Media consumption in time of COVID-19 epidemic

Research findings



NEW CRISIS WINNERS: MEDIA DOUBLE THEIR AUDIENCE

News shows on national TV (SLO1, SLO2, SLO3)	ŶŶŶŶŶŶŶŶŶŶŶ	110%
News shows on commercial TV (POP TV)	ŢŢŢŢŢŢŢŢŢŢ	97 %
News on social media	ŶŶŶŶŶŶŶŶ	80%
Online news portals		75 %
News shows on commercial TV (Planet TV)	ŶŶŶŶŢ	46 %
News shows on commercial TV (Nova24)		27%
News shows by foreign broadcasters		27 %



Social networks 90% **NEW CRISIS WINNERS:** FOLLOWING MORE THAN Movies **56**% USUALLY Series 46% Documentaries 31% Pages with specific topics 24% (fun contents) Entertainment shows 24% Books 23% Music programs 19% Culinary shows 14% Forums 13%

ABOUT THE RESEARCH





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Aim of research:

- Monitoring of media consumption in times of special precautions
- Respondents answered questions about the increase/decrease in their current media consumption compared to consumption in regular times

Research method:

• CAWI (Computer Asisted Web Interviewing) with Mediana online panel

Time frame:

 \bullet 24th - 25th of March 2020

Sample size:

■ N=602

Sample parameters:

- General population of Slovenia, 18+
- Sample representative for Slovenia by gender, age and region



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