



Media Relations Update

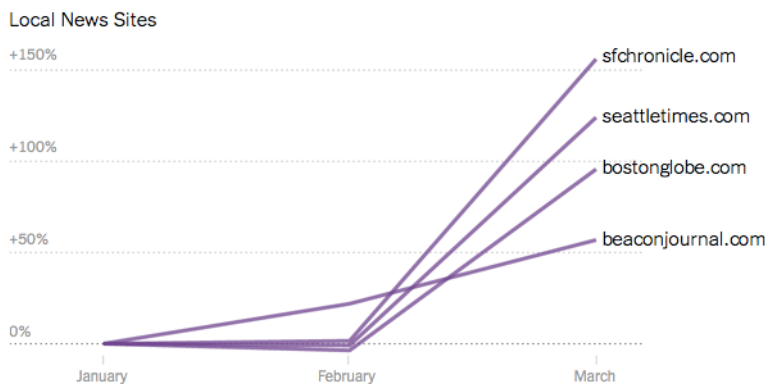
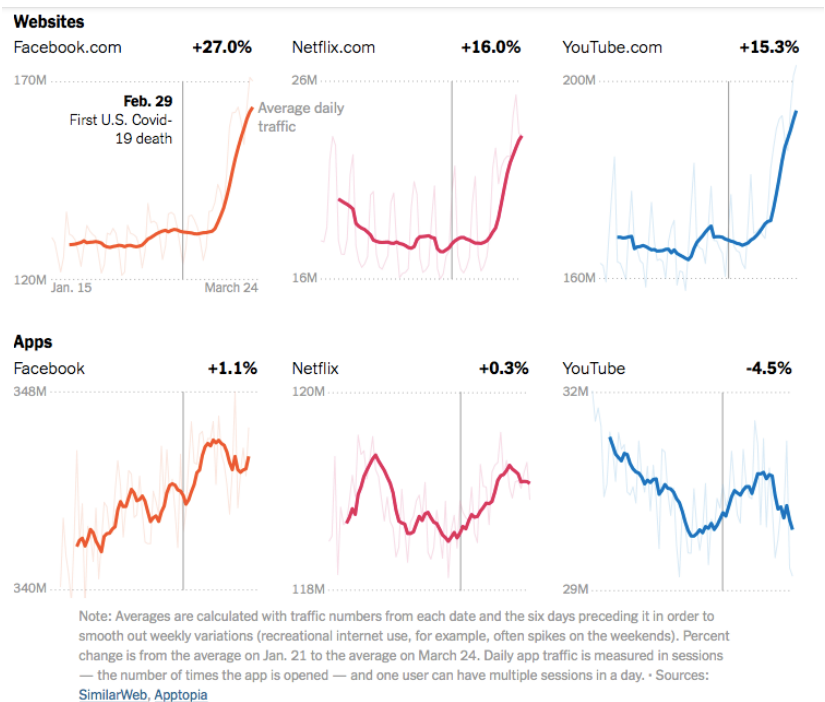
April 9, 2020

As the world faces a changing political, economic, and social landscape, ALZA Strategies is committed to keeping you in the loop on the most significant updates as it relates to COVID-19 and how this crisis is impacting public affairs. We are here for you and send you well wishes and safety during these trying times.

Like everything else, **the way we consume online media is changing** as a result of COVID-19, the *New York Times* reports. As the pace of everyday life slows for many across the country, and more people stay home, statistics show that many Americans are watching movies and engaging with online communities via computer, rather than mobile devices.

Internet usage is increasing, particularly sites that entertain and connect us like Netflix, Youtube, and social media platforms. But for the first time in years, many of us are choosing to access digital platforms on devices other than our cell phones, underlined by data collected from SimilarWeb and Apptopia.

Social distancing and stay at home orders have also increased our desire for video interactions with friends and family, with online platforms such as Google’s video chatting app, Duo, and Houseparty gaining popularity. In the school and professional arenas, platforms like Google Classroom, Zoom, and Microsoft Teams are also seeing huge upticks in usage as more students and employees work from home.



People are also increasing engagement with local news media platforms in order to keep up with coronavirus issues in their community, the *New York Times* reports. Local news is one of “the biggest beneficiaries” of pandemic coverage and media engagement, as highlighted in the graphic to the left. The social media site Nextdoor is also seeing big jumps in use, connecting neighborhoods together on one platform, reinforcing the idea that people want to know how the pandemic will affect their immediate surroundings.

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