
What COVID-19 has done to the news

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WHO WE ARE

We enable meaningful stories to thrive — wherever they live

700 enterprise publishers

50 billion pageviews tracked per month

70 Countries

6 Continents



The Washington Post

CNN

Clarín

The Atlantic

Le Monde

The Telegraph

 **UOL**

The New York Times

We analyzed **105 billion** pageviews on 33 million articles, including **2.8 million articles about COVID-19***

This analysis is based on aggregated and anonymized data pulled from global media sites that work with Chartbeat and allow us to use this data for research purposes.

*Articles containing the entities Coronaviru!, COVID19, Covid19 and keywords '%coronavirus%' OR keywords LIKE '%Coronavirus%' OR keywords LIKE '%COVID-19%' OR keywords LIKE '%covid-19%' OR keywords LIKE '%Covid-19%' OR keywords LIKE '%novel coronavirus%' OR keywords LIKE '%corona-virus%' OR keywords LIKE '%Koronaviruss Covid-19%' OR keywords LIKE '%covid 19%' OR keywords LIKE '%COVID%' OR keywords LIKE '%koronaviruss%' OR keywords LIKE '%covid%' OR keywords LIKE '%covid19%' OR keywords LIKE '%koronavirus%' OR keywords LIKE '%corona virus%' OR keywords LIKE '%2019-nCoV%' OR keywords LIKE '%koroonaviiirus%' OR keywords LIKE '%COVID 19%' OR keywords LIKE '%Covid-19%' OR keywords LIKE '%Covid19%' OR keywords LIKE '%COVID19%' OR keywords LIKE '%nCoV%' OR keywords LIKE '%Covid 19%' OR keywords LIKE '%CORONAVIRUS%' OR keywords LIKE '%2019 nCoV%' OR keywords LIKE '%2019-nCoV ARD%' OR keywords LIKE '%SARS-CoV-2%'



We'll investigate how reader engagement has changed:

How much people are reading

Where they are finding content

Which content is most engaging

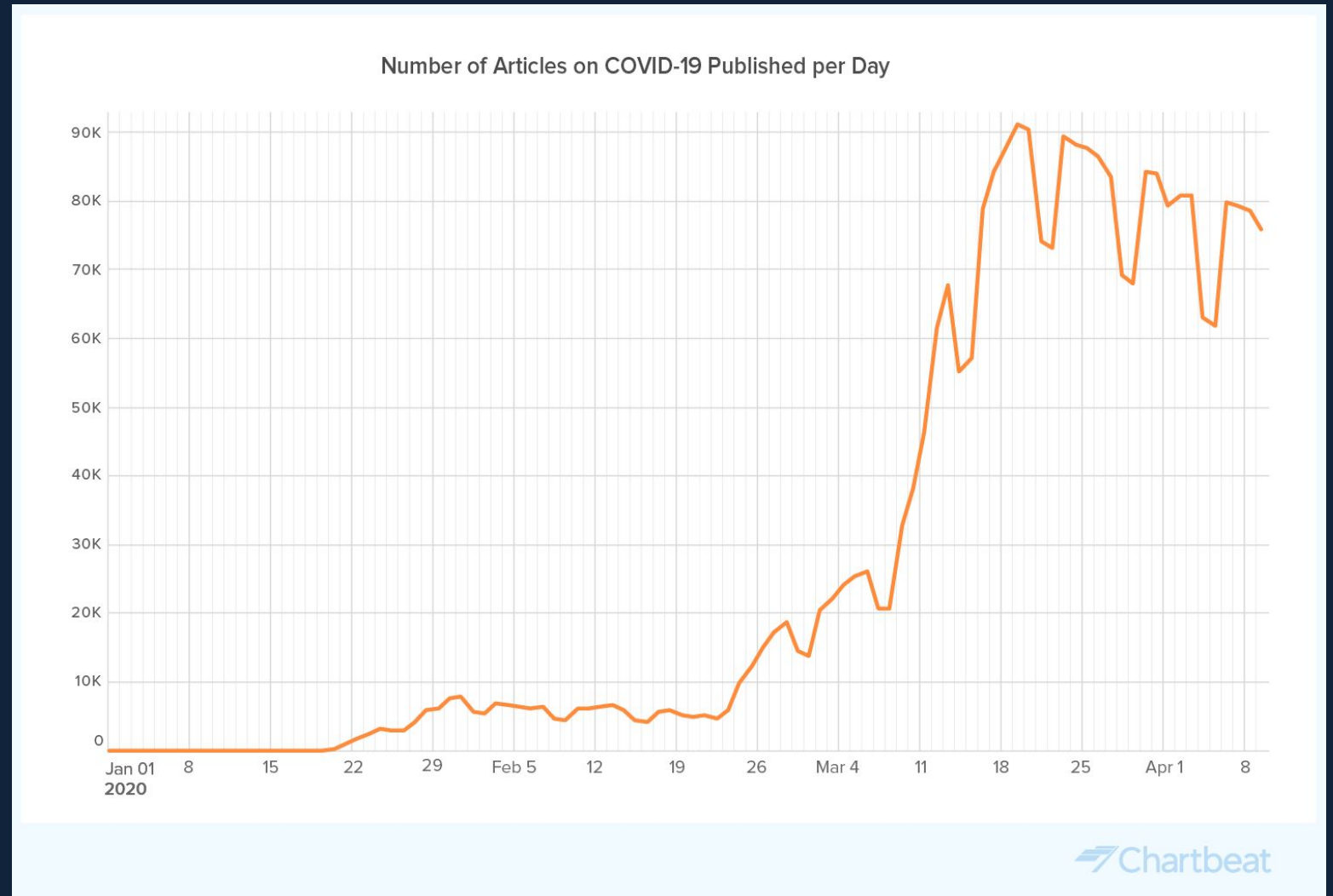
Trends in coverage & traffic



TRAFFIC TRENDS

Though coverage dipped during weekends, **the number of articles produced on weekdays is still more than 75K per day.**

