



+80%

USING ENTERTAINMENT AS A WAY TO CONNECT WITH SOMEONE ELSE INCREASED +80%

USING ENTERTAINMENT AS A WAY TO CONNECT WITH SOMEONE ELSE INCREASED +80% YOY

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# STATE OF FANDOM

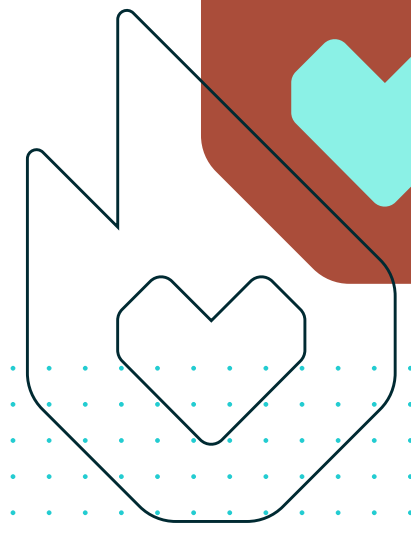
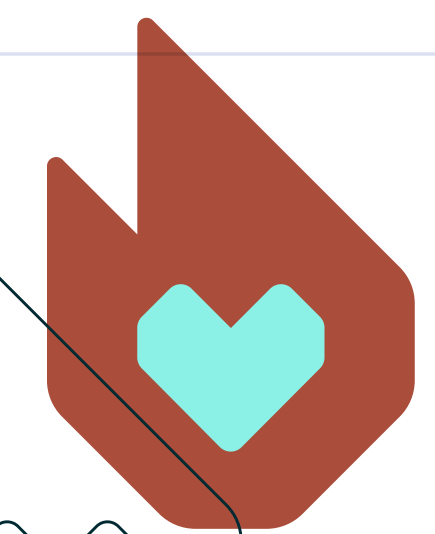
SPENDING QUALITY TIME WITH FRIENDS & FAMILY

