

# How COVID-19 Is Affecting the Media World: NBA Suspended, YouTube to Monetize Coronavirus Videos

**AUDIO** |

**eMarketer Editors**

eMarketer principal analyst Nicole Perrin and vice president of content studio Paul Verna discuss the NBA suspending its season and YouTube monetizing COVID-19 videos. They then discuss the first retailer to use Amazon's "Just Walk Out" technology, if a lawsuit could derail Quibi's launch and Twitch partners with Comscore on measurement.

**US Internet Users Who Are Currently Avoiding vs. Will Avoid Public Places/Travel if the Coronavirus Outbreak Worsens in the US, Feb 2020**

% of respondents

	Currently avoiding	Will avoid
Public transportation	49.3%	73.1%
International travel (e.g., vacations, business trips)	47.4%	68.2%
Shopping centers/malls	47.2%	74.6%
Movie theaters	41.9%	66.6%
Medical centers/hospitals	38.9%	50.6%
Community centers	35.5%	56.9%
Restaurants/bars/coffee shops	35.3%	60.5%
Shops in general	32.7%	52.7%
Sports events	32.0%	58.8%
Other entertainment/leisure venues	21.6%	40.7%
Schools/colleges	21.1%	39.3%
My workplace	11.1%	17.0%
Other	2.4%	1.4%

Note: currently avoiding n=532; likely to avoid n=1,121; ages 18+  
Source: Coresight Research, "Coronavirus Briefing: Flash Report," Feb 28, 2020

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