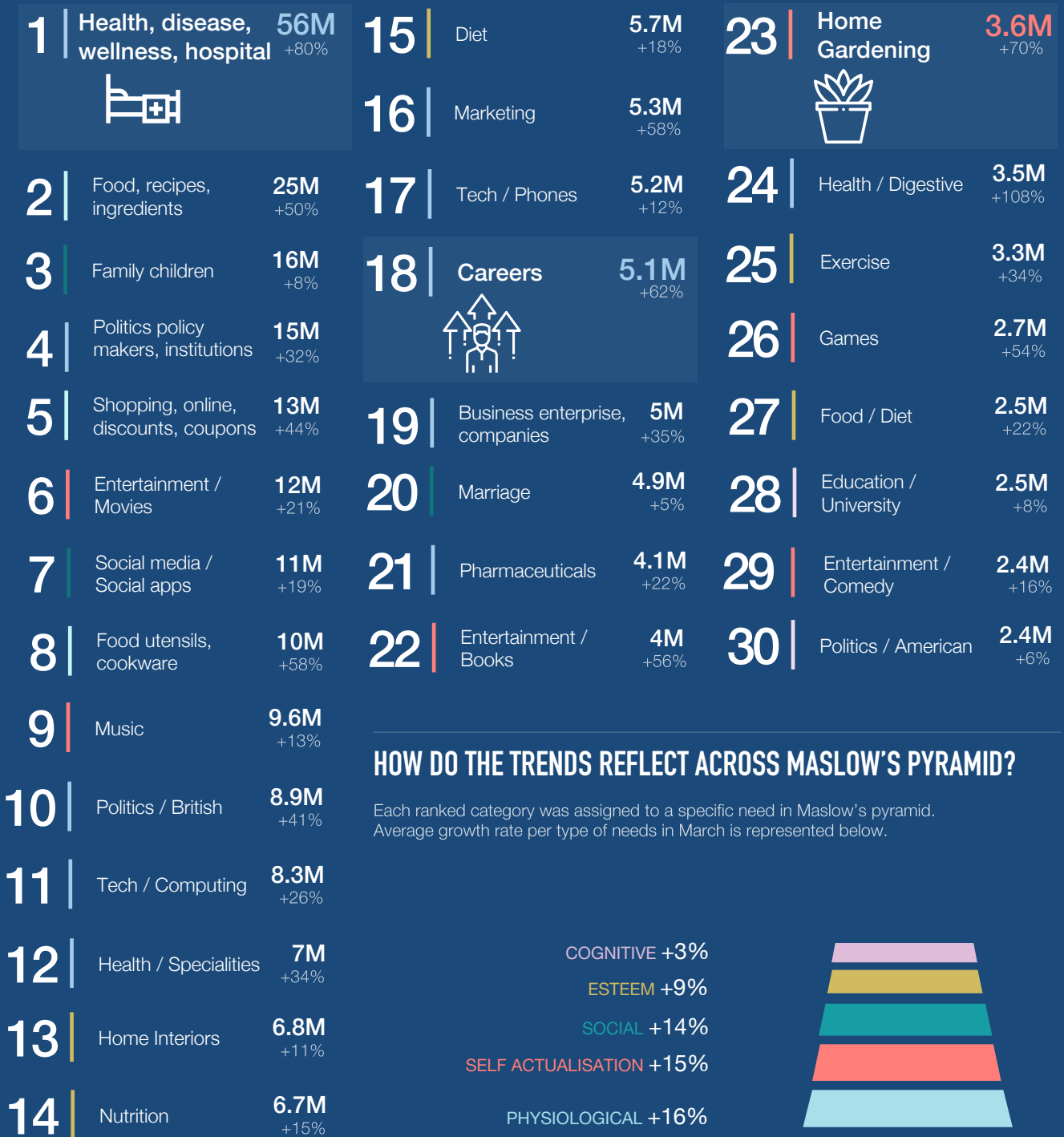


# WHAT ARE CONSUMERS READING DURING THE COVID-19 OUTBREAK?

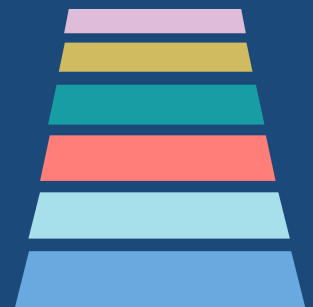
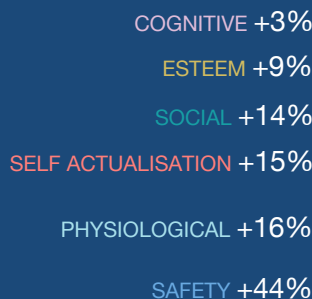
Teads

The ranking of the most read contents reveals growth across a wide variety of interests



## HOW DO THE TRENDS REFLECT ACROSS MASLOW'S PYRAMID?

Each ranked category was assigned to a specific need in Maslow's pyramid. Average growth rate per type of needs in March is represented below.



Source: Teads Media Barometer / Ranking by volume of page views for the week starting March 2 and % Evol between last week of March vs first week