WERE MOTIVATED BY SPENDING QUALITY TIME WITH FRIENDS & FAMILY

65%

SOMETHING I CAN CONNECT WITH SOMEONE OVER

SOMETHING I CAN CONNECT WITH SOMEONE OVER

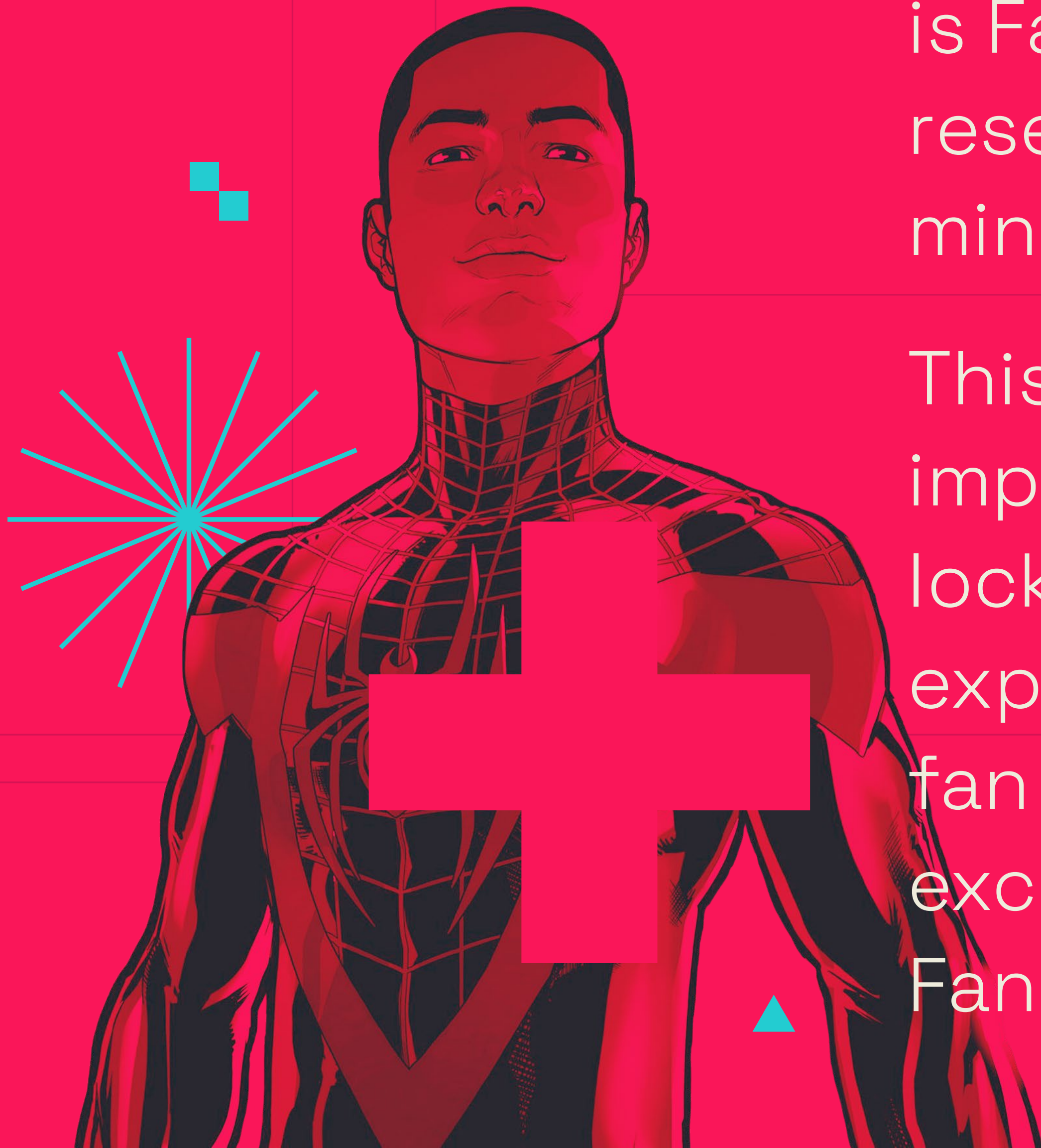




## THE STATE\_OF\_FANDOM

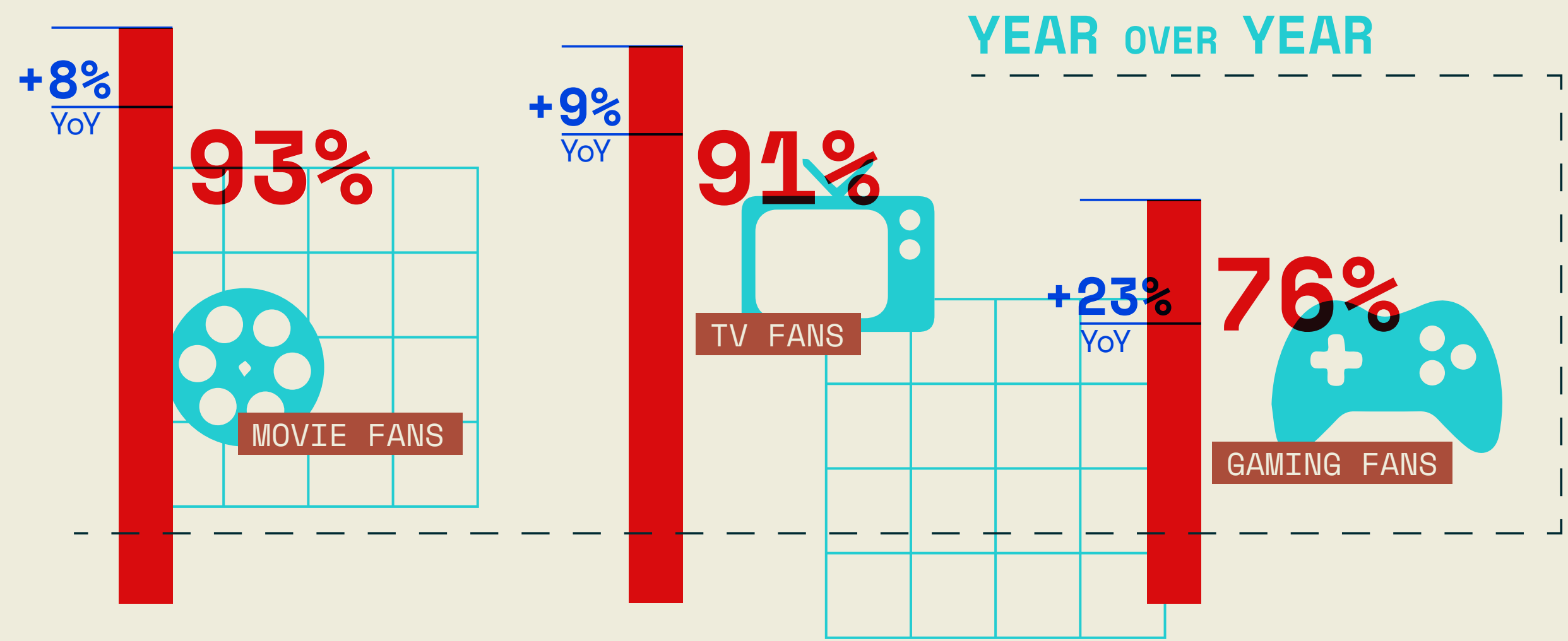
is Fandom's second annual research report on the changing mindset of entertainment fans.

