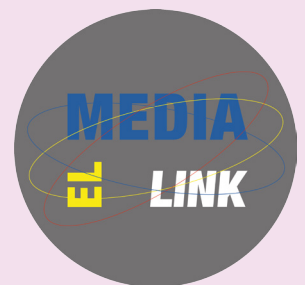


MoodReport : 14

entertainment content

digital

2020
IN ISOLATION
NEW NORMAL

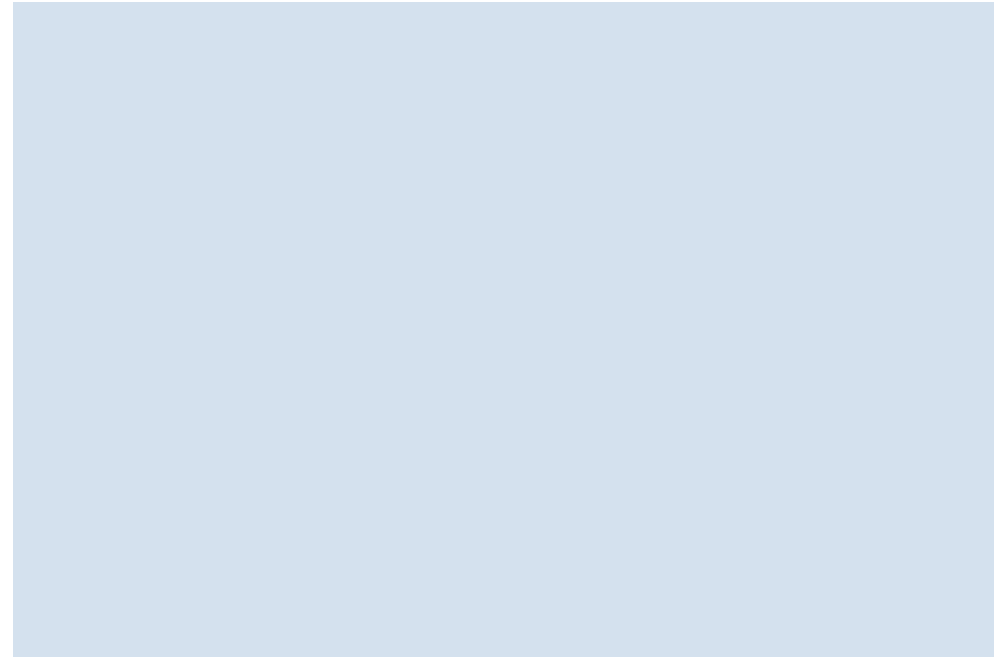
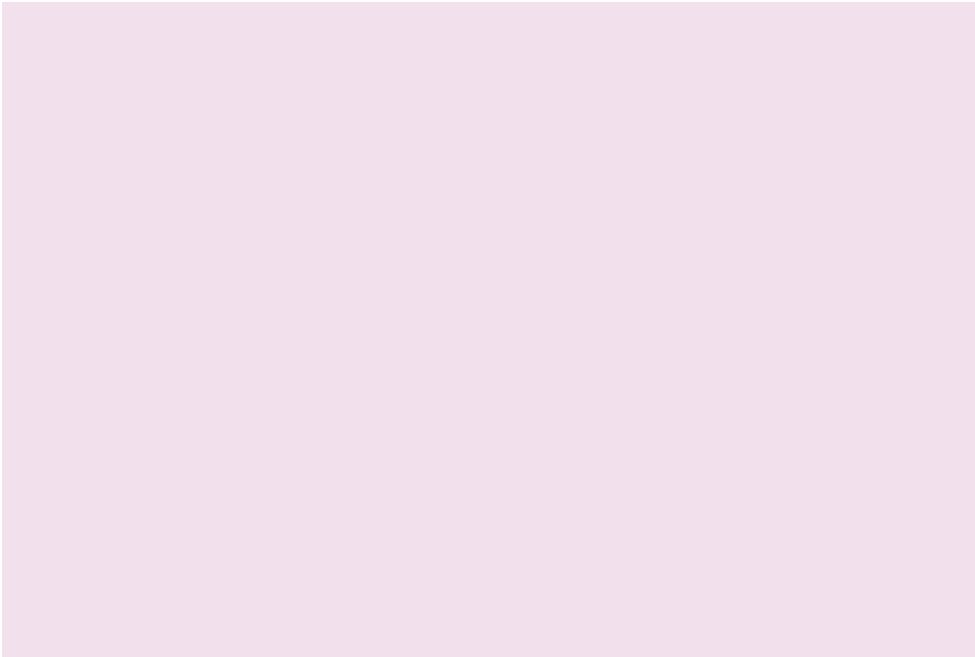




What is *entertaining* in 2020 (the year of lockdown)?

