



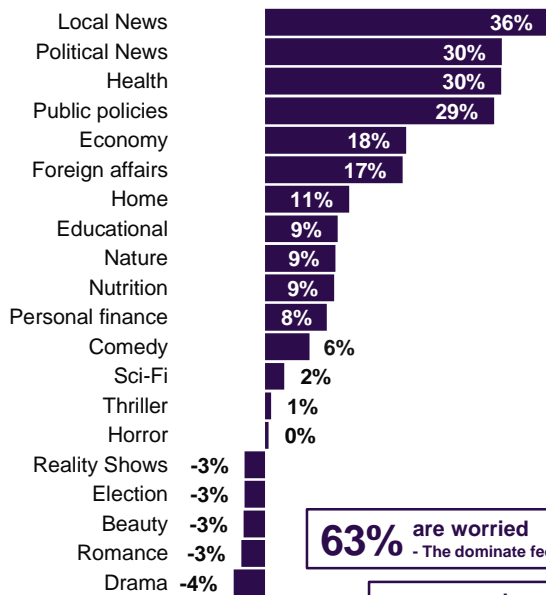
STATUS QUO

- Everyone looks for the number of Covid-19 infections and if the curve is flattening – what has not yet happened
- The hunger for information is huge and up until now there is no information overload about the coronavirus
- Virologists are the new celebrities. It is the time for scientists and knowledge – but less for opinions
- People accept and comply with the governmental policies about the virus
- Facing an unsecure future people review their current expenditures
- TV, Online and Radio are more used than before as they combine information and entertainment
- New initiatives go digital to help and support each other or just to be entertained: Homeoffice, e-learning, live-streams, #-initiatives

FOR A DETAILED PRESENTATION PLEASE CLICK [HERE](#)

News are # 1 and new content on the hitlist

Plus of content consumption

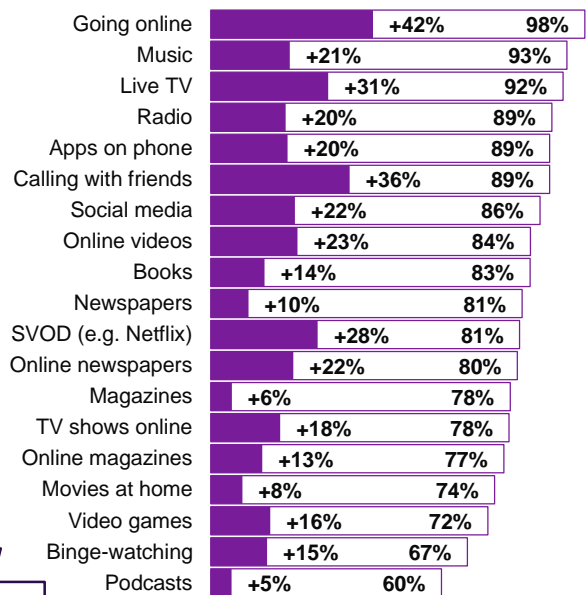


63% are worried - The dominate feeling -

24% reduced spendings overall last week

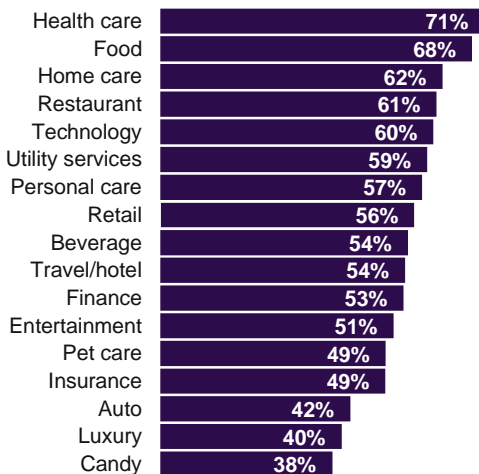
People go more online and watch more TV

■ Do more □ Reach



95% think, that brands can do something

Categories that are appropriate to take action now



What brands can do to help