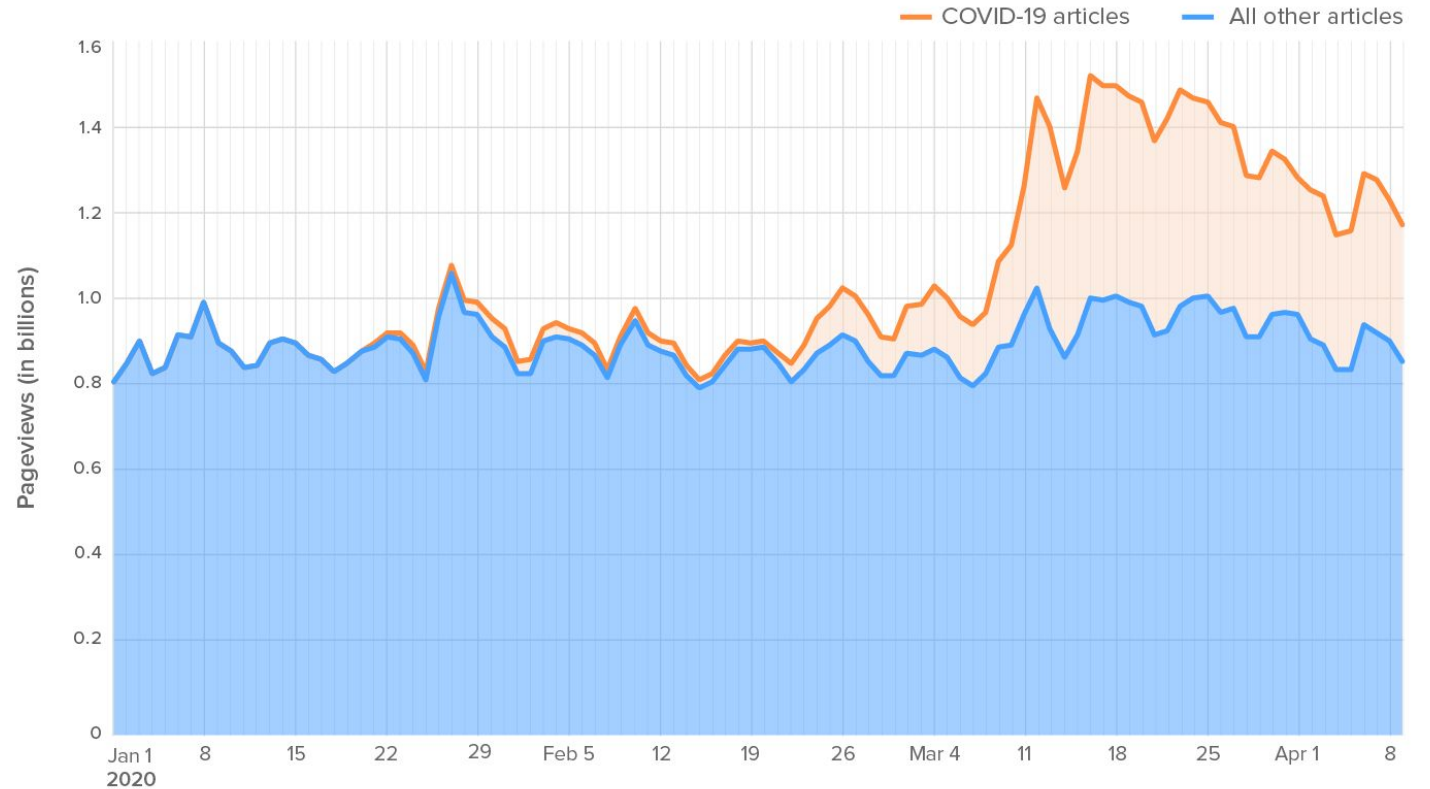
About 20% of articles are COVID-related



TRAFFIC TRENDS

Last week, **pageviews to COVID-19 Articles decreased by 4%**, mirroring a drop in overall traffic.

