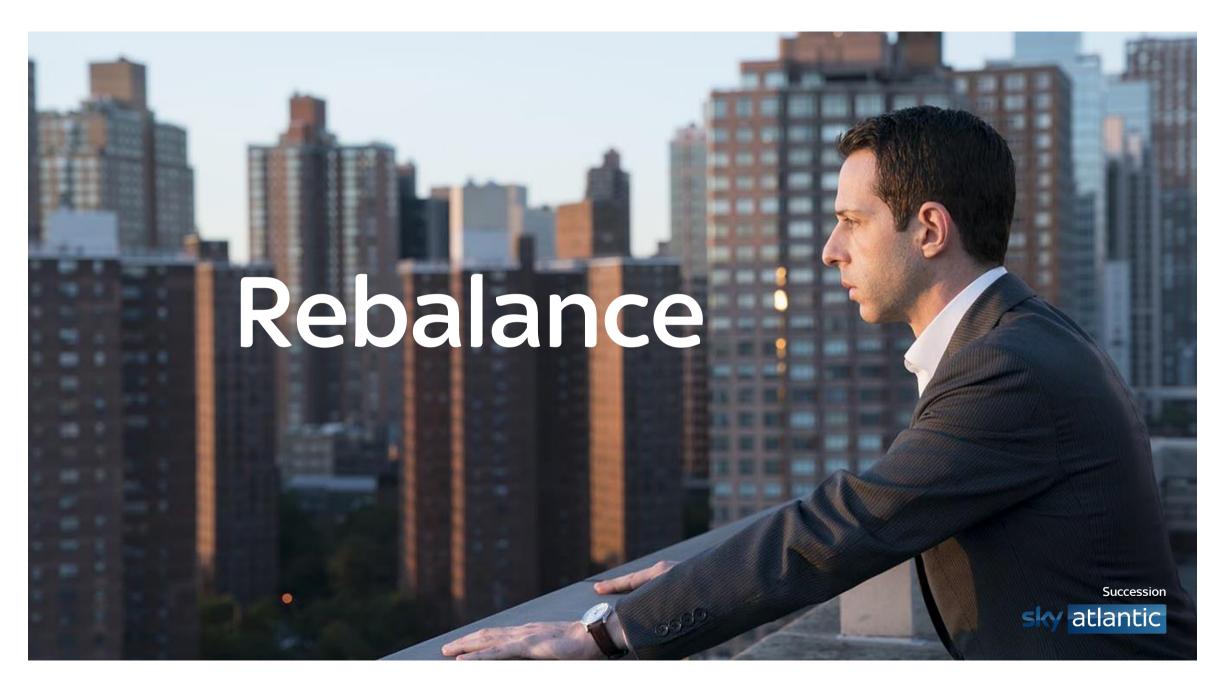
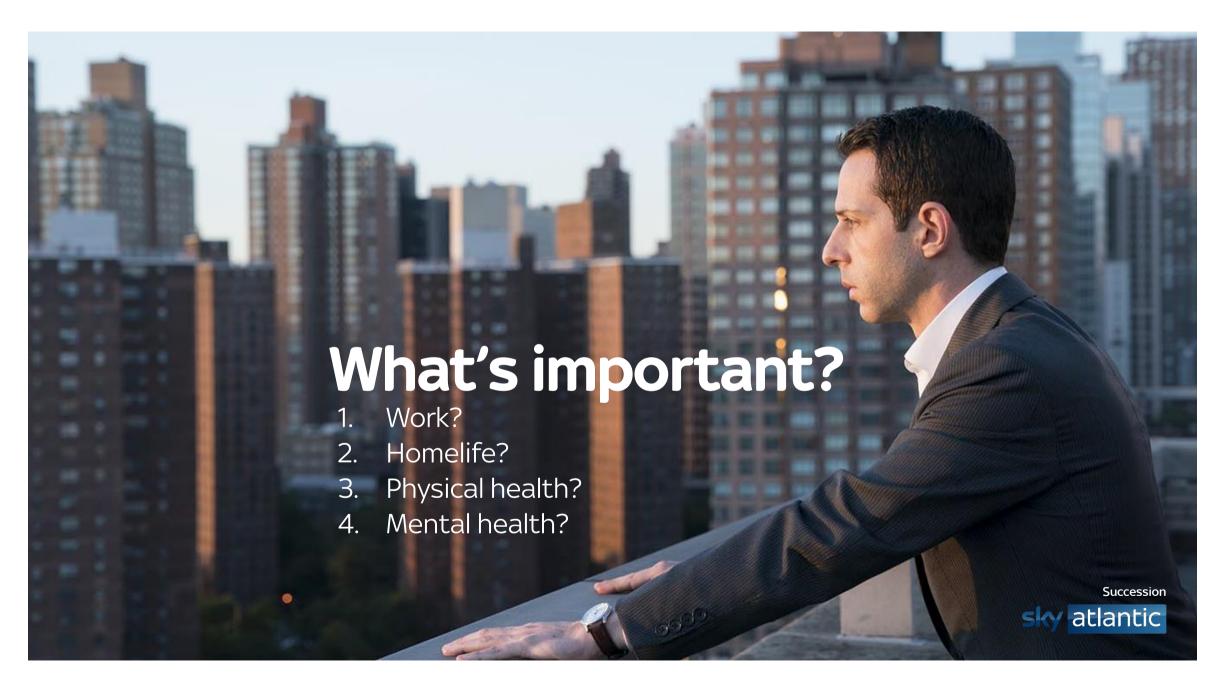


