

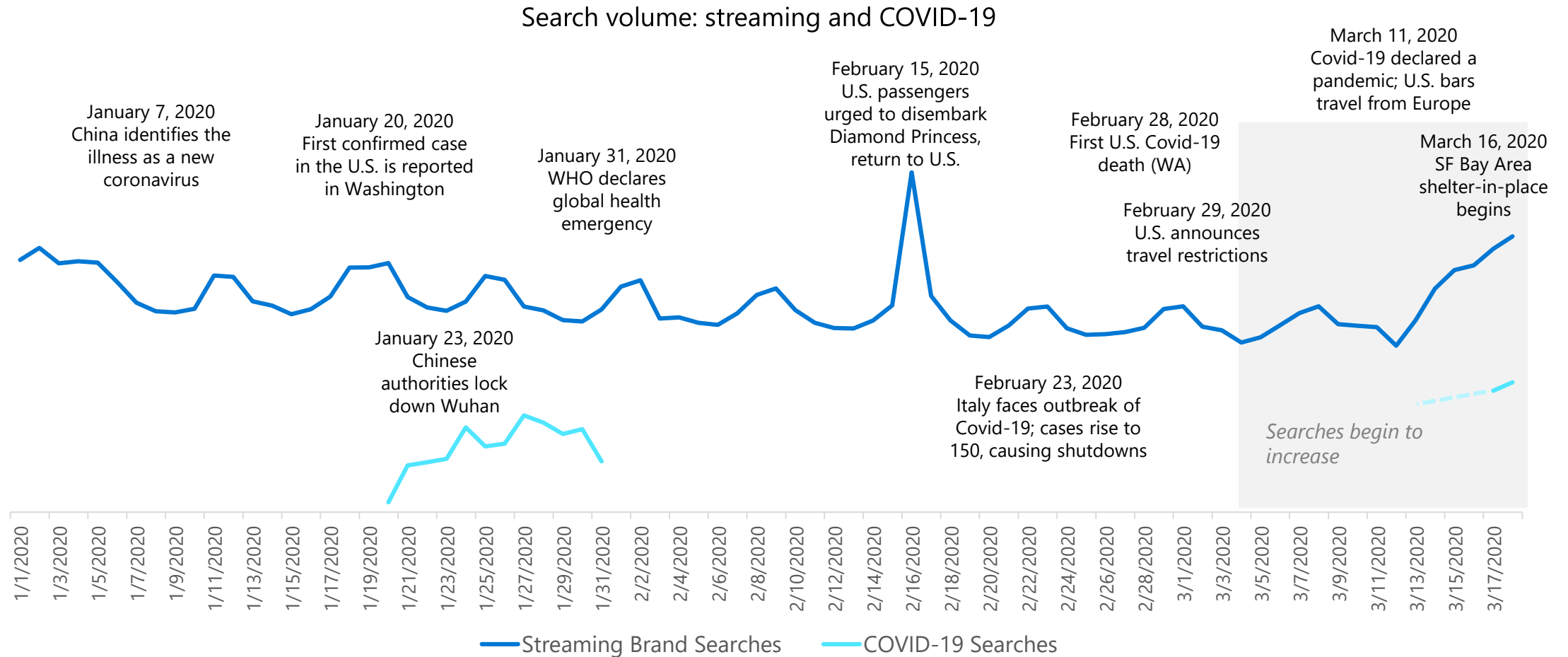


# COVID-19: impact on streaming

March 23, 2020

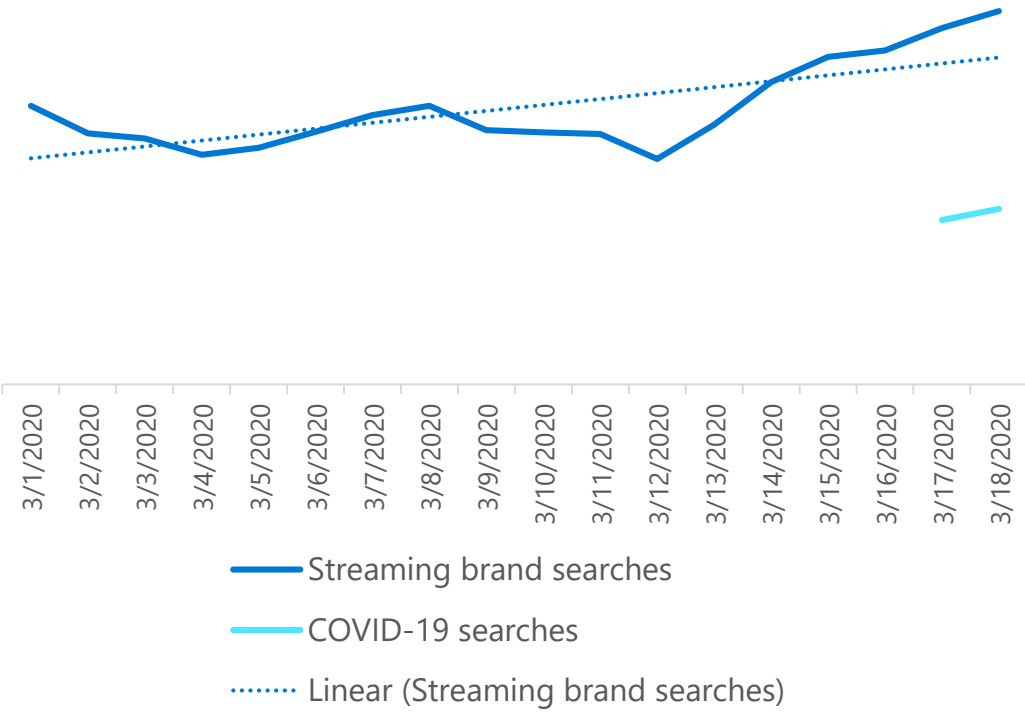
Streaming is experiencing an increase in search volume corresponding to “shelter-in-place” orders

