

FreeWheel insights are based on aggregated advertising data collected through the FreeWheel platform.

MAY 7, 2020

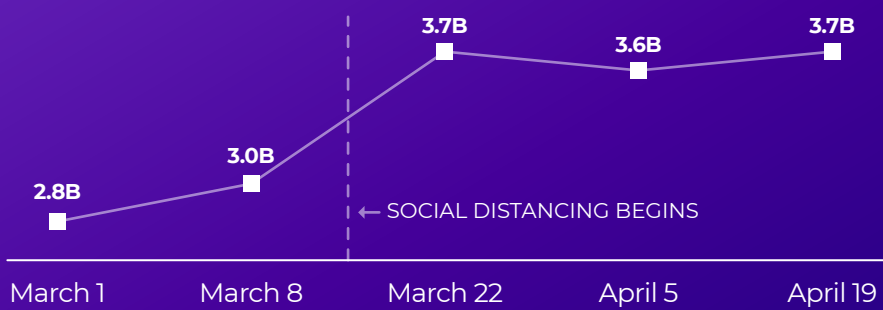
For this edition of Real-Time Insights, we continue to examine how viewership has changed from March 1 to April 19, 2020 – comparing current viewership with the last week before social distancing began.

1. CONSUMERS HAVE SET INTO A PREMIUM VIDEO ROUTINE THAT HAS REMAINED STEADY FOR MULTIPLE WEEKS

The Premium Video Viewership boom has reached a likely peak and has leveled off in a socially distant world

VIEWERSHIP IN WEEKLY IMPRESSIONS

MARCH 1, 2020 - APRIL 19, 2020



+908.6M
WEEKLY VIEWS

WEEK OF APRIL 19, 2020
VS. WEEK OF MARCH 1, 2020

2. DESPITE POSTPONEMENT OF MAJOR LIVE SPORTS EVENTS, BOTH LIVE AND ON-DEMAND HAVE SEEN SIGNIFICANT GROWTH SINCE THE WEEK OF MARCH 1

Growth can likely be attributed to increased viewership of LIVE Newscasts, as well as a boost in On-Demand entertainment as consumers continue to stay home

VIEWERSHIP BY CONTENT TYPE

WEEK OF APRIL 19, 2020 VS. WEEK OF MARCH 1, 2020



3. CONSUMERS CONTINUE TO FIND NEW VIEWING PLATFORMS IN CROWDED HOMES

Mobile has seen a decline as consumers are less on-the-go

VIEWERSHIP GROWTH BY DEVICE CATEGORY

WEEK OF APRIL 19, 2020 VS. WEEK OF MARCH 1, 2020

