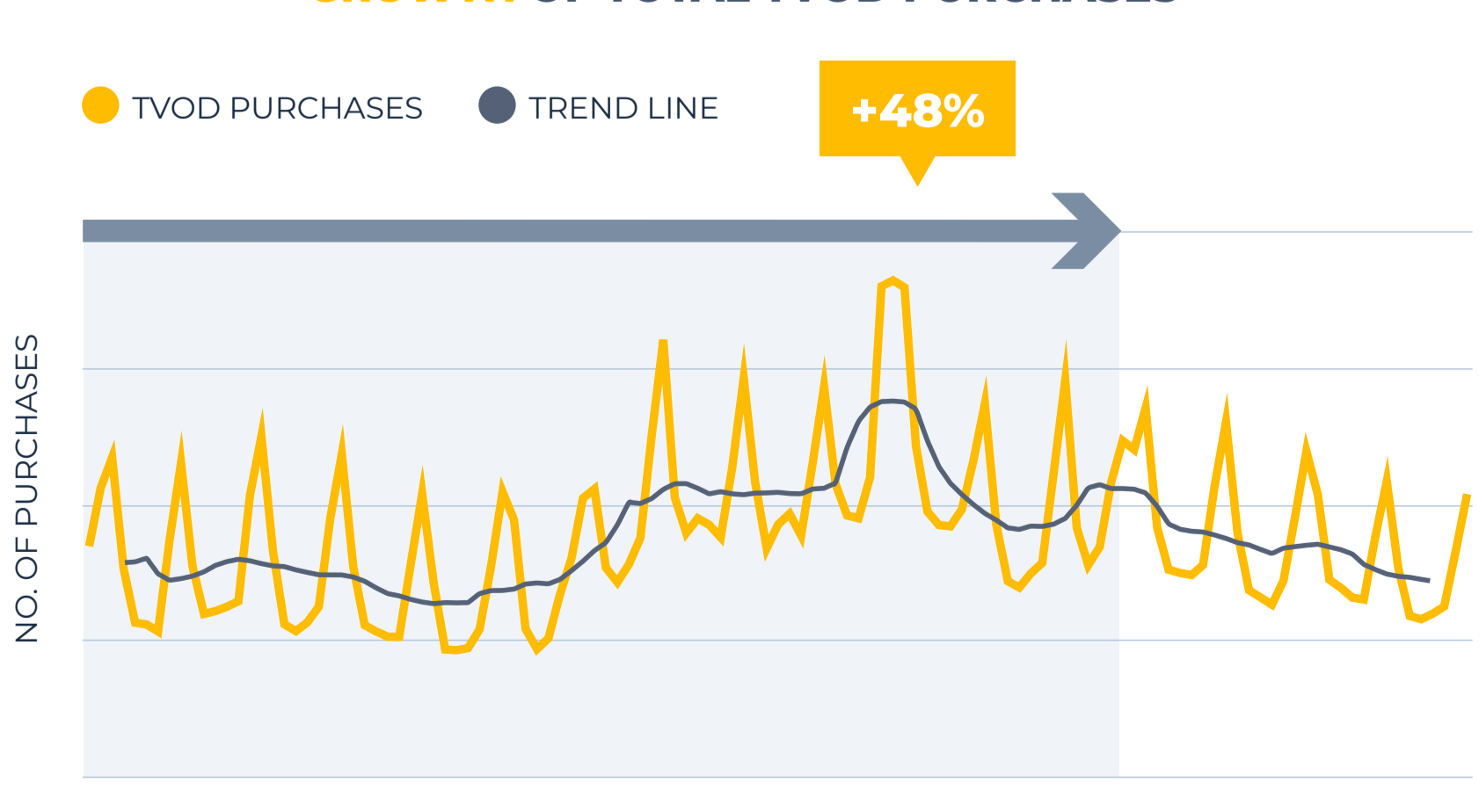
INCREASE IN KIDS' VOD CONSUMPTION ON TABLETS & STB



With schools closed, children are enjoying more content on the STB but are being moved to the tablet when the rest of the family wants to watch TV on the big screen.

TRANSACTIONAL VOD

GROWTH OF TOTAL TVOD PURCHASES



INCREASE IN AVERAGE MONDAY - FRIDAY TVOD PURCHASES



PROPORTION OF TOTAL TVOD PURCHASES MADE MONDAY - FRIDAY



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