

# *MEDIA IMPACT REPORT #12*

COVID-19 Pandemic Advertising Ecosystem Impact

5.29.2020

## TOP 3 THINGS TO KNOW

1

Google and Facebook have rolled out new updates, each focused on shopping.

2

Sports programming is re-emerging, drawing viewership at historic levels.

3

As Americans have become more mobile, television viewership has continued to level off.





# Agency POV





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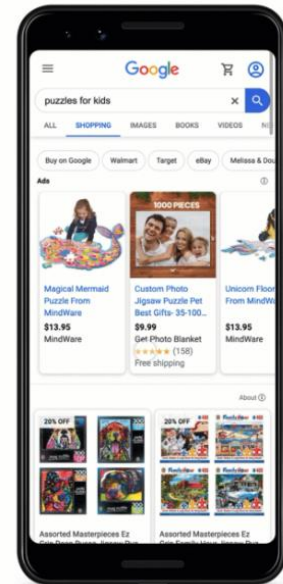


## GOOGLE SHOPPING UPDATE

In the final weeks of April 2020, Google announced and rolled out **Google Shopping Organic Listings**, pushing the product out ahead of schedule in response to the pandemic.

Previously, only paid listings were visible within Google Shopping; the change opens up results to both paid and free listings. **Organic Shopping is an additive tactic to opt into as part of a cohesive search strategy**, adding more traffic to client websites, and is simple to implement. However, performance tracking is currently limited.

**This is likely the first of many updates that Google will be rolling out** with their shopping product this year, as it gears up to further take on major online retailers such as Amazon and Zappos.



- **Overview:** While Google Shopping in and of itself is nothing new, this update removes previous barriers that kept certain stores out of the shopping listings, as previously Google Product Listing Ads (PLAs) were the only way to appear in results.
- **Performance:** Based on initial findings, we at Rain The Growth Agency see that paid shopping traffic still outweighs organic shopping at about 10 to 1 in terms of driving traffic to advertiser websites.
- **Recommendation:** Rain recommends that any company that has their online product feed housed inside of Google Merchant Center opt in to this program, as it offers no real downside and is a free service at this time, and proves to be complementary of PLA tactics.

*Companies can opt in to this program by logging into Google Merchant Center and navigating to the "Growth" tab and electing "Surface across Google" in the manage programs menu.*





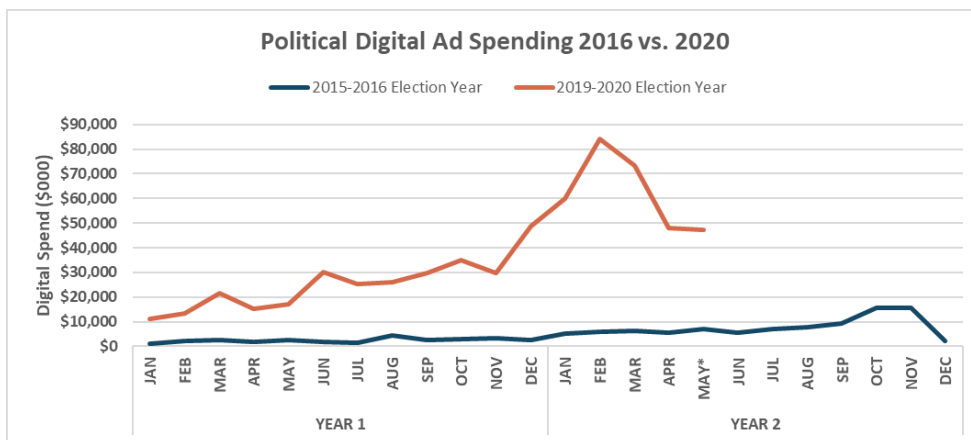
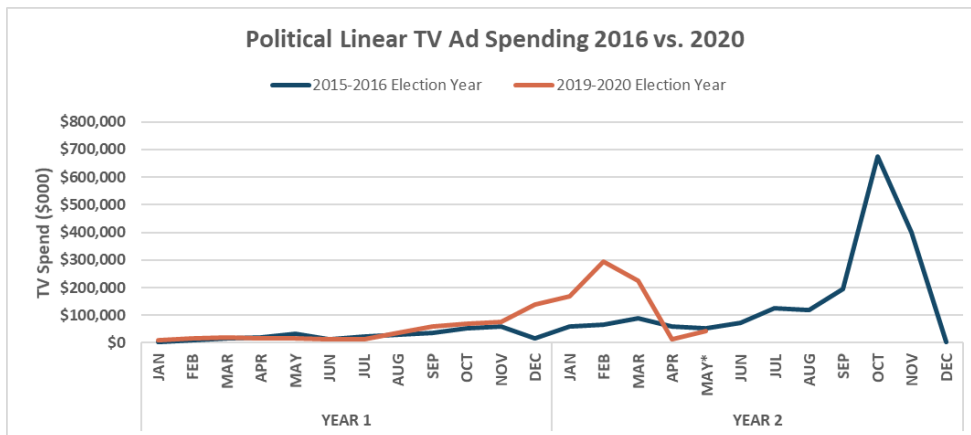
# Marketplace Updates





