



# Entertainment During COVID-19

The Snapchat Generation's Outlook on Entertainment Brands

**59%**

of Snapchatters are planning on subscribing to a leading streaming service in the next month.<sup>1</sup>

**68%**

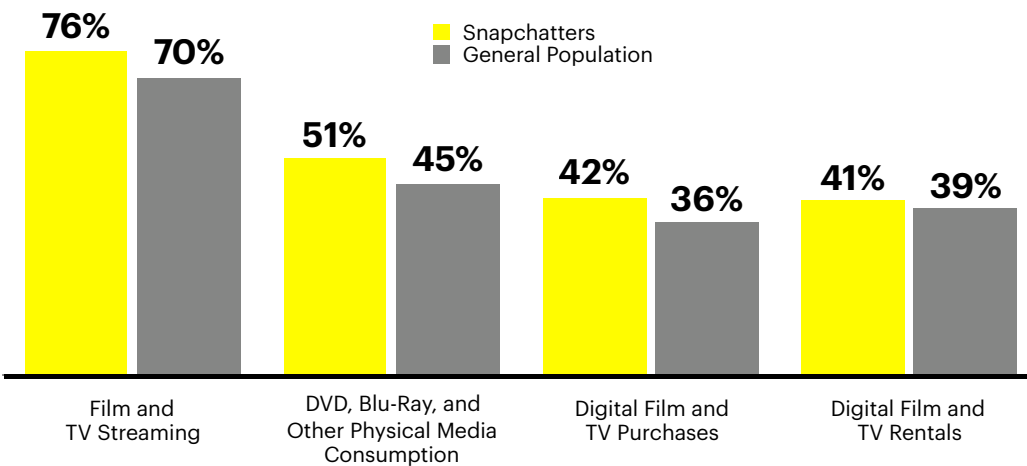
of Snapchatters say they are somewhat likely or definitely likely to stream more often in the next month.<sup>2</sup>

**64%**

of Snapchatters are watching more live TV due to the impact that Coronavirus has had on their spare time.<sup>3</sup>

## Snapchatters are tuning in now more than ever.

Entertainment Consumption Growth During the COVID-19 Outbreak<sup>3</sup>



Time spent watching Snapchat Shows is at an all-time high.<sup>4</sup>

<sup>1</sup> Snapchat survey of US Snapchat users March 18 - March 21, 2020. Age and location data subject to limitations. See <https://businesshelp.snapchat.com/en-US/a/audience-size-tool> for details.  
 Q: Which of the following streaming services are you considering adding next month? n= 1,559 Leading streaming services: Netflix, Hulu, Amazon Prime Video, HBO / HBO Max, Quibi  
<sup>2</sup> Snapchat survey of US Snapchat users March 18 - March 21, 2020. Age and location data subject to limitations. See <https://businesshelp.snapchat.com/en-US/a/audience-size-tool> for details.  
 Q: Are you likely to stream TV/movies more or less often in the next month? n= 3,240  
<sup>3</sup> NRG survey data 13-64, US. Collected March 23, 2020 Q: Given the impact the Coronavirus has had on your spare time, are you doing more of the activities below? n= 304 Snapchatters, 776 General Population  
<sup>4</sup> Snap Inc. internal data as of March 29, 2020.