This year's report focuses on the impact of COVID-19 and global lockdown orders on the fan experience. It combines a broad fan survey in the US & UK with exclusive behavioral data from Fandom's 315M+ unique users.

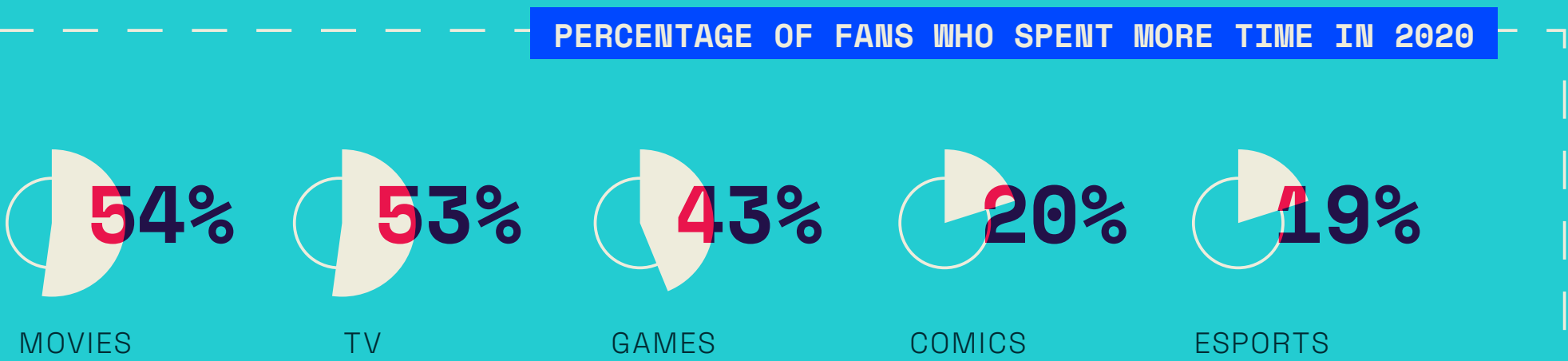
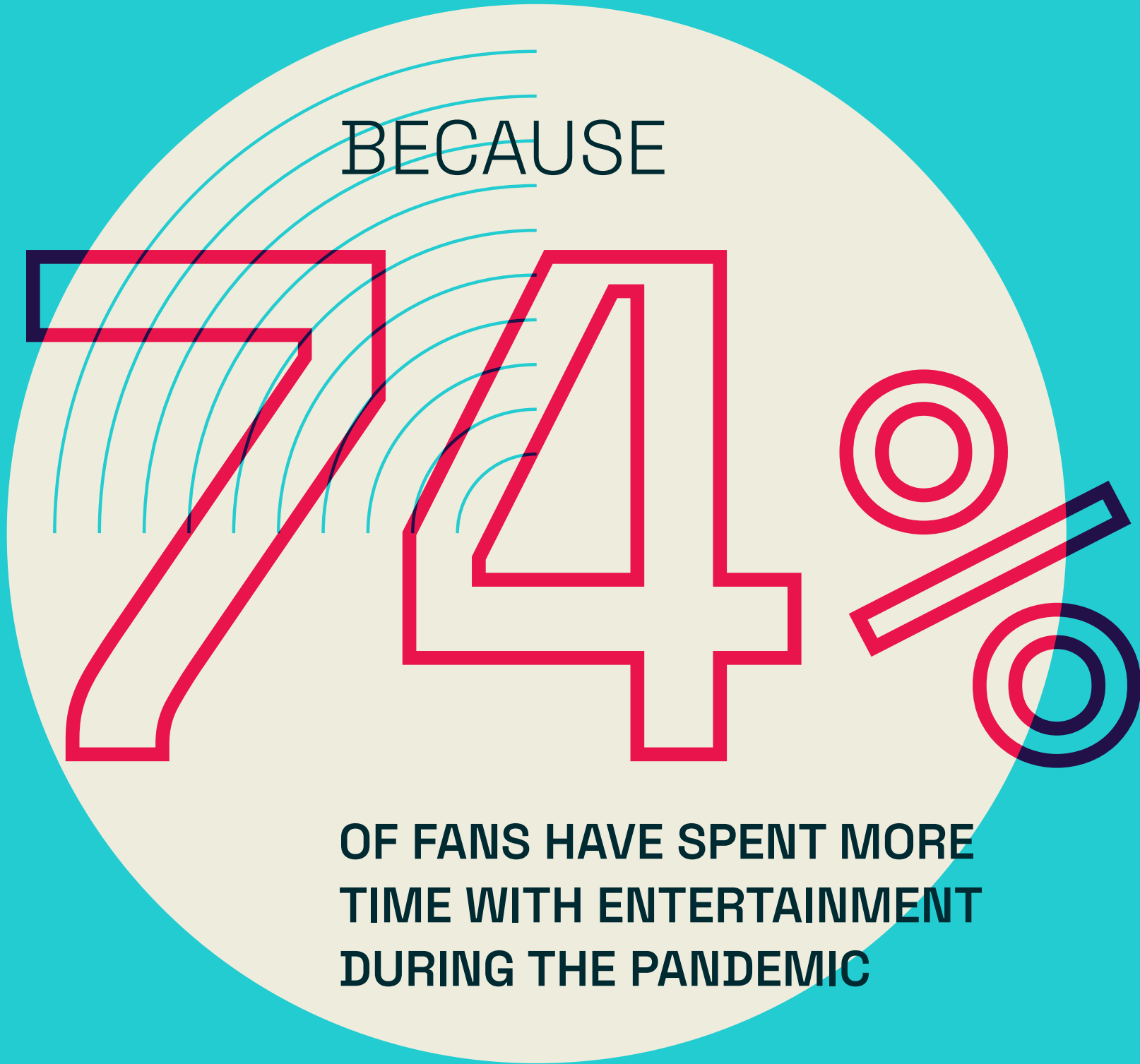




