

It is estimated that total advertising spend in media will fall by about 30% this year due to COVID-19. To cope with this sharp decline in advertising revenue during the crisis, top national media groups such as the [The Irish Times](#), [Journal.ie](#), [Independent News & Media](#) and radio broadcast group [Communicorp](#) have temporarily laid off staff, reduced hours or cut staff pay by up to 30%.

[RTÉ News](#) announced that it will avail of the government's emergency wage subsidy scheme to pay staff after revenue fell by up to 35% during the coronavirus pandemic.

Local newspapers have been hit the hardest due to their dependence on local smaller advertisers. Iconic Newspapers and Celtic Media, the country's biggest local newspaper publishers, have introduced numerous redundancies across media such as The Limerick Leader, The Kilkenny People, and The Connaught Telegraph.

Reputable, on-demand news consumption reaches an all time high.

Despite these cuts, record numbers of Irish people are now relying on news content every day. RTÉ News reports its online audience has rocketed with a **200% increase** in the consumption of news stories in the last month alone.

As a result, [NewsBrands](#) Ireland is urging the advertising community to harness the power of trusted media, reporting that recent online traffic has broken previous records, with surges of up to 75% on weekly averages for top tier news outlets.

#COVID19
#FLATTENTHECURVE
#CORONAVIRUS
#COVID19IRELAND
#STAYHOME
#LOCKDOWN
#LOCKDOWNEXTENSION

Irish Influencers Inspire

As social media use rises, the nation's top influencers have been making headlines for positive engagement with their mass online following during the crisis. With vital fundraising events cancelled this year for many Irish charities, top lifestyle influencers, such as Louise Cooney, have raised impressive funds by altering their platform use to appeal for online donations, while others, like Doireann Garrihy, have engaged with followers to launch prize giveaways exclusively for front-line workers.

IMPACT OF COVID-19 ON THE MEDIA LANDSCAPE

WHAT CAN BE DONE

The workload of Irish journalists has been changed drastically. They currently have less freedom to choose their own topics, conduct interviews, or plan ahead for future content they may be interested in.

As media consumption changes, so will pitching strategy. While Ireland remains on lockdown, it is time to explore alternative channels to reach journalists, developing custom pitches via email, LinkedIn, and Twitter.

Remember, journalists are relying on these tools now too!

Make your content count. Journalists are finding themselves inundated with information through these channels, so it is vital to be innovative and strategic when pitching new content.

It is equally important to do the research and be sure that the most **relevant media contacts are being targeted** to make your pitching worthwhile.

The Irish audience is optimistic about overcoming COVID-19 and questions are already being raised about getting Ireland back on its feet. As restrictions begin to lift this year, **we need to be prepared with non-coronavirus content** that we can offer journalists when the time comes for other topics to regain focus in the media.

A survey conducted by GroupeM showed:

Ireland's social media use has exploded, with Instagram and Snapchat, showing the most considerable growth of up to:

45%

Podcast streaming is up:

50%

Music streaming has surged by:

72%

Spotify has observed an increase in demand for cooking and housework playlists.