## Political Ad Spend on the Rise in May Overall (Monday-Sunday)

- 2020 political TV ad spend has seen a steady increase in May compared to start of COVID-19 (week of March 23 - April 27).
- Last week (week of May 18) saw a 105% increase in TV spend compared to week of April 27.
  - Average weekly spend in May has been \$12M compared to \$4M in April.
- Overall TV spend remains 127% higher YoY (January - May).
- Local TV accounted for 98% of total spend week of May 18. Top markets by spend last week: Atlanta, Baltimore, Albuquerque, Las Vegas, and Philadelphia.
- Digital ad spend reflects a slight lift week-over-week by 2% at ~\$14MM.
- Trump continues to lead in digital share of spend at 20% (\$2.7MM) and Senate Majority PAC follows at 11% of total digital spend (\$1.5M).



Source: Kantar





# Media Consumption Updates





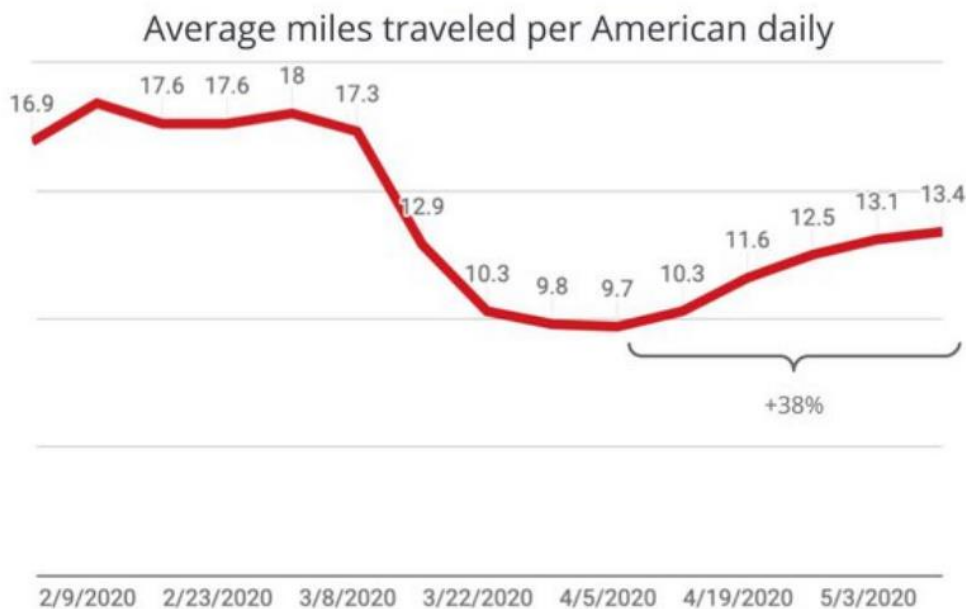




## Time Spent Out of the Home Continues to Rise

According to the latest data, the average number of miles that are being traveled in the US daily continues to trend upward.

- “The average number of miles traveled daily was 13.4 for the week beginning May 11. While that's down 26% from the most recent high (18.0 miles daily for the week beginning March 2), it's up 38% since it bottomed out the week of April 6 (an average of 9.7 miles daily).”



Source: Geopath, Intermx. Base = U.S. weighted by county.



**POV:** As states continue to open up and mobility increases, we expect to see viewership patterns begin to resemble pre-COVID-19 levels. We will continue to optimize buys to the strongest performers across the media landscape.

Source: [MediaPost](#)





## The Impact of COVID-19 on Streaming Behavior

- Per Comscore, the “big five” streaming services still account for the majority of total over-the-top (OTT) hours streamed at home – upwards of 80 percent.
  - “Over the last two months, Netflix, Amazon Prime Video, and Disney+ saw growth in share of streaming hours through the week of May 11 versus February 3. While Disney+ currently holds a smaller share of streaming hours among the “big five”, it is nearly two times larger than the next video-oriented OTT app offering in terms of streaming hours.”
- Average in-home data consumption was up 33% over the first ten days of May 2020 vs. the same amount of time in May 2019 (May 1-10, 2020 vs. May 1-10, 2019).
  - Smart TV viewing has seen the largest growth during this time.