Proportion of Pageviews to COVID-19 Articles



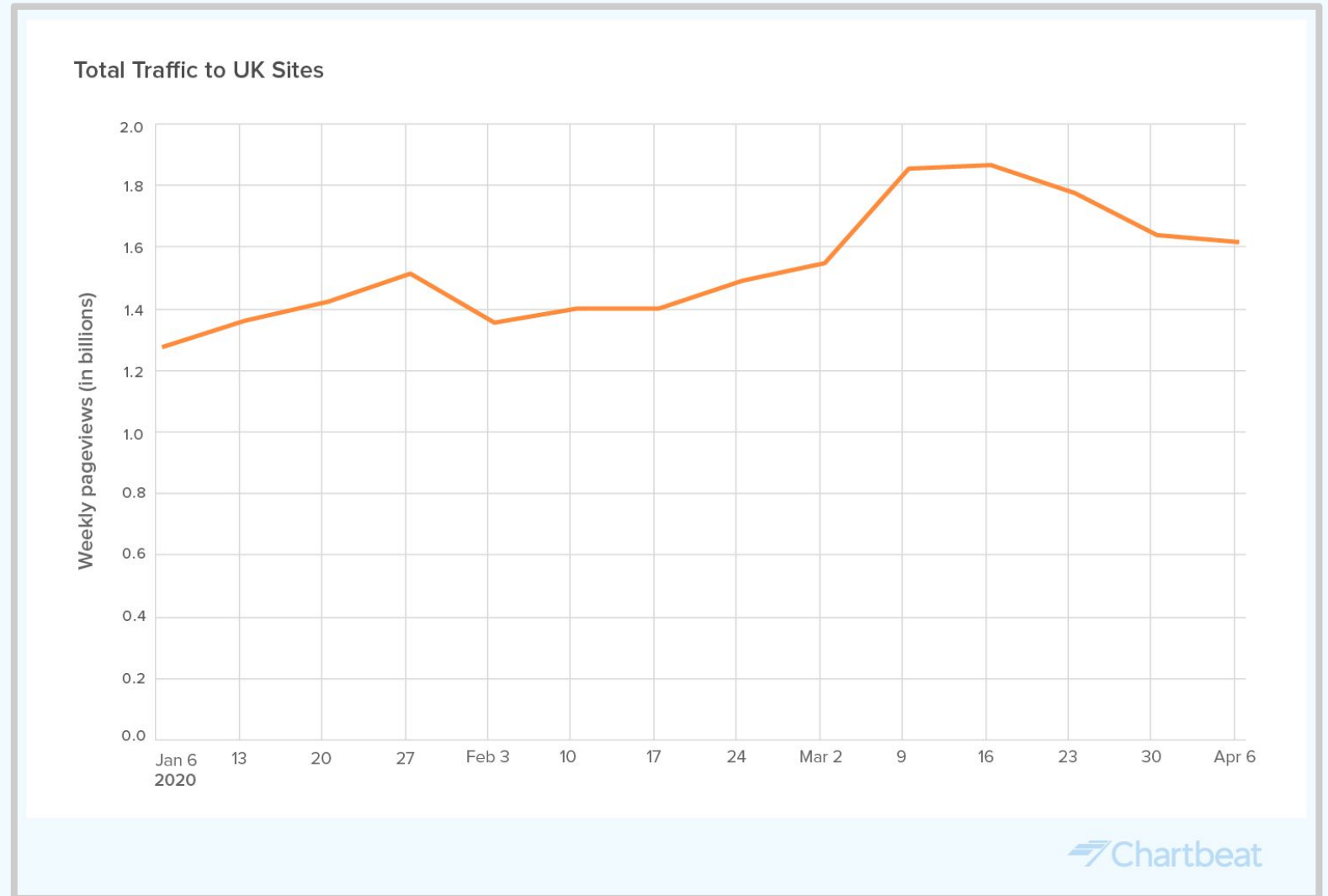
DEEP DIVE: DATA FROM THE UK

Patterns and peaks in overall traffic



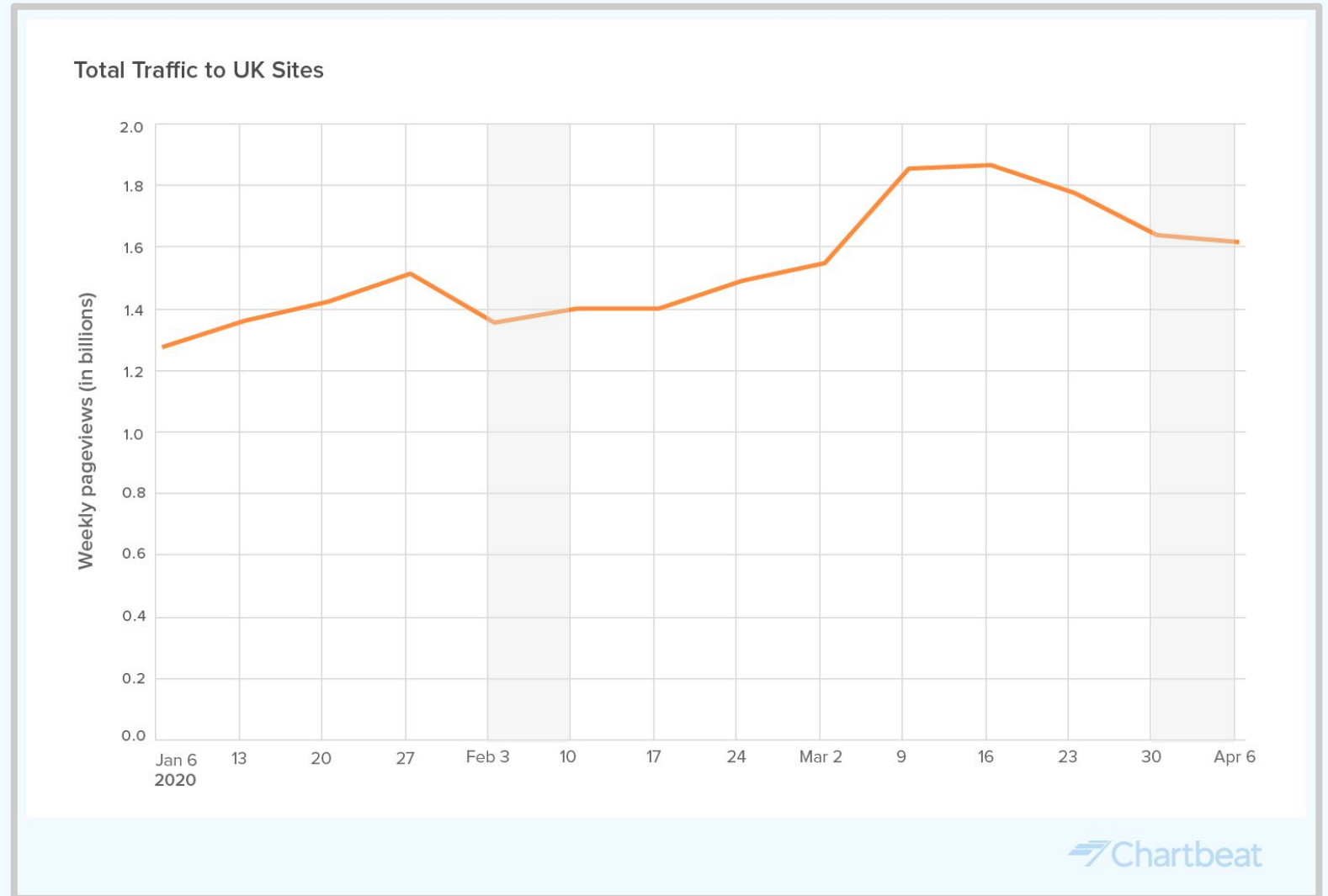
Traffic in the UK peaked the week of March 16 and has been slowly declining.