AFTER BEING STUCK AT HOME FOR THE MAJORITY OF THE 2020s...



...THE NUMBER OF PEOPLE CLAIMING TO BE ENTERTAINMENT FANS GREW SIGNIFICANTLY.



We get it, people engaged with Entertainment more than ever before... but it's just because they had more time, right?

That's part of it, but...

The reason why making sourdough bread and craft cocktails came and went but entertainment stayed was because people found **CONNECTION** through entertainment.

What role does entertainment play for you?

**+80%**<sup>YoY</sup> **36%**

TO CONNECT WITH SOMEONE ELSE

**+41%**<sup>YoY</sup> **55%**

TO SPEND QUALITY TIME WITH FRIENDS/FAMILY

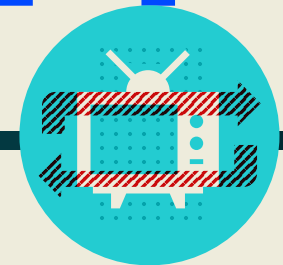
FOUR

MAJOR

TRENDS

emerged in  
consumer  
behavior..

As Entertainment  
became our main  
source of  
connection through  
quarantine,







# ENTERTAINMENT

2020 has been stressful and entertainment has provided fans with a way to process, cope, connect or briefly be transported from the world around them.

**TAKEAWAY** → More than ever, fans are letting emotion guide their content selections – brands should keep this in mind when building campaign messaging.