### Percent Change in Average In-Home Data Usage by Device

2019 VS. 2020 - GIGABYTES RECEIVED

	SMART TV	GAMING CONSOLE	PC/MAC	PHONE	SMART SPEAKER	STREAMING BOX/STICK	TABLET	ALL
JAN	26%	6%	-3%	21%	7%	24%	18%	16%
FEB	22%	12%	-5%	27%	-4%	21%	15%	16%
MAR	41%	15%	9%	43%	12%	36%	24%	28%
APR	49%	12%	29%	52%	47%	49%	23%	36%
MAY (1-10)	60%	6%	19%	47%	35%	39%	42%	33%



Source: Comscore Total Home Panel Custom Reporting

### OTT App Share of Streaming Hours

WEEK OF FEB 3 VS. WEEK OF MAY 11

NETFLIX    YOUTUBE    HULU    AMAZON VIDEO    DISNEY+    ALL OTHER APPS

21.3%	-0.5%	20.8%
4.3%	+0.5%	4.8%
9.9%	+1.5%	11.4%
17.6%	-2.9%	14.7%
21.7%	-0.1%	21.6%
25.2%	+1.5%	26.7%
FEB 3		MAY 11

Source: [Comscore](https://www.comscore.com)



Source: Comscore Total Home Panel Custom Reporting, 2020



# *Updates by Media Channel*



## Upfront Marketplace Updates

This will be a regular feature in each impact report for the next several weeks.



### Google Announces YouTube Select

YouTube, the largest digital video platform, just unveiled the rebranding of its highest tier advertising product. **YouTube Select** is made up of reserved placements on the **top 5% of content**, formerly known as Google Preferred.

- This inventory includes curated **lineups** based on **content categories** that contain top YouTube creators (Good Mystical Morning, Dude Perfect, Lilly Singh) with large subscriber bases, as well as content from premium partners (CNN, ESPN, etc.)
- YouTube Select is purchased through an **upfront** and requires advertisers to reach a higher minimum contribution in order to gain access to inventory.
- YouTube Select allows advertisers to scale within the **most engaging and highly consumed content** on the platform.
- A YouTube Select buy can be paired with **existing measurement tools**, including brand lift studies, in addition to our WaveCast and MMM analytics solutions to see holistic video and total campaign impact across marketing channels.

**13%**

YouTube Select lineups drove an average awareness lift of 13% in 2019<sup>5</sup>

**9%**

YouTube Select lineups drove an average purchase intent lift of 9% in 2019<sup>6</sup>



**Opportunity:** Consider new ways of scaling into digital video through YouTube – our team can help navigate solutions that may be a fit including YouTube Select.

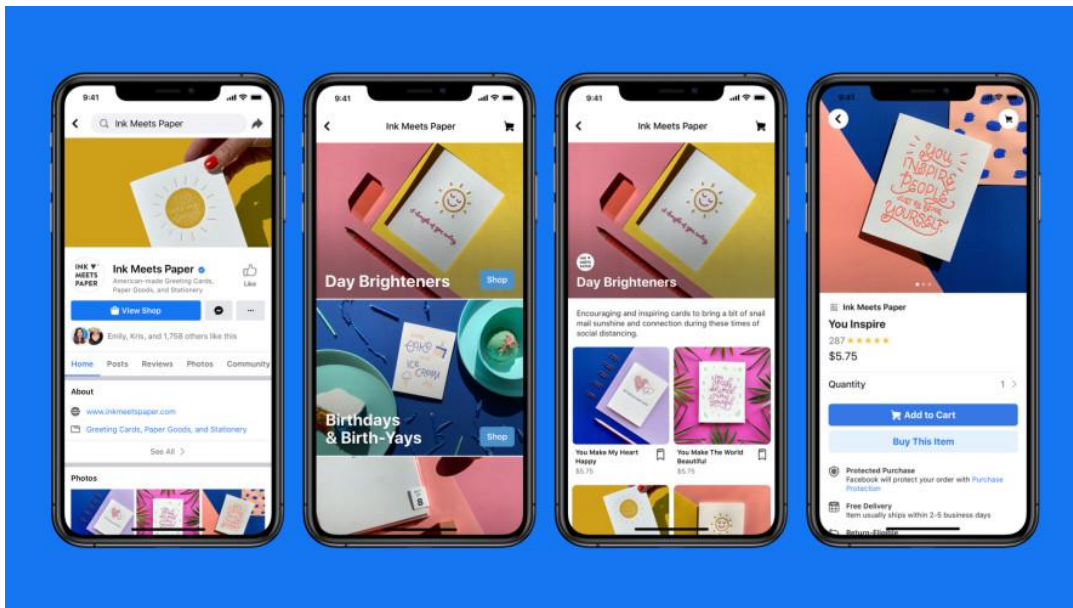
Source: [YouTube](#)





