




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

NETHERLANDS

1	Health, disease, wellness, hospital	4,9M +21%	15	Family Elderly	429K +9%	23	Charity	150K +36%
2	Food recipe, ingredients	2,3M +10%	16	Health Nutrition	370K +16%	24	Auto Motorbikes	130K +9%
3	Tech / Computing	2,3M +16%	17	Vidgames	370K +33%	25	Finance Credit	130K +25%
4	Shopping online, discount, coupon...	1,9M +35%	18	Home Gardening	330K +13%	26	Health Alt	120M +5%
5	Auto carmaker/autoshow	1,6M 10%	19	Economy Markets	330K +8%	27	Travel Family	120M +22%
6	News and Weather	1,3M 9%	20	Radio	320K +12%	28	Politics Brazilian 	97K +4122%
7	Business enterprise, companies...	840K +34%	21	Health Specialities	240M +13%	29	Auto Commercial	95K +8%
8	Food recipe, ingredients	780K +27%	22	Business Sme 	210K +44%	30	Allergy	86K +51%
9	Phones	770K +6%						
10	Politics Dutch	750K +21%						
11	Health Exercise	700K +30%						
12	Health Diet	650K +8%						
13	Economy debt / Inflation	530K +27%						
14	Games 	480K +61%						

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.

SELF ACTUALISATION +30%

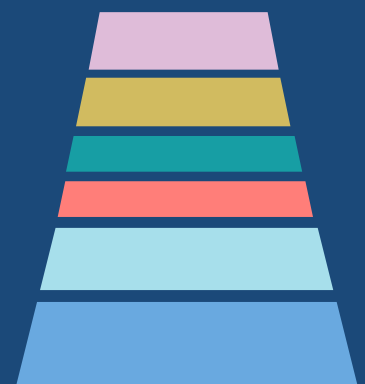
COGNITIVE +19%

ESTEEM +14%

SOCIAL +13%

SAFETY +20%

PHYSIOLOGICAL +21%



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