ENTERTAINMENT  
THERAPY

## THERAPY

66

I WATCHED A LOT OF THE OFFICE BECAUSE I FEEL LIKE I'D RATHER WORK AT DUNDER MIFFLIN THAN DEAL WITH ANOTHER DAY OF QUARANTINE.

FAN LAB RESPONDENT

63%

OF FANS CLAIM THEY TURNED TO ENTERTAINMENT TO MENTALLY/PHYSICALLY RELAX IN 2020

**+54%** CHANGE YoY

### QUARANTINE VIEWING HABITS

went through stages that mirrored our collective

FEB-MAR

HELP ME PROCESS  
VIRUS CONTENT +95%  
→ *I am Legend* +246%

APR-MAY

I NEED A LAUGH  
COMEDIES +40%  
→ *Community* (NBC/Netflix) +500%

MAY-JUN

GET ME OUTTA HERE  
FANTASIES +59%  
→ *Magical Transportation of Hogwarts* +496%



INTEREST IN NOSTALGIC  
CONTENT INCREASED

78% YoY

66

I KNOW IT'S RANDOM, BUT MY SISTER  
WAS NAMED AFTER ALEXIS CARRINGTON  
FROM DYNASTY, AND IT'S ALWAYS BEEN  
A TALKING POINT IN MY FAMILY. WE  
FINALLY HAD THE TIME TO BINGE THE  
WHOLE SERIES TOGETHER.



DYNASTY +191% YoY

FAN LAB RESPONDENT

66%

of fans turned back the clock to old  
entertainment hobbies or content  
that reminded them of the good old

#### TOP MOTIVATIONS FOR NOSTALGIC CONTENT

PASS DOWN  
FANDOMS



73%



BOND WITH  
FAMILY &  
FRIENDS

64%

CONNECT  
WITH  
CHARACTER



62%



LET'S

\_DO THE



TIMEWARP

\_AGAIN

AGAIN



Nostalgic  
entertainment has  
provided fans a  
chance to connect  
with their families  
and a way to share  
what they love with  
others in an  
otherwise solitary  
time.

TAKEAWAY →

Revisiting  
old classics through  
a modern perspective  
is a great way to  
connect, as today's  
fans are increasingly  
choosing to find  
comfort in the good  
old days.



READY

PLAYER\_2

65%

OF THE PEOPLE  
WHO GAMED MORE  
WERE MOTIVATED BY  
SPENDING QUALITY TIME  
WITH FRIENDS & FAMILY

## NOT YOUR TYPICAL GAMERS



53%

PARENTS WITH KIDS 6-9  
TOP GENRE:  
SANDBOX 60%

WOMEN INTEREST INCREASED

80% YoY

TOP GENRE:  
SIMULATION 53%



42%

35 AND OLDER  
TOP GENRE:  
ADVENTURE 58%



66

MY TWO SONS ARE BIG GAMERS.  
IT WAS FUN FOR ME TO SEE WHAT  
ALL THE HYPE IS ABOUT, AND BE  
ABLE TO HAVE FUN WITH THEM...  
EVEN IF I'M NOT VERY GOOD.

FAN LAB RESPONDENT

Gaming has hit the mainstream. Shelter-in-place orders have increased the reach of games as new audiences logged on to connect and bond virtually with friends and family.

TAKEAWAY →

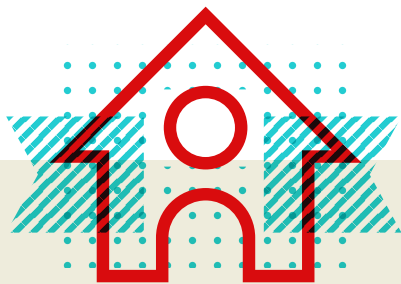
As current conditions bring new audiences to



As fans spent more time in the home, we saw an increase in investment in content, services and equipment across entertainment verticals, as we all looked for a way to improve connection with those inside and outside of the home.

