

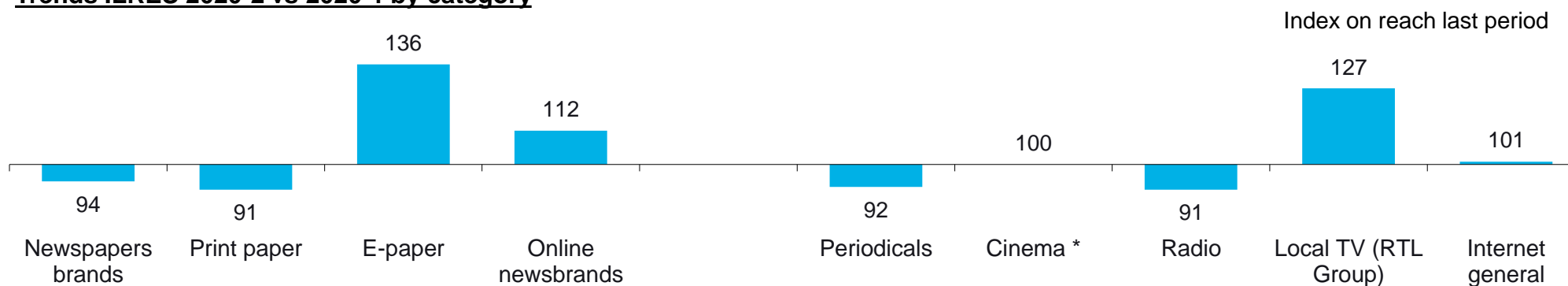
# GD Luxembourg: identifying the COVID-effect in media use



## COVID effect in ILRES 2020-2

Media category	Title	Period reach	Reach in abs	Reach % 2020-2	Reach % outside lockdown period	'COVID' Index
Free e-paper	<i>L'essentiel</i>	Daily	17.800	3,4%	2,3%	148
TV Foreign (Portugal)	<i>TVI Internacional</i>	Daily	18.900	3,6%	2,8%	129
TV Foreign (Germany)	<i>Vox</i>	Daily	14.200	2,7%	2,1%	129
Internet	Sites de l'administration publique	Daily	68.500	13,0%	11,0%	118
Print newspaper	<i>Zeitung vum Lëtzebuenger Vollek</i>	Daily	3.500	0,7%	0,6%	117
TV	<i>RTL Télé Lëtzebuerg</i>	Daily	109.700	20,9%	18,0%	116
TV	<i>Den 2.ten RTL</i>	Daily	11.900	2,3%	2,0%	115
Weekly paper	<i>D'Lëtzebuenger Land</i>	Weekly	16.900	3,2%	2,8%	114
Internet	<i>www.eldorado.lu</i>	Daily	30.500	5,8%	5,1%	114
Internet	<i>www.rtl.lu</i>	Daily	187.900	35,7%	31,7%	113

## Trends ILRES 2020-2 vs 2020-1 by category



\* ILRES 2020-2: cinema audience surveyed until 18/03/2020 (lockdown)