### New Product Launch: **FACEBOOK SHOPS**

- Last week, Facebook introduced **Facebook Shops**, a new full-fledged **e-commerce storefront opportunity** for businesses of any size to sell products through Facebook and Instagram.
- **Shops is free** to set up with a catalog available, allowing potential customers to browse, save, and order products without leaving the platform.
- Shops is a **clear alternative** to established e-commerce platforms like Amazon, with the added integration of Ads Manager and partnerships with valued tools like Shopify, BigCommerce, Woo, and Feedonomics.
- **Shops is now rolling out to brands** over the course of Q2/Q3, with **advertising opportunities** to follow.



**Opportunity:** DTC brands will benefit from customers being able to purchase directly from two of the top social platforms. This is expected to be a game-changer to reduce friction and increase purchase volume.

Sources:

[Facebook for Business](#)

[Facebook Newsroom](#)





### LINEAR TV AND VIDEO

- The marketplace continues to have weekly opportunistic avails. Current week avails include:
  - Inside Edition (Weekend)
  - ET
  - ET Weekend
  - The Doctors
  - FOX network prime
  - FOX Sports NASCAR (live races)
- Live sports update:



- **MLB:** Season still TBD, in the meantime MLB Network offering time in the MLB draft – live coverage will be on Wednesday, June 10 and Thursday, June 11.



- **NHL:** Announcing the league's return to play plan – Stanley Cup Playoffs will include 24 teams, beginning with a 16-team, eight series Qualifying Round as well as seeding for the First Round. Game locations are TBD.



- **NBA:** may continue to the 2019-2020 season in July with games being played at Disney World Orlando Sports Complex.



- **Golf:** "The Match" – an exhibition golf event featuring Tiger Woods, Phil Mickelson, Peyton Manning and Tom Brady, drew 5.8 million viewers. This makes the golf telecast the most watched Golf event cable history.



(Photo by Mike Ehrmann/Getty Images)



**POV:** Sports fans are eager for any new sports content as shown by the ratings of both *The Match* and the Michael Jordan documentary *The Last Dance*.





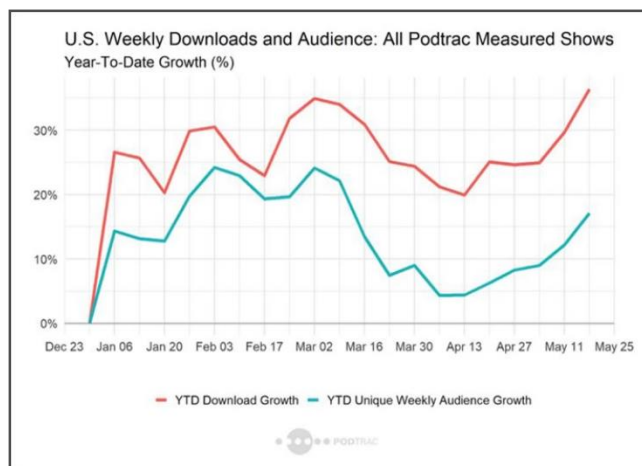
## AUDIO

### Terrestrial Radio

- Total week AM/FM radio listening is now 84% of pre-COVID-19 levels, and weekend-specific listening is now 92%. These figures were as low as 67% during early April.
- Five specific markets have regained 90% or more of pre-COVID-19 listening levels: Memphis, Minneapolis, Phoenix, Salt Lake City, and Tampa.

### Podcasts

- According to Podtrac, the week of May 18-24 was +5% for downloads and +4% for audience compared to the previous week. This is the fifth consecutive week download growth has been flat or positive.
  - Comedy saw the largest week-over week growth of any category at 24%.
  - "Despite some lower growth rates and even a few weeks where downloads and audience reach slipped, the picture for 2020 overall clearly remains one of an industry on the climb. Download growth since the first week of January is up 36% and audience growth is up 17% through the week ending May 24 across all Podtrac-measured podcasts."
- Spotify has announced the acquisition of exclusive rights to the Joe Rogan Experience, one of the largest podcasts in the world at ~190mm downloads a month.
  - Spotify will work with Rogan's current sales arm to jointly sell host reads in the show.



Sources:

WestwoodOne  
[State of Consumer, Audio, and Media](#)

Podtrac [Weekly Podcast Data Amid the Coronavirus Crisis](#)

[The Verge](#)





# FOR MORE INFORMATION



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