How is *digital* shaping content?

digital native
big fish



Digital **native**



by Favour J.
Selfies on iPhone X

T-Mobile





New video and interview formats
as a consequence of lockdown
measures.

The use of smartphone video call
communication:

Consequently it added value to the
content; perceived as more authentic
and entertaining.





Emergence of music live stream on Twitch by the artists and djs on a platform originally dedicated to gaming.

The image shows a Twitch channel page for the user **aRcA1000000**. The background is a blurred image of a person's face and hands. On the left, a white box contains the following information:


- OFFLINE** (in a black box)
- Meet aRcA1000000!**
- DIVA_EXPERIMENTAL FM; an evermorphing psychoconstruct / music, gaming, performance & chat
- Discord (with icon)
- Patreon (with icon)
- Turn on Notifications (with bell icon)

In the center, a video player shows a dark image with a white play button and the text "aRcA1000000's hello". To the right of the video player is a vertical stack of three small video thumbnails. Below the video player, the channel's profile information is displayed:

- Profile picture: A circular image of a person's face.
- Username: **aRcA1000000** (with a verified badge)
- Followers: 8.3K followers
- Buttons: **Follow** (purple), **Subscribe** (grey), and a menu icon (three dots).
- Navigation: **Home** (underlined), **About**, **Schedule**, **Videos**, and **Chat** (with an upward arrow icon).





Boiler Room was quick to adapt to the lockdown limitations coming up with series of live stream events called: streaming from isolation. A relevant initiative that enabled their audience to connect and consume live events from home.

25TH APR **STREAMING  FROM ISOLATION**

HOME BROADCAST
13:00 BST – 21:00 KST

PEGGY GOU

BOILERROOM.TV 


21ST MAR **STREAMING  FROM ISOLATION**


HOME BROADCAST (GMT)

18:00 *Sippin'T*
21:00 **HAAA** 

ARCHIVE RE-BROADCAST (GMT)

19:00 **HONEY DIJON** (SUGAR MOUNTAIN 2018)
20:00 **K-HAND** (DETROIT 2015)
22:00 **PEACH** (MANCHESTER 2018)
23:00 **SAMA'** (PALESTINE 2018)
00:00 **SHERELLE** (LONDON 2019)

BOILERROOM.TV 


20TH MAR **STREAMING  FROM ISOLATION**


HOME BROADCAST (GMT)

18:00 **Mall Grab**

ARCHIVE RE-BROADCAST (GMT)


19:00 **JOB JOBSE** (BRUSSELS 2020)
20:00 **AFRODEUTSCHE** (DEKMANTEL 2019)
21:00 **AKUA** (UTRECHT 2019)
22:00 **DJ RUSH** (ROTTERDAM 2018)
23:30 **DJ BUS REPLACEMENT SERVICE** (LONDON 2019)

BOILERROOM.TV 

3RD APR **STREAMING  FROM ISOLATION**

HOME BROADCASTS (BST)