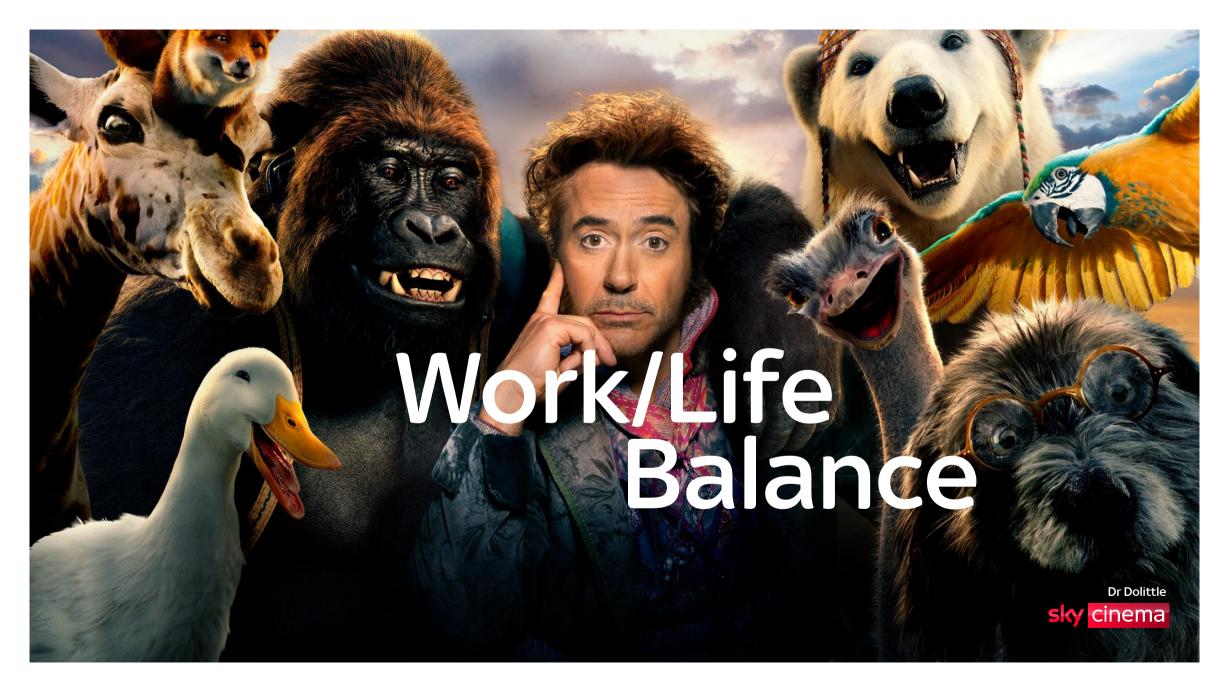
sky media

# **Drachan Forster**Viacom Partnership Controller

## **Trend 1: Rebalance**







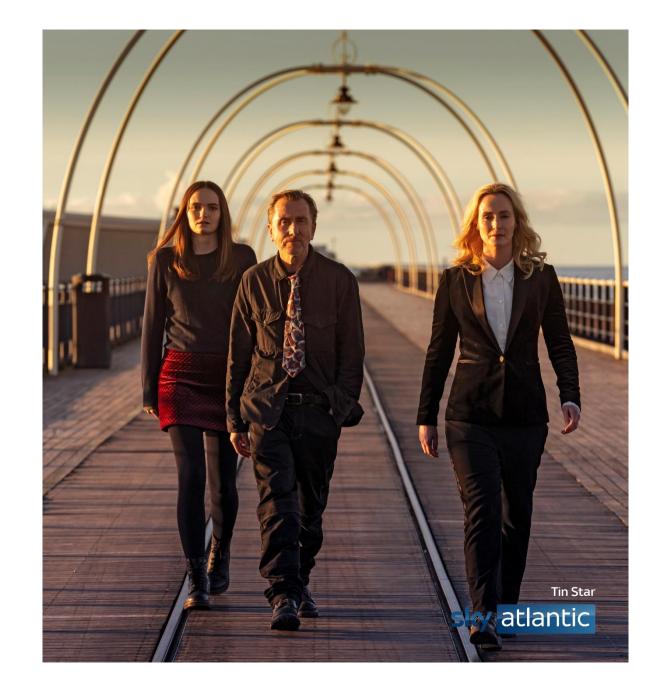
## Flexible working will lead to new opportunities

**47**%

Employers that expect workforce to adopt hybrid working post pandemic

10%

Workers that will move job to work from home





### Hobby to career

2m Hobby to career 3m

Hobby to side hustle

**44**%

More open to side hustle due to Hybrid Working

## How might we...

Tap into people's new hobbies, skills and side hustles?

#### Sky Arts tutorials



#### Comedy side hustle



#### Sky News branded content





### Consumers value physical and mental health

30%

