

## Impacts of COVID-19 on Content Review and Approval Survey

This survey was intended to collect perceptual data regarding the effect that COVID-19 has had on our client's Content Review Processes.

### Key Findings:

Our clients were well-positioned to adapt to COVID-19 related changes to review process operations. 100% of the responses indicated that review teams were able to adapt to COVID-19 related changes.

Overall, the most substantial change to the Content Review Process was that the average ratio of Digital to Print Materials submitted for review increased across all client teams. In fact, the Digital to Print Material ratio increased by at least 25%.

In summary, over 75% of Materials being created now are classified as Digital.



### Ratios of Digital to Print Materials Submitted for Content Review (Before and After COVID-19 Outbreak)