TAKEAWAY →

Entertainment experiences have moved from IRL to the couch – and fans are looking for more. Creating experiences that bring people together will drive engagement as



1 IN 2

FANS SPENT MORE MONEY ON AT-HOME ENTERTAINMENT IN 2020

TOP CATEGORIES FOR INCREASED SPENDING:

- 53% STREAMING SERVICES
- 50% GAMES
- 32% AT-HOME MOVIE RELEASES
- 28% ENTERTAINMENT FOR KIDS



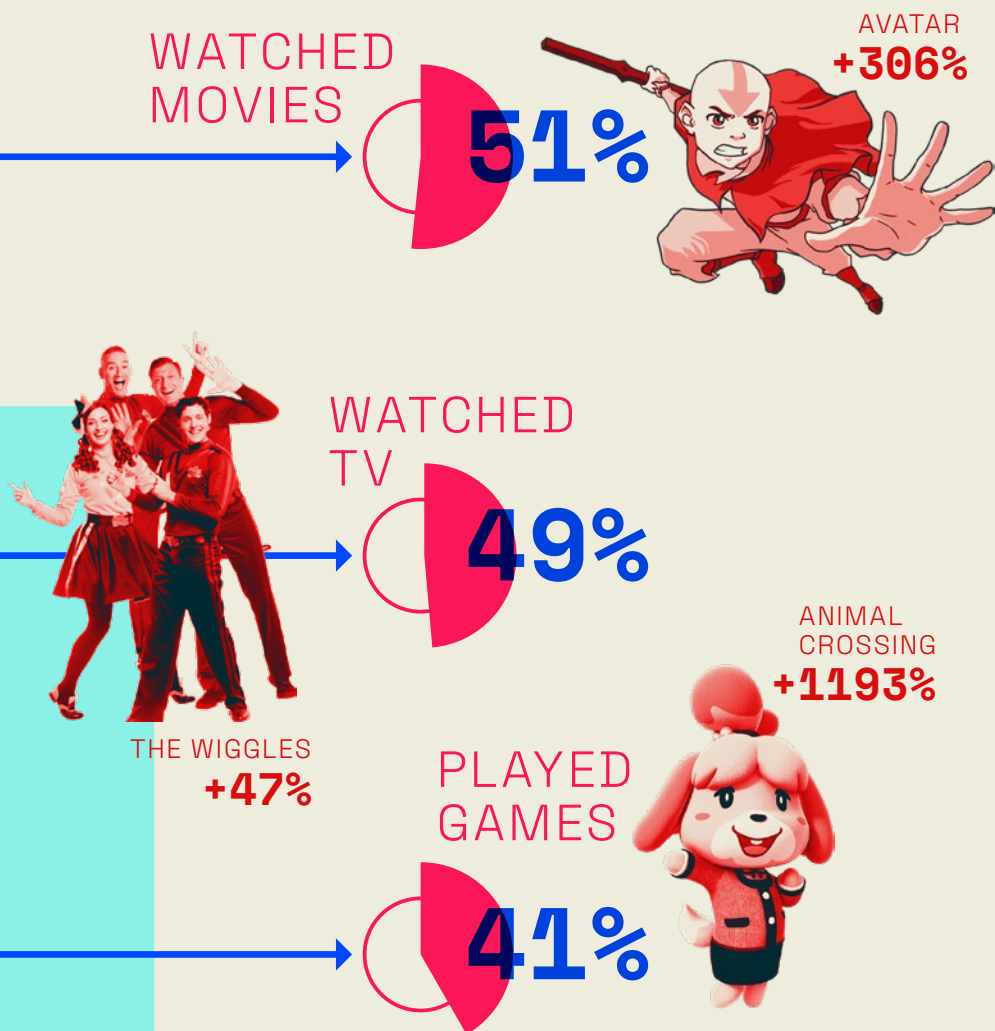
INTEREST IN TROLLS COMMUNITY AFTER VOD RELEASE +128%



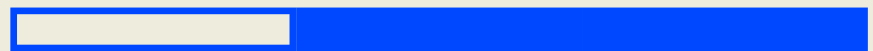
TOGETHER

## CO-VIEWING DURING COVID

Percentage of respondents who watched/played with members of their household more frequently during Covid



66% of fans are interested in continuing the new virtual entertainment experiences they've had



66 FINDING WAYS TO SOCIALIZE VIRTUALLY AND WATCH SHOWS AND MOVIES, USING SIMULTANEOUS WATCH PARTY APPS IS FUN AND ENGAGING.

FAN LAB RESPONDENT



More important than  
understanding behavior  
during quarantine

is  
figuring  
out

WHAT'S

NEXT?