Reporting an increase in their hours whilst working from home

**53**%

Agree they feel they have to be available at all times (more than a third of people surveyed) **36**%

Mental health and resilience resources were the most popular option when it comes to selecting training to build remote working skills

## Consumers value physical and mental health

**45**%

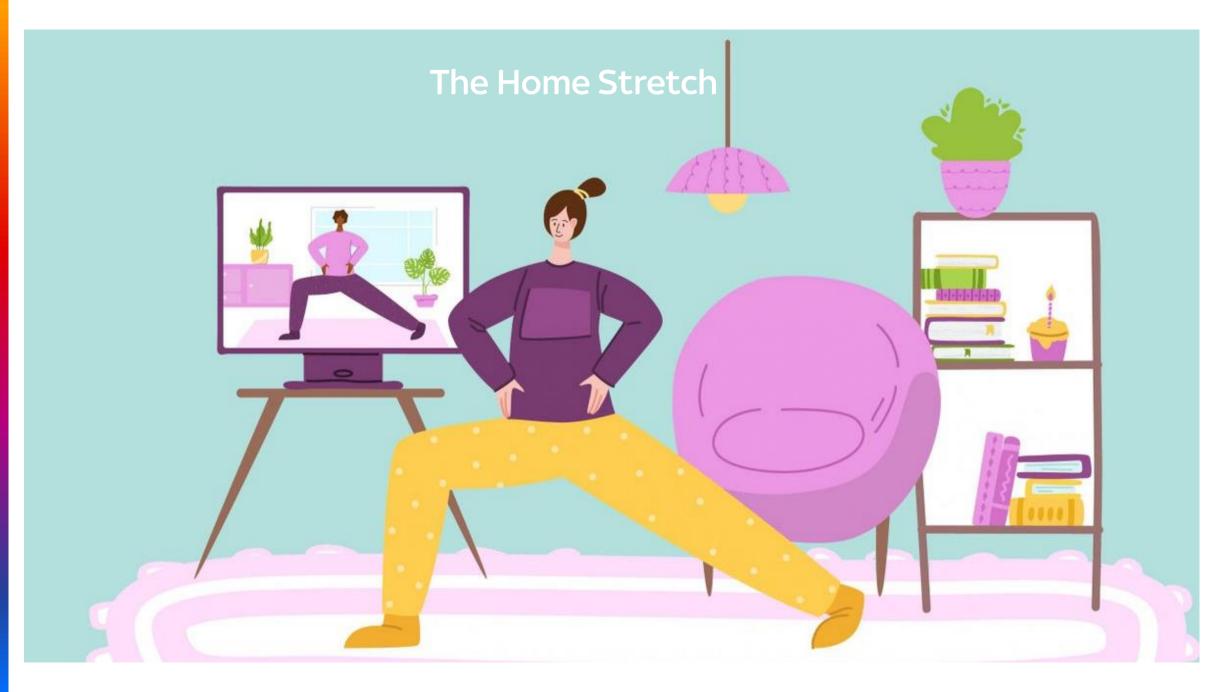
Exercise at home

**53**%

Have used meditation or wellbeing app

38%

Have used a live fitness app





## Why live in a city, when your workplace is flexible?

+126%

Searches for rural properties

+25%

Want to move out of the city