Similar to patterns in other countries, peak traffic coincided with widespread lockdowns.



However, post-peak traffic remains notably higher than pre-virus levels.

Traffic over the past two weeks is still about **18% higher** than February averages.



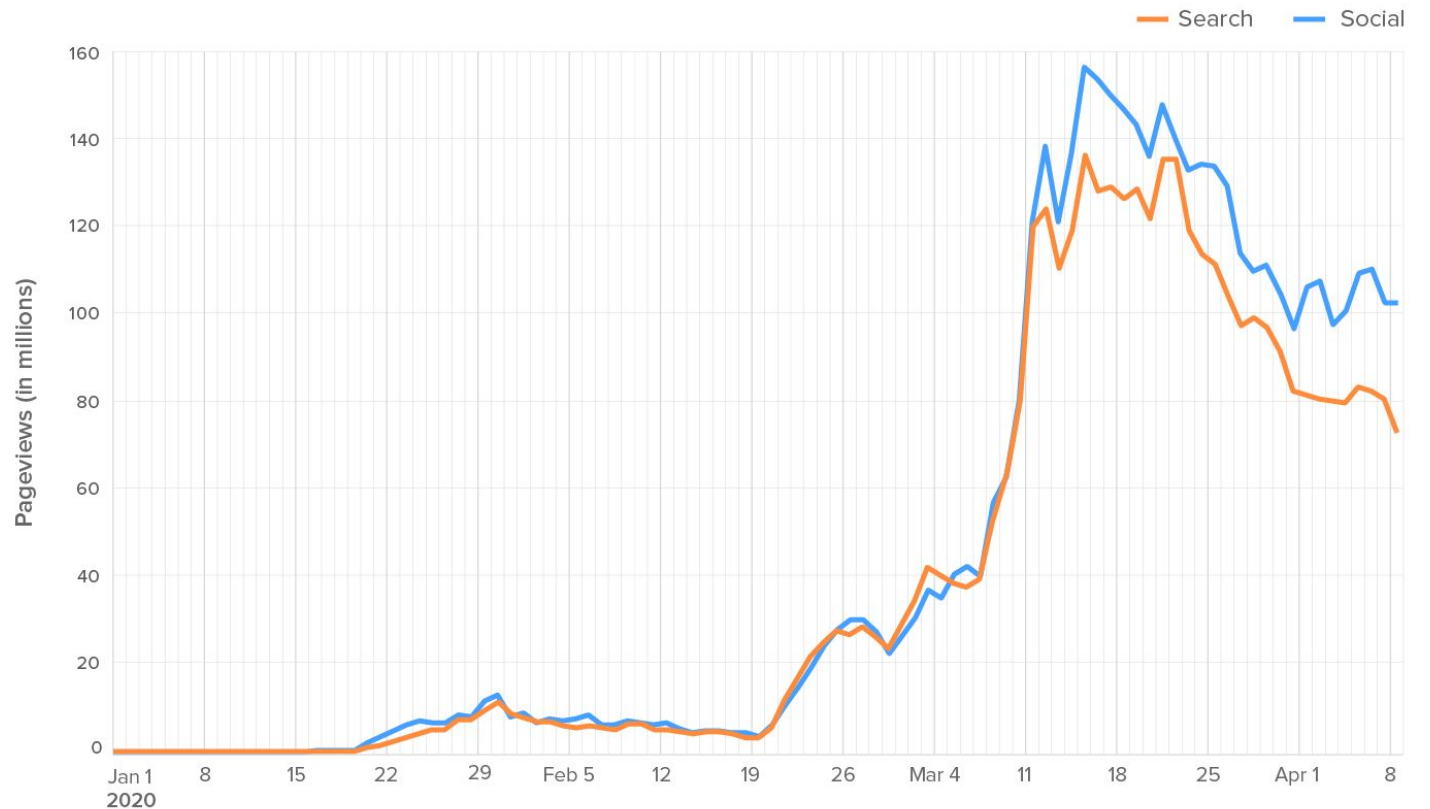
Referrer trends



REFERRER TRENDS

After peaking March 16, Search and Social traffic steadily decline. **Last week, however, Social traffic has stabilized (+1%)** while Search continues to drop (-10%).

