Infographic: Cord Cutting, Streaming and Binge Watching Are the New Normal

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While TV news consumption has grown significantly during the coronavirus pandemic, more people are also streaming entertainment as a respite from the news, the economy, finances, politics and health concerns.

That's according to new data from Omnicom. Since the COVID-19 outbreak, people have been watching live TV, browsing social media and binge watching shows on services like Amazon Prime, Netflix and YouTube. Specifically, Gen Zers' use of streaming services has increased dramatically (70%) since before the pandemic.

"Some behaviors we are seeing—such as increased news consumption—are likely temporary, while signals of the new normal—including cord cutting, streaming and on demand—are likely to keep increasing as a result of COVID-19 putting more emphasis on choice and more pressure on disposable income," said Kristen Colonna, chief strategy officer, OMD North America. "In this and in many other aspects of media and marketing, COVID-19 is accelerating the future."

As streaming video consumption continues to grow during the pandemic, two in five people (42%) will sign up for a new streaming service. Nearly a quarter (28%) have already done so in the past month.

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