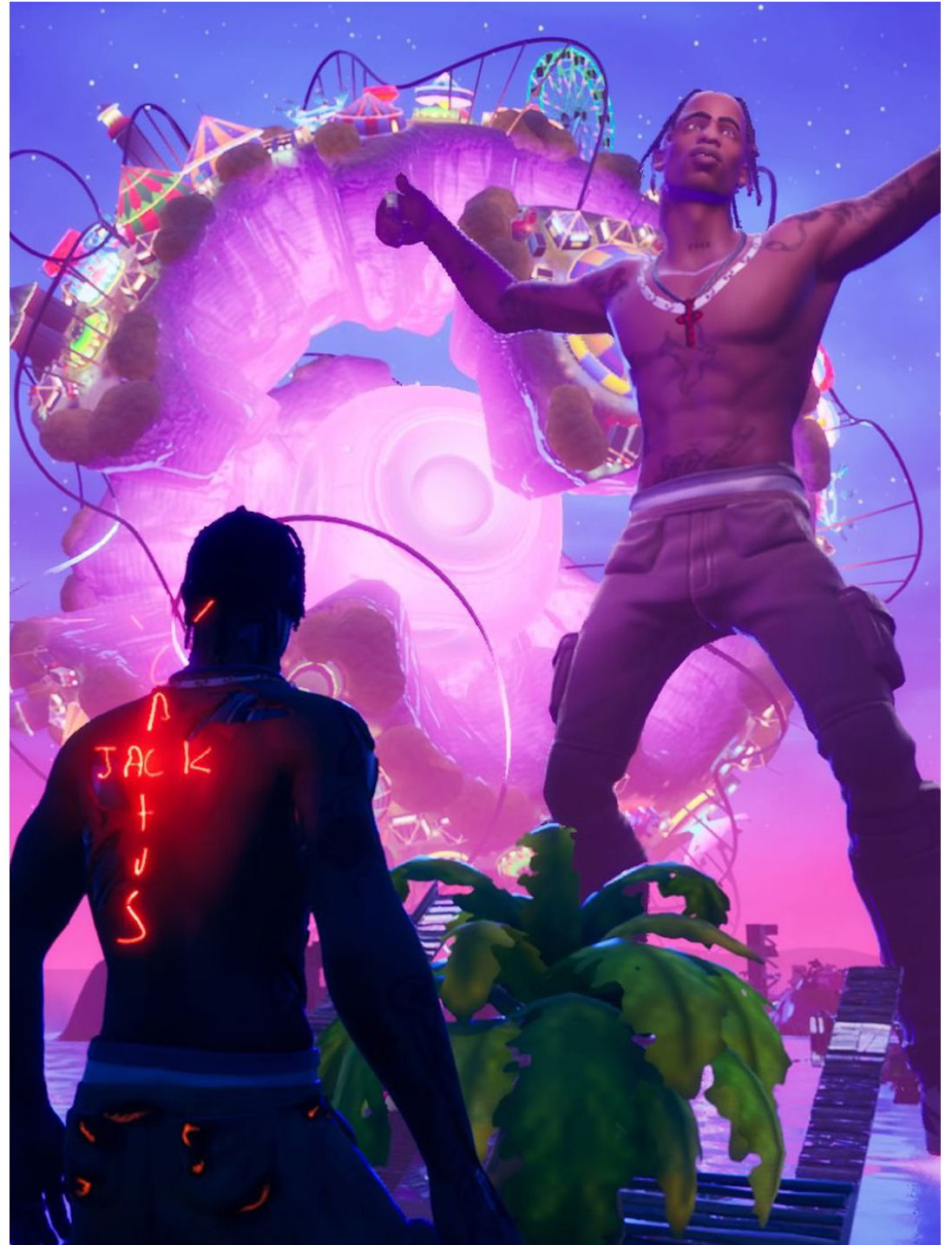
18:30 **FOUR**
TEC

BOILERROOM.TV 



The first online live concert in the era of 'new normal'.
Travis Scott performed in Fornite game.

27 million players watched the performance.





STAY HOMAS

An idea created from lockdown.

Rai Benet, Klaus Stroink y Guillem Boltó; started sharing 'isolation' music: They have now signed with Sony.

Stay Homas accumulated 413k followers on Instagram in a lapse of 3 months.

b1

We've seen the emergence of virtual interviews, from talk shows, to public figure interviews. Low production costs and easy accessibility.



 **Music**



New series from Noisey inviting artists to schools, so kids get the opportunity to ask them questions. Entertaining, and easy 'light' content.





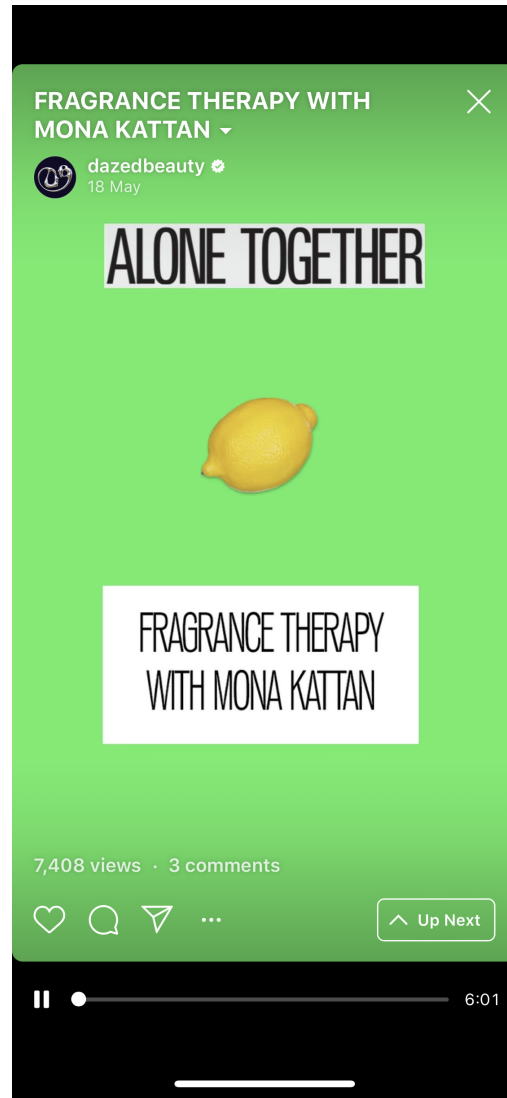


Tinder engaging videos on Youtube, tapping into modern dating subjects.