NEW HABITS ARE HERE TO STAY

91%

*of fans who developed new entertainment interests will keep them post-pandemic*

→ Virtual fan experiences like Harry Potter escape rooms and table reads brought fans closer to their fandoms than ever before.

PIERCE BROSNAN'S GOLDEN EYE WATCHALONG SPIKED THE 007 WIKI

+164% YOY



→ 31% of consumers spent money on at-home movie releases during COVID-19, creating meaningful bonding

→ Gaming demographics shifted as parents looked for experiences to share with their children.

EVDTNOC

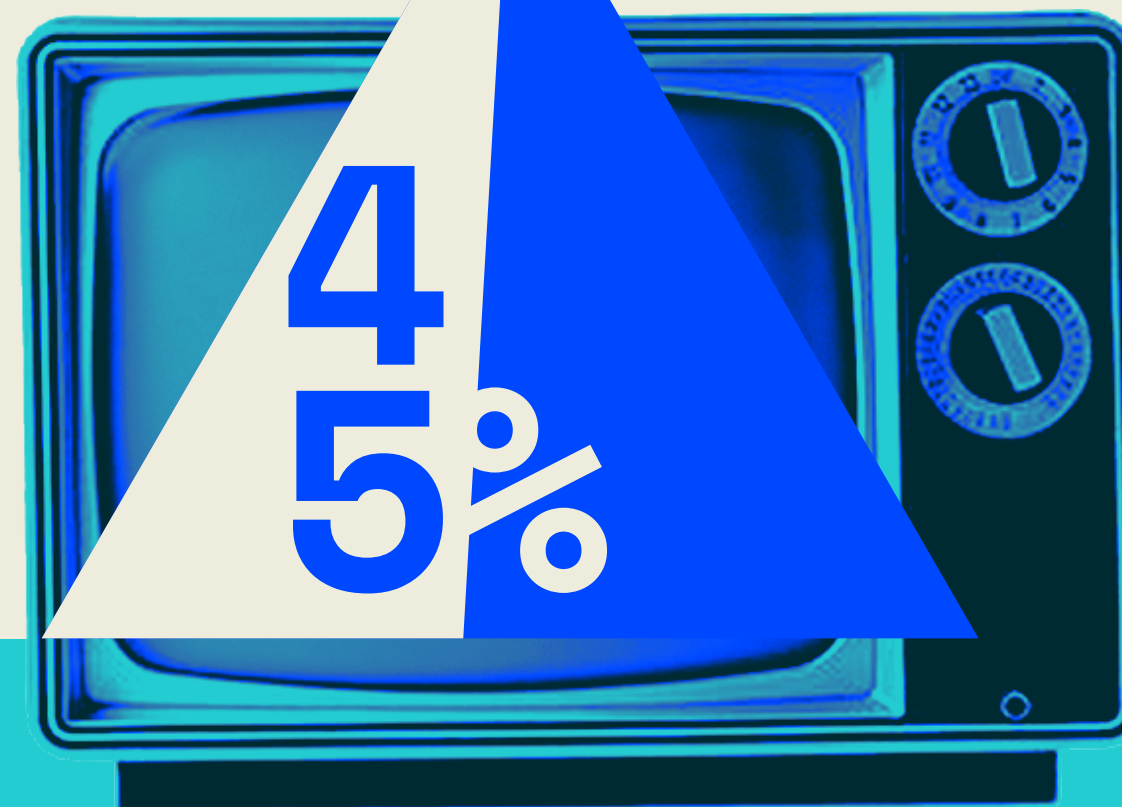
# FANS ARE ALSO SO READY TO GET BACK TO “NORMAL LIFE”

45% of consumers strongly agree COVID-19 has permanently changed the way they engage with entertainment

**BUT**



These same people are also 2x more likely to strongly miss in-person experiences



→ Movie fans are looking forward to returning to the theater for experiences they can't replicate at home.

**22%**  
WILL GO BACK  
WHEN THERE IS A  
MAJOR RELEASE

TEENS ARE **45%** MORE LIKELY TO  
RETURN TO THEATERS FOR A MAJOR RELEASE  
FROM THEIR FAVORITE FRANCHISE THAN THE  
GENERAL AUDIENCE

# L T F F

“

I WAS SO EXCITED TO SEE MULAN THAT I ORDERED IT ON THE VERY FIRST DAY IT CAME OUT. BUT I STILL MISS THE IN-PERSON EXPERIENCE OF GOING TO THE MOVIES.