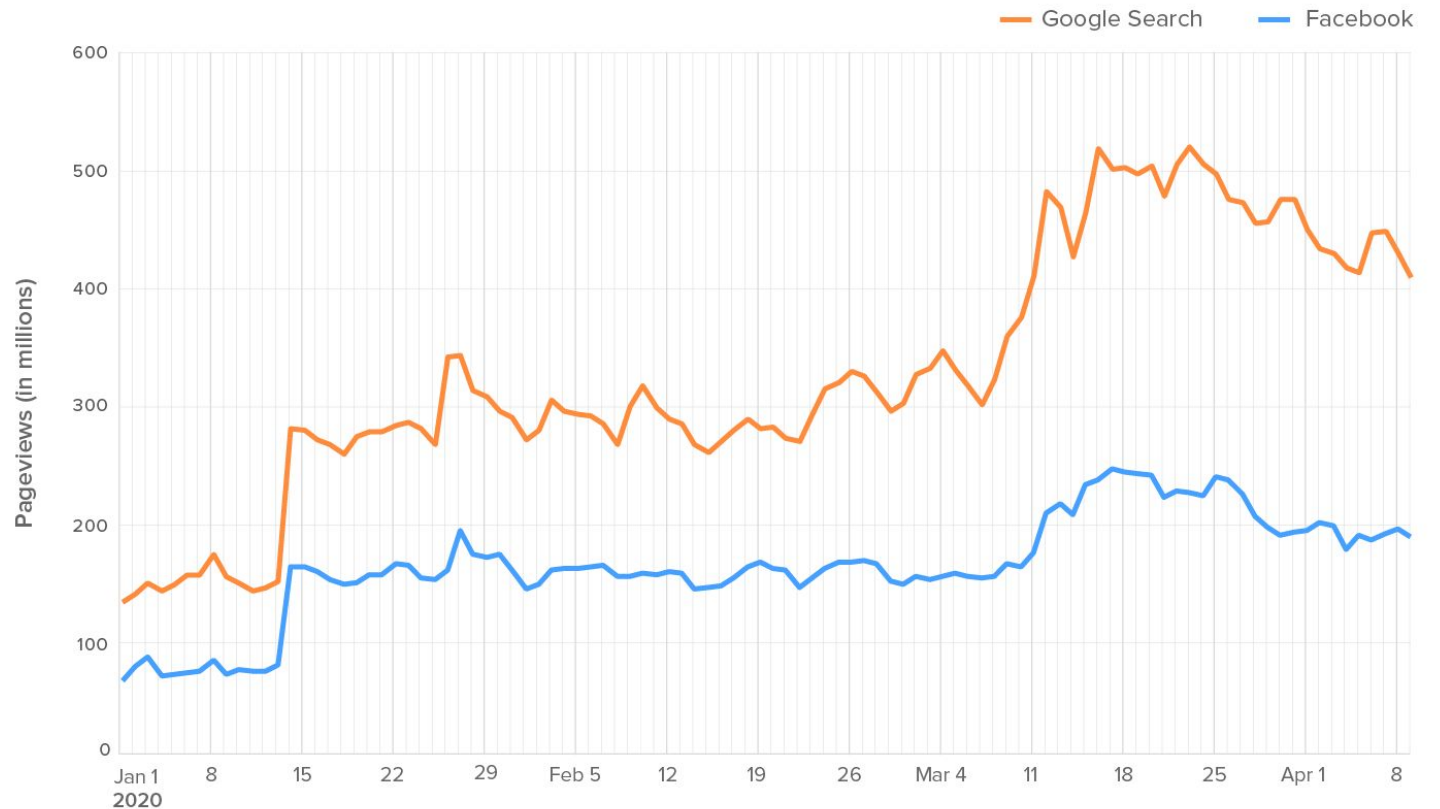
Search and Social Traffic to COVID-19 Articles



REFERRER TRENDS

Google Search (-5%) and Facebook (-2%) drove slightly less traffic last week, but are still showing about a 30% increase when compared to pre-virus traffic.

Trends in Google and Facebook Traffic Across Chartbeat Network



REFERRER TRENDS

Average Engaged Time from from Facebook increased by 3 seconds last week, though Google Search engagement still remains higher.



A horizontal bar chart comparing the average engaged time for two referrers. The top bar is orange and represents Google Search with a value of 40s. The bottom bar is light blue and represents Facebook with a value of 33s. The bars are positioned above their respective labels.

Referrer	Average Engaged Time
GOOGLE SEARCH	40s
FACEBOOK	33s

40s

GOOGLE SEARCH

33s

FACEBOOK



REFERRER TRENDS

Due to that increase in Average Engaged Time, **Facebook actually saw an increase in total engagement**, despite the fact that traffic was down slightly.