Beauty videos, starring industry people. Putting the 'expert' in the forefront .



Whatsgrindin is a Spanish podcast about music culture. They now have developed a new series of IGTV videos about weekly NEWS.



GRINDIN NEWS
25 MAYO - 31 MAYO





Paramount Pictures

STAGE
4

‘Big fish’



NETFLIX

Going into Reality TV

Success of “Spanish” Netflix

We still watch classic shows

Documentaries are trendy

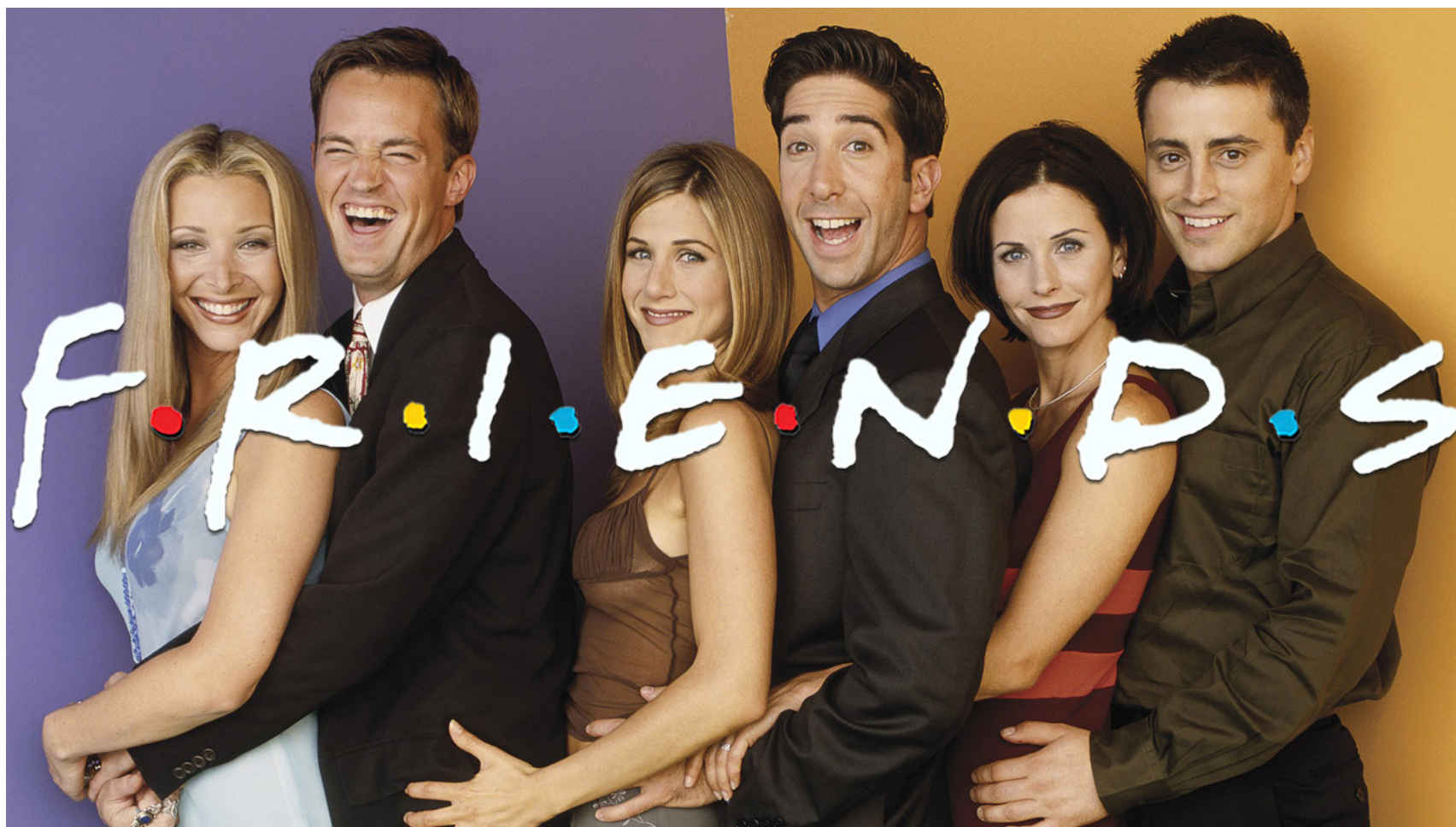


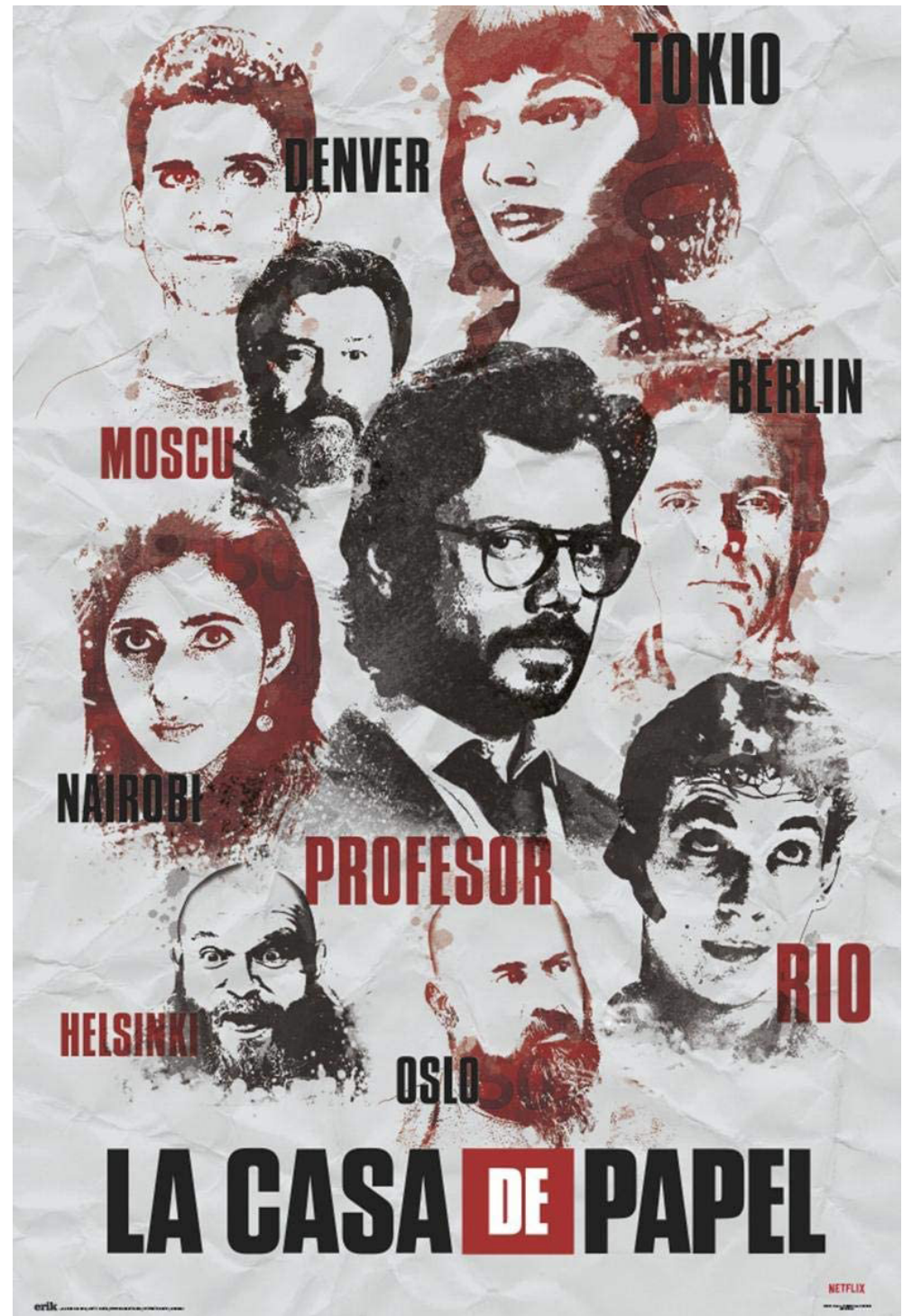
the Real Housewives

OF ATLANTA



Bravo





Films > Documentaries



N FILM
**SPELLING
THE DREAM**



Play

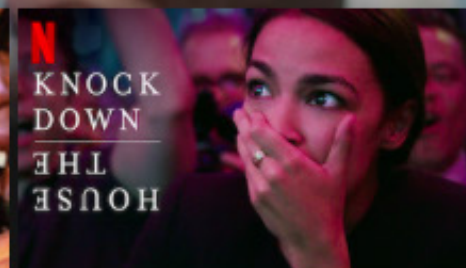
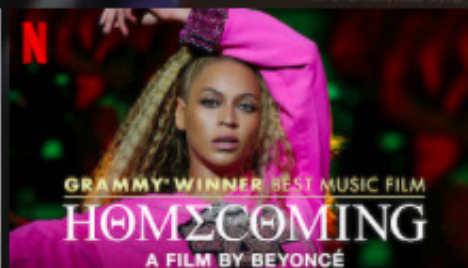


