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

Search volume: streaming and COVID-19

January 7, 2020
China identifies the illness as a new coronavirus

January 20, 2020
First confirmed case in the U.S. is reported in Washington

January 31, 2020
WHO declares global health emergency

February 15, 2020
U.S. passengers urged to disembark Diamond Princess, return to U.S.

February 23, 2020
Italy faces outbreak of Covid-19; cases rise to 150, causing shutdowns

February 28, 2020
First U.S. Covid-19 death (WA)

February 29, 2020
U.S. announces travel restrictions

March 11, 2020
Covid-19 declared a pandemic; U.S. bars travel from Europe

March 16, 2020
SF Bay Area shelter-in-place begins

January 20, 2020
First confirmed case in the U.S. is reported in Washington

January 23, 2020
Chinese authorities lock down Wuhan

January 31, 2020
WHO declares global health emergency

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