Referrer	Total Engaged Time	Pageviews
Google Search	-5%	-5%
Facebook	+4%	-2%

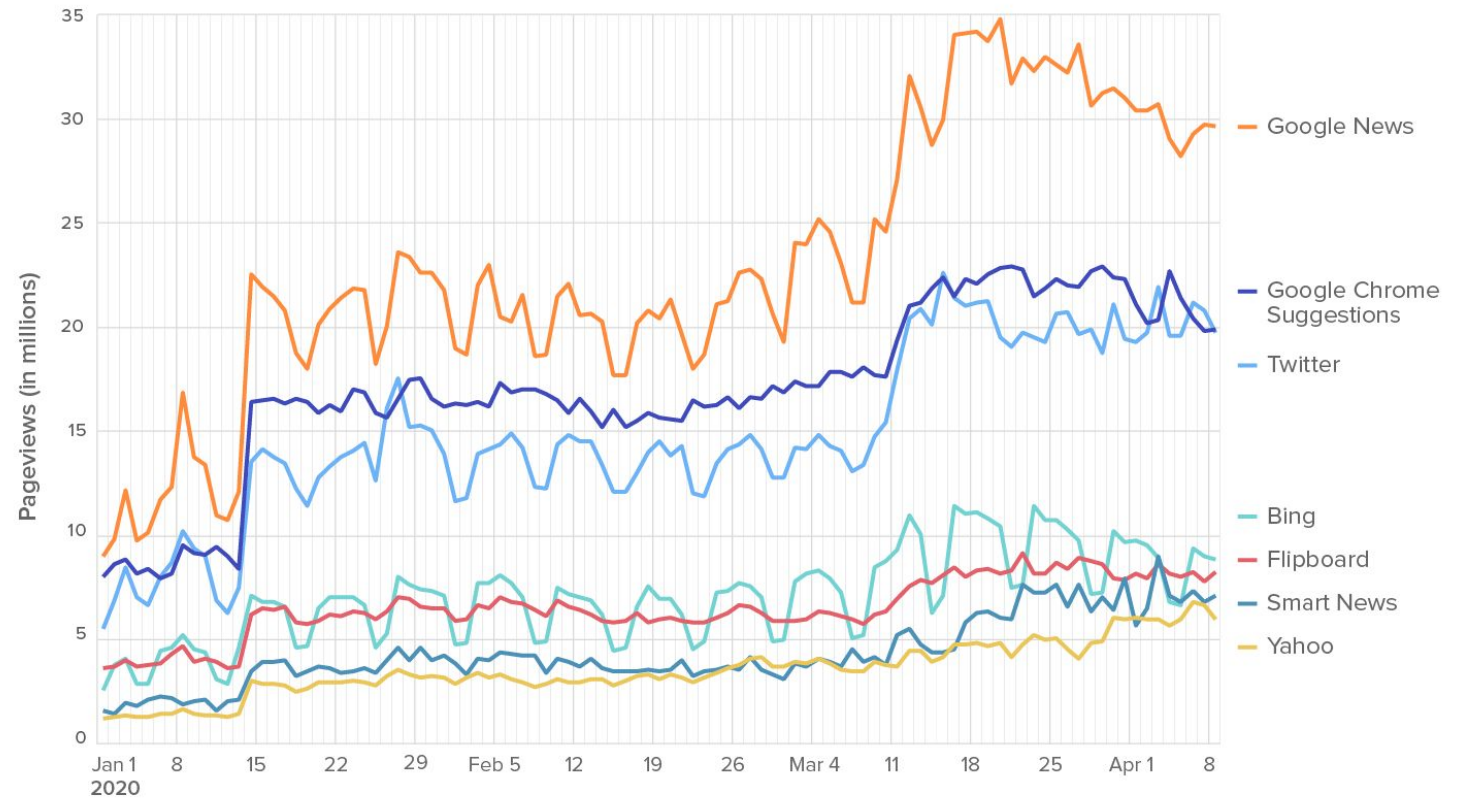


REFERRER TRENDS

Twitter surpassed Google Chrome Suggestions to become the 4th-largest source of referred traffic:

1. Google News
2. Twitter
3. Google Chrome Suggestions
4. Bing
5. Flipboard
6. Smart News
7. Yahoo

Referrer Trends Across the Chartbeat Network



REFERRER TRENDS

Most referrers have been driving less traffic since March 16, but Smart News and Yahoo saw increased traffic last week.

Referrer	Week-over-week Change
SmartNews	+6%
Yahoo	+6%
Twitter	0%
Flipboard	0%
Google News	-6%
Google Chrome Suggestions	-7%
Bing	-9%