FAN LAB RESPONDENT

→ **1** IN **2** viewers said that their choice to watch in theater or via PVD will be dependent on the film. Having both options available will maximize revenue.



AND THEY'RE  
EAGER FOR  
YOU TO  
HELP OUT

→  **56%** of consumers think more positively about brands who have provided entertainment during these times.

→ Fans are eager for new content.  **48%** HAVE KEPT A CLOSE EYE ON RELEASE SCHEDULES FOR TV SHOWS/MOVIES/GAMES

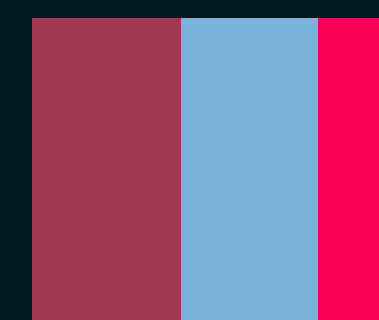
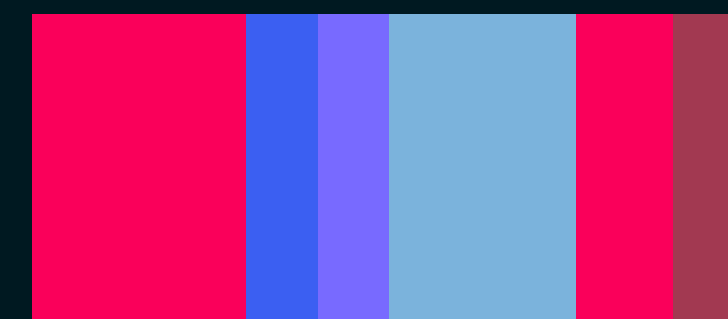
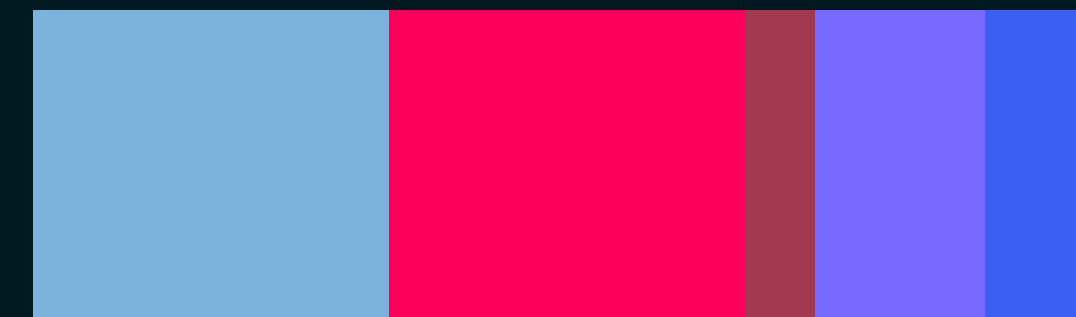
→ Entertainment became an active choice vs. background noise during quarantine: fans are looking for help finding their next show/movie/game to play.

**78%**

*are more likely to buy from brands that support their entertainment/gaming interests*



INTRODUCING



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FAN  
DNA

FanDNA analyzes Fandom's unique and incredibly deep data on digital fan activity to unlock powerful insights about the mindset and behaviors of more than 315M global fans.

The 2020 State of Fandom is powered by a consumer study representative of the US & UK market, Fandom's on-site user behavior and The Fan Lab, Fandom's proprietary research community.



ENTERTAINMENT TO  
/PHYSICALLY RELAX

E MOTIVATED BY  
G QUALITY TIME  
IENDS & FAMILY

E MOTIVATED BY  
G QUALITY TIME  
IENDS & FAMILY

E MOTIVATED BY  
G QUALITY TIME  
IENDS & FAMILY

35%

G I CAN CONNECT  
EONE OVER

STATE  
FANDOM

OF  
FANDOM

STATE\_G  
FANDOM



Fandom is the internet's home for fans. It's where  
315M+ fans a month come to learn about and  
engage with their favorite movies, tv shows, games  
and more. We have something for every fan, at every