# Streaming searches have been consistent throughout the COVID-19 timeline, experiencing recent spikes

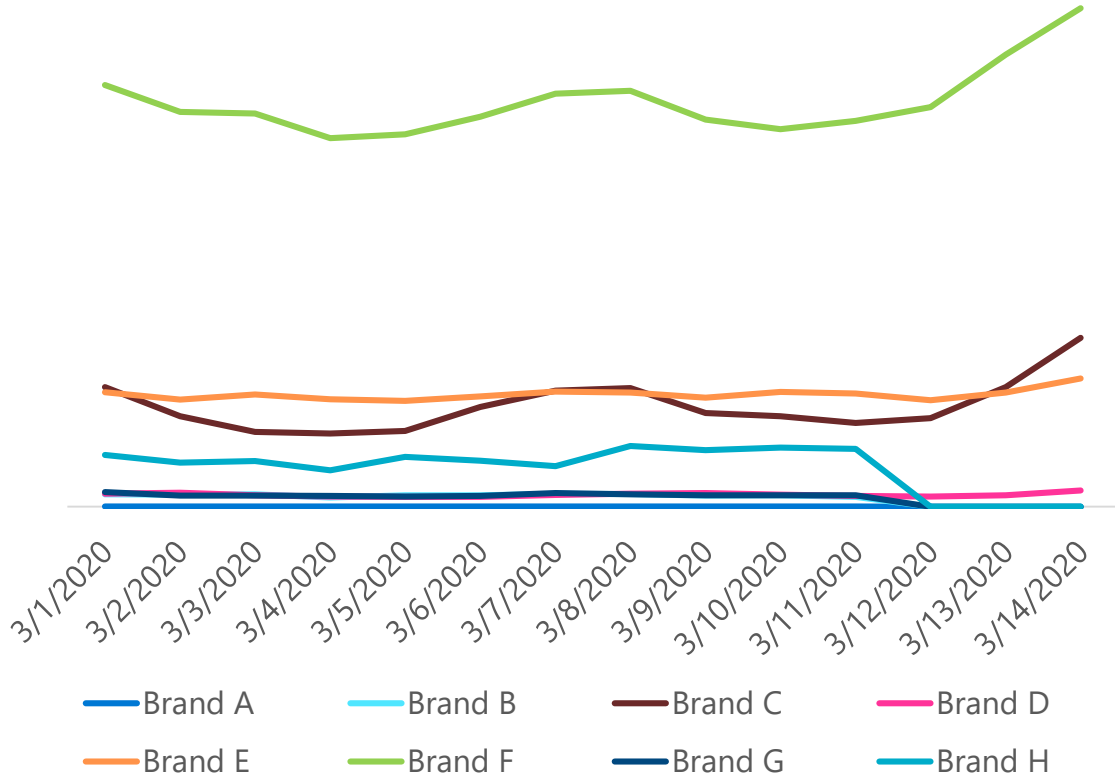


# Streaming searches rose sharply in the past two weeks

Although recent COVID-19 search volume suggests it is rising alongside streaming searches, more data are required to determine if there is a correlation.



