



New Media Measure Global Profiles™

New Media Measure Global Profiles is an in-depth survey of consumer adoption of technology products and services. Conducted in 14 countries, NMM Global Profiles measures ownership and usage of consumer electronics, gaming, esports, digital video, IOT and smart home, mobile apps and related activities.



WHY GLOBAL PROFILES?

As the consumer technology industry rapidly evolves, maintaining a regular baseline of product and service adoption is critical to planning and forecasting. This year, forecasting has been challenged by the global COVID-19 pandemic and its impact on consumer activities and spending.

To better understand the impact of the pandemic, we split our New Media Measure Global Profiles survey into two waves:

WAVE 1 FIELDIED IN MAY

Captures consumer profiles during full shelter-in-place.

WAVE 2 FIELDIED IN JULY

Measures consumer activities and ownership during the early re-start of global economies, providing two independent data points.

COUNTRIES SURVEYED



500 per country during COVID-19 shelter-in-place, 500 per country during early re-start

Quotas matched to latest census general population by gender within age groups (13-17, 18-24, 25-34, 35-44, 45-54, 55-64)



Interpret is a global consumer insights agency. We help companies at the intersection of media, technology, and entertainment navigate the future.



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NMM GLOBAL PROFILES

Provides critical consumer adoption information, including:

- Time and money spent on leisure activities, game playing, digital entertainment, event attendance, websites visited, apps, and social networks used
- Ownership of consumer electronics, gaming, and smart home products
- Subscription to services (gaming, TV/video, music, social media)
- Game genres and franchises played
- Video usage (content types and sources)
- Market sizing (survey data reflective of the census in each country)

QUESTIONS ANSWERED IN THIS REPORT

GAMING

Which country's gamers spend the most money on popular franchises such as *Animal Crossing* and *Call of Duty*?

Has COVID-19 shelter-in-place increased game spending equally across PC, mobile and console platforms?

ESPORTS

Is the increase in females on Twitch occurring in EU/APAC countries at the same rate as in the U.S.?

Has COVID-19 and the absence of professional sporting led to an uptick in participation in organized esports events?

SMART HOME

Do DIY security cameras from Nest and Ring appeal to consumers in Western Europe, where ownership of security systems is low?

DIGITAL VIDEO

How does the rapid uptake of streaming video services such as Amazon and Netflix compare across countries, and what percentages of consumers are now cord cutters?

CONSUMER ELECTRONICS

Did consumers in hardest-hit by Coronavirus countries Germany, Brazil, USA and China purchase more tablets, laptops and smart TVs as workers moved to home offices?

SOCIAL MEDIA AND APPS

Did the boycott of Facebook by major brands impact time spent on the site by consumers?

In what APAC markets does Facebook continue to evidence the highest penetration?

DELIVERABLES

In addition to the global report, deliverables are available by country and by topic, upon request.



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