More Info

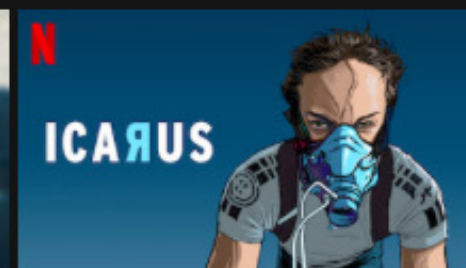
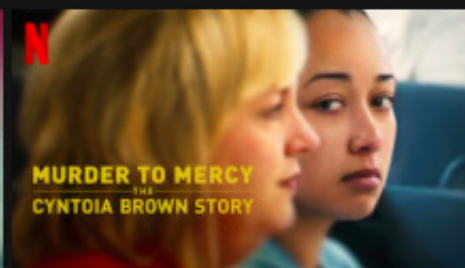
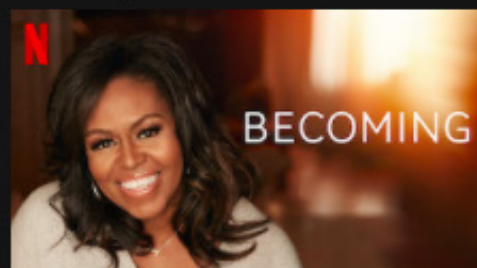


*and the Scripps National Spelling Bee
is the most prestigious contest*

Critically-acclaimed Films



Trending Now





The Ellen Show on 'Zoom'



Davyd Lynch weather reports on Youtube



ELLE

Playful music game videos from ELLE.