Most streaming brands saw a lift in searches starting in mid-March

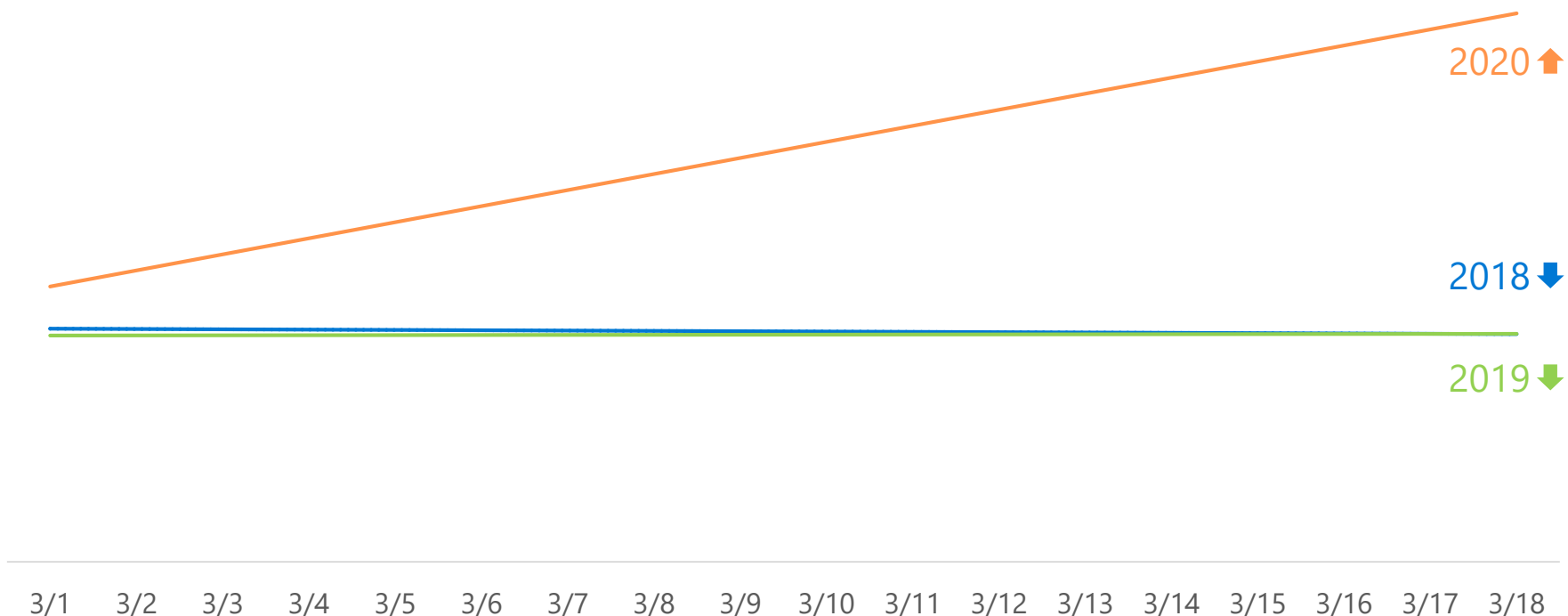


Proprietary Bing Source Data  
Brand streaming terms included queries relating to a set of major brands.



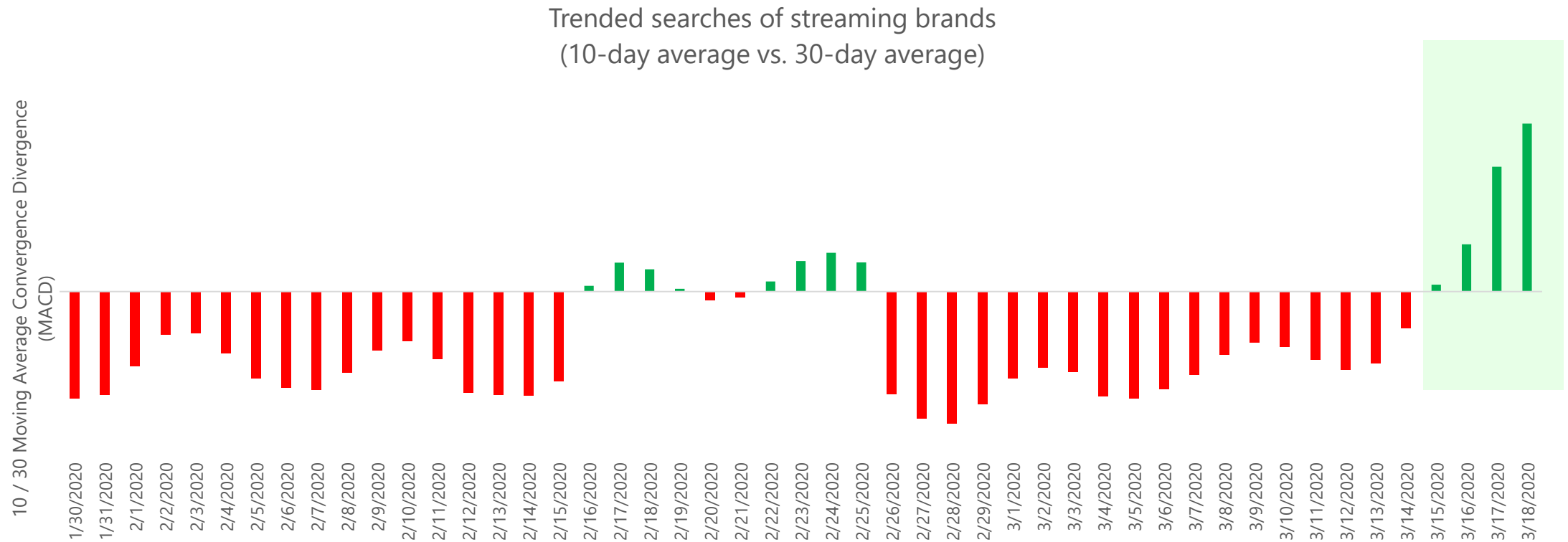
# Trending search volume for March is up compared to the same period in previous years

Searches for streaming brands: trendlines



# It's not just seasonality

Starting mid-March, searches for streaming brands are above average compared to the 30-day average





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