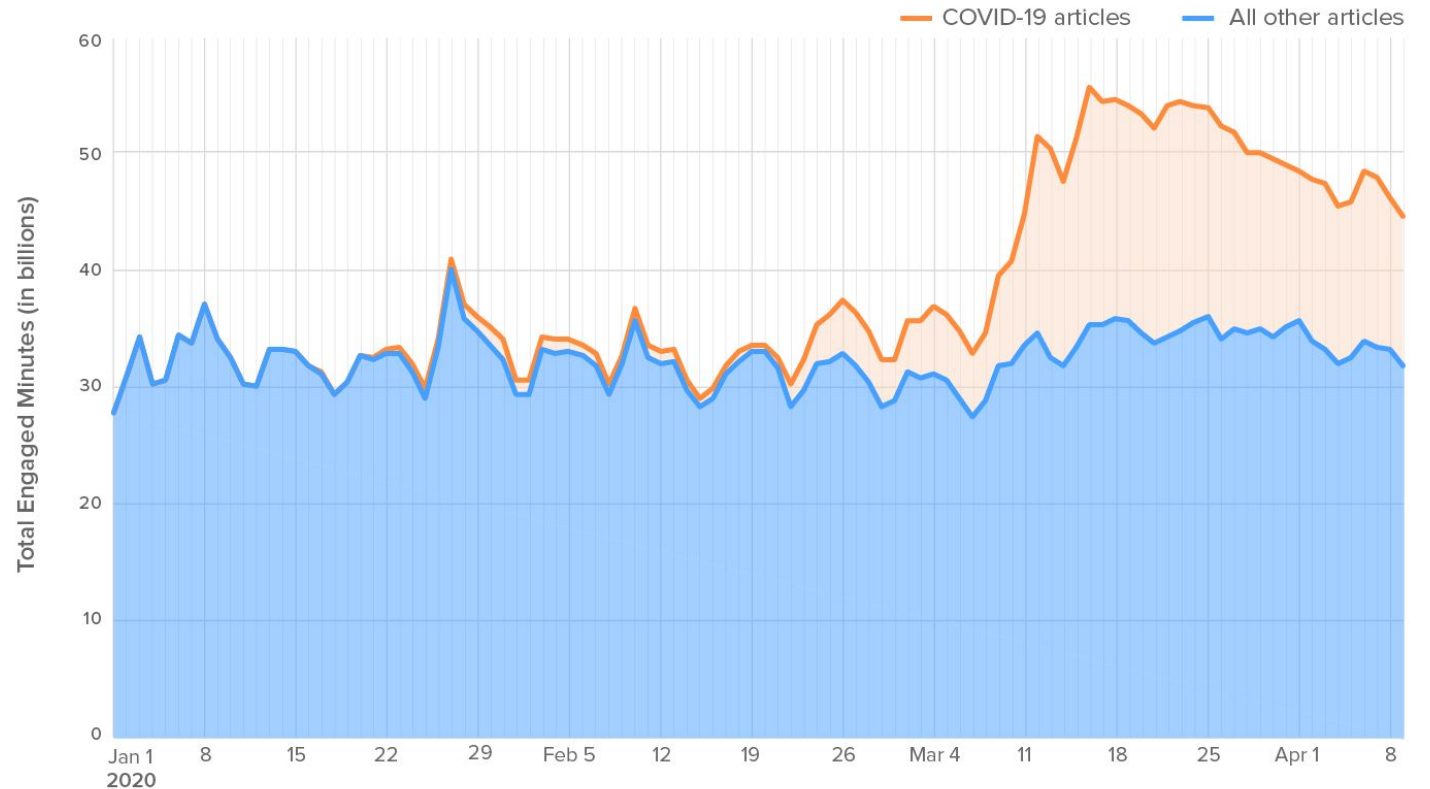
Engagement & topic trends



ENGAGEMENT TRENDS

COVID -19 articles account for about **29% of Total Engaged Time**, a proportion that has been slowly shrinking as readers turn attention to other types of content.

Proportion of Total Engaged Time Spent on COVID-19 Articles



ENGAGEMENT TRENDS

COVID-19 articles still have a **higher Average Engaged Time than general articles**, showing how valuable this content continues to be for readers.



COVID-19 ARTICLES



ALL OTHER ARTICLES



DEEP DIVE: DATA FROM THE UK

Growing engagement and loyalty

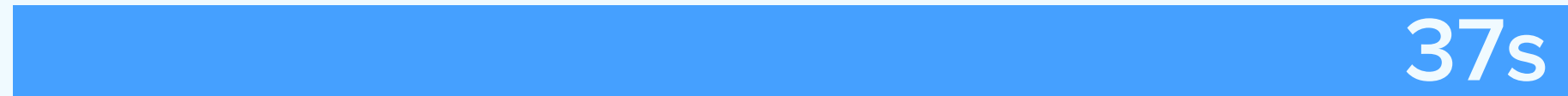


UK ENGAGEMENT TRENDS

UK engagement with COVID-19 articles is lower than the global average.



GLOBAL COVID-19 ARTICLES



UK COVID ARTICLES



UK ENGAGEMENT TRENDS

However, **Average Engaged Time across all pages in the UK has gone up** since the beginning of the year, especially after traffic hit its peak



A horizontal bar chart comparing the average engaged time in the UK for January and April. The January bar is blue and labeled '24s'. The April bar is orange and labeled '27s'. The bars are positioned above their respective month labels.