SONG ASSOC IATION

WITH TIWA SAVAGE



SONG ASSOC IATION

WITH ROSALÍA



GQ show off jewelry collection series on Youtube



MORPHE

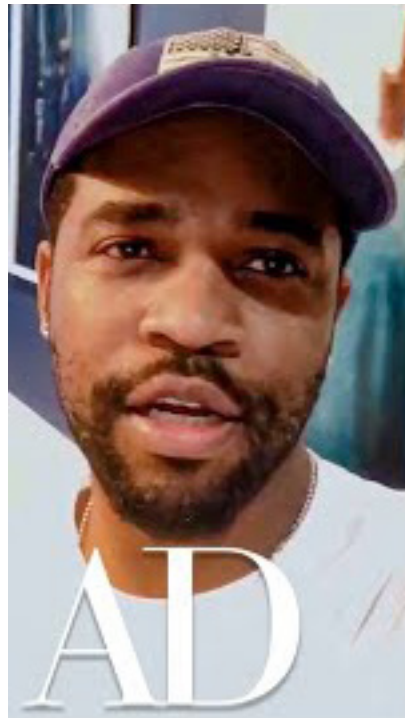
SLURPS & SHADES



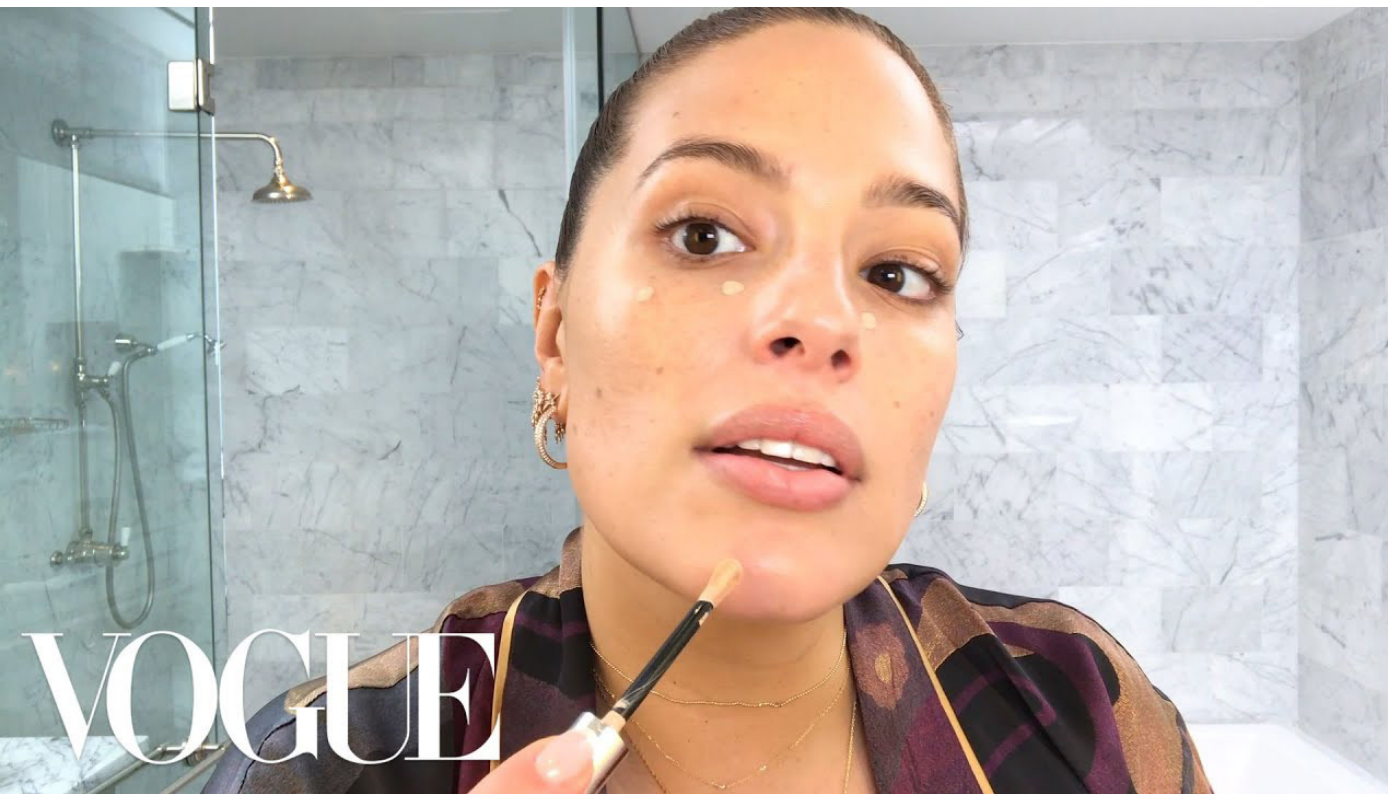
AD

ARCHITECTURAL DIGEST

Focus on architecture
and interior design,
short entertaining
youtube videos with
celebrities.



IF OUR HOUSE HAD A SOUNDTRACK
WHAT WOULD IT BE?



Beauty Secrets youtube series from Vogue.



21:06



21:06



21:06



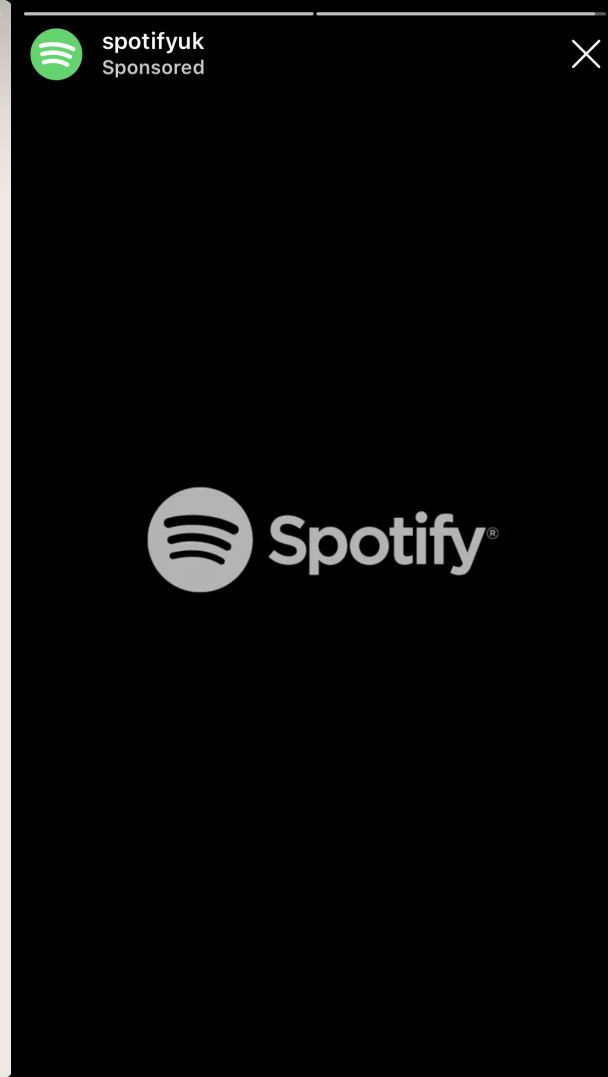
spotifyuk
Sponsored



spotifyuk
Sponsored



spotifyuk
Sponsored



Listen Now



Listen Now



Listen Now





Jbalvin streaming experience for his latest album: colores.





