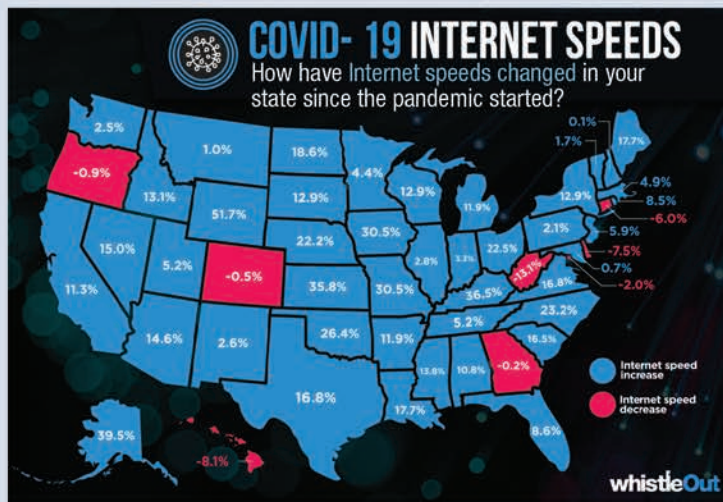


Running the Numbers

"Datapoints" is researched and written by Karen Brown



The State of Broadband

WHAT'S INTERESTING: The state of your broadband connection during the COVID-19 pandemic really does depend on your state, according to WhistleOut's analysis of 717,000 user-initiated Internet speed tests sampled before and just after the outbreak. From mid-March onward, the consumer broadband website found big speed increases for Wyoming (51.7%), Alaska (39.5%), Kentucky (36.5%), and Kansas (35.8%). Overall, most states recorded at least modest increases, but there were a few declines, including West Virginia (13.1%), Hawaii (8.1%), Delaware (7.5%), and Washington, D.C. (2%). Why the differing results? The increases are likely tied to broadband upgrade programs under way in states including Wyoming; in contrast, declining speeds resulted in states with already strained network infrastructures, particularly in rural areas. So it really is a matter of location, location, location.

SOURCE: [HTTPS://WWW.WHISTLEOUT.COM/INTERNET-GUIDES/PANDEMIC-INTERNET-SPEED-CHANGES](https://www.whistleout.com/internet-guides/pandemic-internet-speed-changes)

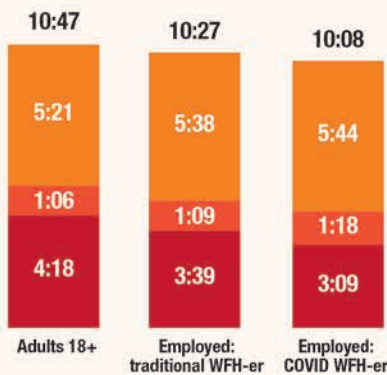


Streaming Video Plays Well During Pandemic

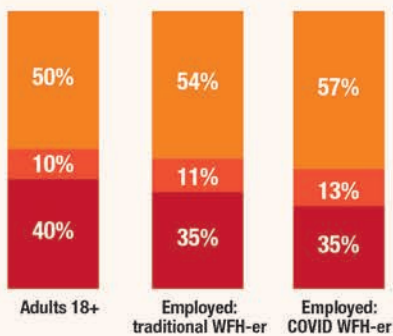


Pandemic Work From Home Workers Focus on Smaller Screens

Daily Hours: Minutes of usage on TV and digital
(February-April 2020, Total Day)



Share of Daily Time Spent on TV and Digital
(February-April 2020, Total Day)



WHAT'S INTERESTING: U.S. stay-at-home workers are more tuned into their Internet-connected computers, tablets and smartphones during the COVID-19 pandemic. According to a Nielsen report, workers sent home during the pandemic spent on average 5 hours and 44 minutes on their computers, tablets or smartphones, compared to the 5 hours, 21 minutes average usage among all U.S. adults. That apparently came at the expense of TV viewing, as COVID-19 home workers spent 3 hours and 39 minutes watching live or time-shifted TV, compared to 4 hours and 18 minutes on average among U.S. adults. With the distinction between home and office blurring, pandemic remote workers are putting a bigger focus on smaller screens.

WHAT'S INTERESTING: According to consumer research juggernaut Deloitte, the relationship between streaming video adoption rates and the COVID-19 pandemic is not a matter of before and after, but rather before and then faster. Pre-pandemic, 73% of households subscribed to a streaming service, and 27% of U.S. consumers said they planned to add a streaming video service in the coming year. In the months following the outbreak, the percentage of households subscribing to a streaming service has risen to 80%, and 23% of households said they had recently added a streaming service. But streaming providers shouldn't break out the champagne just yet. 9% of consumers have both added and canceled video subscriptions during the pandemic, with cost, free or discounted trials and depth of content catalog (or lack thereof) the top deciding factors. The pandemic may have opened the door for more in-home streaming video, but consumers also are getting more savvy — and choosy — when they hit the "play" button.

SOURCE: [HTTPS://WWW2.DELOITTE.COM/US/EN/INSIGHTS/INDUSTRY/HEALTH-CARE/FUTURE-OF-VIRTUAL-HEALTH.HTML](https://www2.deloitte.com/us/en/insights/industry/health-care/future-of-virtual-health.html)

SOURCE: [HTTPS://WWW2.DELOITTE.COM/US/EN/INSIGHTS/INDUSTRY/TECHNOLOGY/DIGITAL-MEDIA-TRENDS-CONSUMPTION-HABITS-SURVEY.HTML](https://www2.deloitte.com/us/en/insights/industry/technology/digital-media-trends-consumption-habits-survey.html)