Month	Average Engaged Time
JANUARY	24s
APRIL	27s

24s

JANUARY

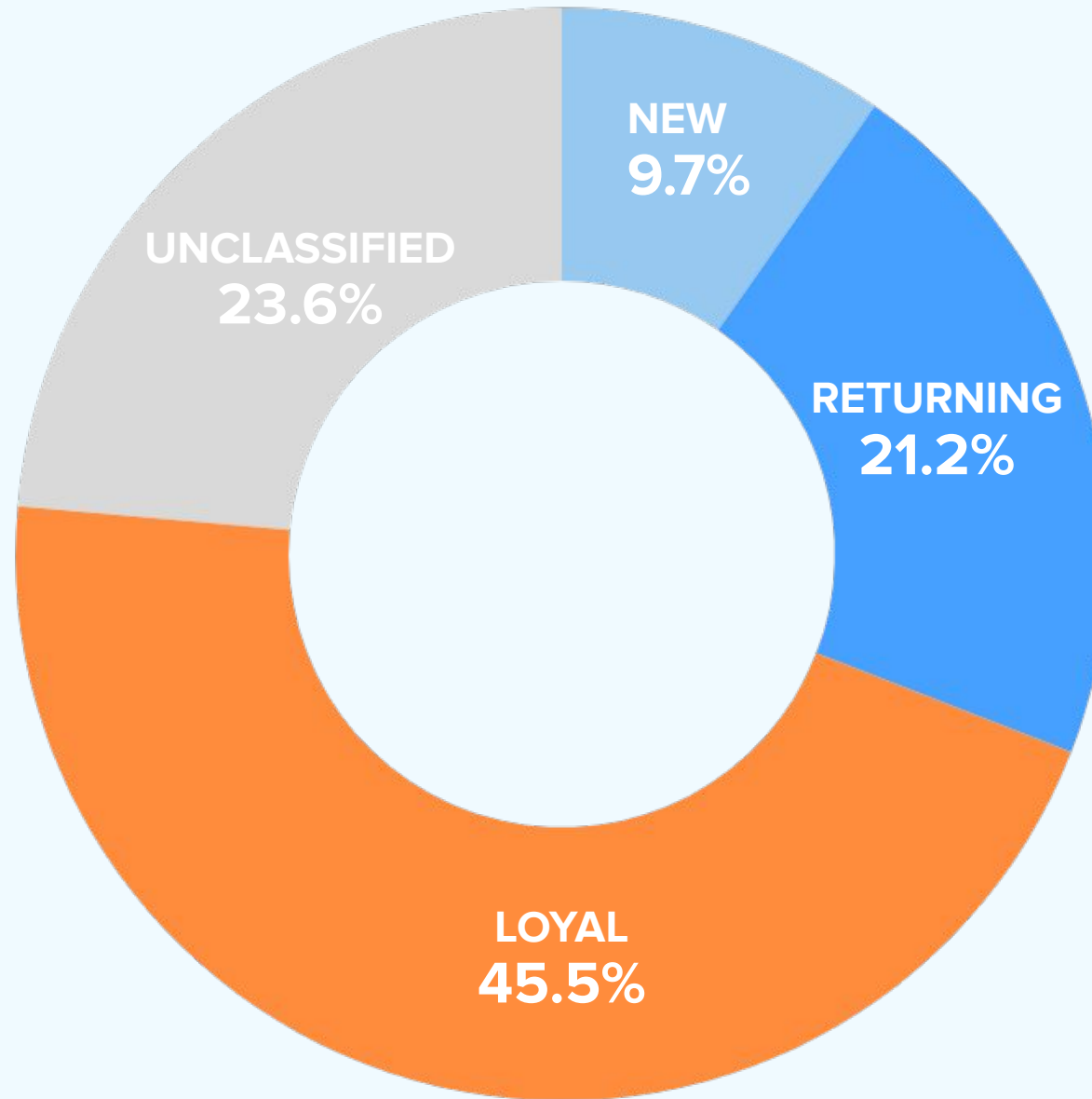
27s

APRIL



UK ENGAGEMENT TRENDS

Loyalty is also growing, with **almost half of all traffic coming from Loyal* readers.**



* Chartbeat defines a Loyal reader as someone who comes to your site every other day or more often.



Total Engaged Time on COVID-19 articles decreased slightly compared to the previous week. Most popular terms in coronavirus coverage:

1. Wuhan
2. NHS
3. CDC
4. ISSO
5. World Health Organization
6. Hubei



World Health
Organization



Almost half the engagement on the top 100 stories went to live blogs

Type	% of Top 100	% of engagement	Top traffic source
Articles	49%	35%	Various
Live blogs	39%	45%	Internal
Infographics	8%	12%	Search
Longform	4%	7%	Social



CONTENT TRENDS

Previous research shows the type of content people consume is different on each platform:

Homepage

- Breaking updates
- Live blogs

Search

- Factual content
- Personally relevant information
- Interactives & infographics

Social

- Human stories
- Emotional content
- Social apps



Most popular terms in non-coronavirus coverage:

News

- **World leaders**
Donald Trump, Boris Johnson, Jair Bolsonaro
- **US Politics**
Joe Biden, Bernie Sanders, Congress, Senate, Democratic, Republican

Sports

- **Soccer**
Premier League, Liverpool, Manchester United, Real Madrid, Arsenal, Manchester City
- **Basketball**
NBA

Entertainment

- **Celebrities**
Prince Harry, Meghan Markle
- **Entertainment**
Hollywood, Netflix
- **Social apps**
Instagram, Whatsapp

Key takeaways



KEY TAKEAWAYS

1. Growth in coverage and traffic has started to slow, particularly in countries that have been hit hard by the virus.
2. By country, traffic tends to climb quickly as the virus spreads, but peaks within days of a lockdown.
3. However, traffic remains higher than during normal news cycles.
4. The Google environment is by far the dominant source of traffic.
5. Engagement is higher on content that is directly related to coronavirus, but other topics have been steadily growing.



Where to get more info:

- Email your **Customer Success Manager**
- Learn more about Chartbeat by contacting **hello@chartbeat.com**

Stay up to date with Chartbeat's research on our blog:
blog.chartbeat.com



The screenshot shows the Chartbeat website with a dark blue header. The main navigation includes 'PRODUCT', 'ABOUT', 'BLOG', and 'CONTACT', with a 'SIGN IN' button. A secondary navigation bar lists 'ALL', 'PRODUCT', 'RESEARCH', 'CULTURE', 'CUSTOMER', 'PRESS', and 'EVENT', along with a 'SUBSCRIBE' button and a search icon. The featured article is titled 'Global audience growth through engagement: What we saw in the fourth quarter of 2019' by NICK LIOUDIS. To the right of the article is a horizontal bar chart showing audience growth by region. Below the article are three featured content cards: 'Challenging the status quo: Neue Zürcher Zeitung's reader engagement story' by CHARTBEAT STAFF, 'Using data to achieve interdepartmental goals more effectively: A Q&A with Eduardo Aguilar, Audience Manager for El Universal' by ENRIQUE VALDEZ, and 'How The Marshall Project Uses Data to Support Its Mission' with a 'WATCH THE VIDEO' button.

Region	Percentage
CENTRAL ASIA	31%
CHINA	26%
AFRICA	23%
SOUTHEAST ASIA	23%
LATIN AMERICA	22%
SOUTHERN EUROPE	22%
MIDDLE EAST	20%
NORTH AMERICA	18%

Thank you.

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