TikTok skyrocketed during lockdown. U.K user data based has doubled, in 2019 up to 4.9 million users.

Girl Boss the community organization sharing meme like content around the Lockdown theme.



Call me when zoom backgrounds can do this

@girlboss



How I Spend My Time In Quarantine:



- Waiting for it to be appropriate to eat again
- Smiling and nodding during Zoom meetings
- Scrolling through dreamy Zillow listings
- Rewatching all 7 seasons of my favorite show

@girlboss

Opportunities

Online events

How to replicate an offline experience as much as possible using new technologies. It is evident that consumers want to get out of the house, especially for entertainment and social purposes. However the world is shifting and needs to adapt. Rethinking new ways of sharing culture online, giving people the feeling of excitement, surprise and immediacy is something that can be done through live events. In music for example this idea has to be further developed to keep artists' and their audiences connected.

Unprecedented collaborations

The virtual world and internet has no physical boundaries, of distance for example. That is an opportunity to create physically unachievable collaborations, or even bring together two worlds which usually are dissociated; offline and online. As well as mixing different areas, we have seen it specially with music and gaming, but also how zoom, known for work, is now used for health and wellness virtual activities

New cyber security

From a legal standpoint cyber security is the challenge of the century. The outbreak has rushed the necessity to reinforce this domain of law. The opportunity not only for law makers, but also for startups to be created around this matter, for example we could think of the idea of insurance as we know it offline, for the online and directed to the end consumer.

Monetisation shift

As we enter in an area of '100% digital', it would make sense to believe that content creators, and digital media brands would ask for a new revenue stream system. We have clearly seen the fragility of relying on advertising revenue streams. People's value perception of digital content might be increasing, as they are highly relying on it, thus suggesting new forms of payment such as subscription based, or maybe even 'PAY AS YOU CONSUME' could make sense.

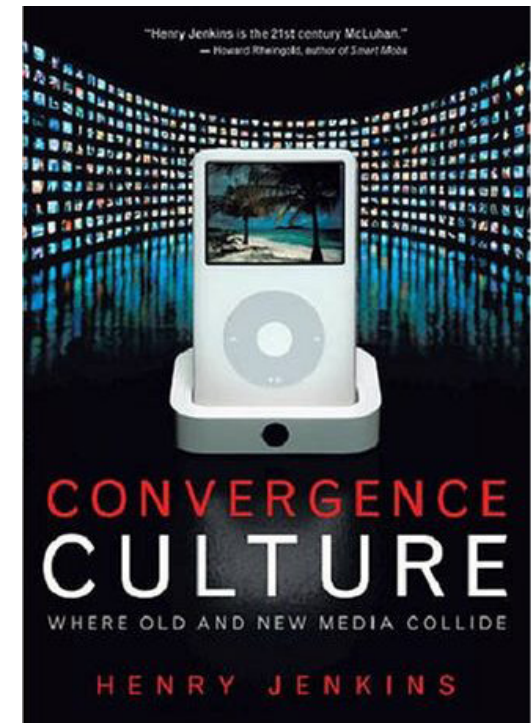
If we push this idea a bit further, we could even think of the end of 'free instagram'.



MEDIA CONSUMPTION HABITS DURING THE COVID 19 LOCKDOWN - *REPORT BY IPSOS*



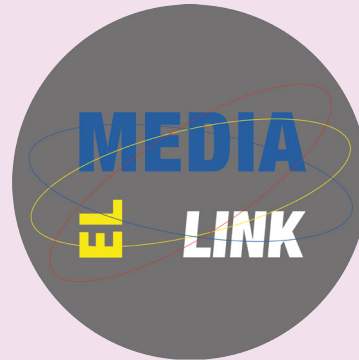
Complex's Rich Antoniello's recipe for media in crisis: 'Brand plus brains plus balance sheet'- *Digiday* podcast



Convergence Culture -
Henry Jenkins

Watchings/ Listenings/ Readings

This report was created by



elmedialink@gmail.com