

December 2014

Children's Media - UK

“Given that there is only a seven percentage point drop between the proportion of children who discover new content through ads and who discover new content through their parents purchasing it for them, it may be more effective for content owners to market directly to parents.”

November 2014

Cinemas - UK

“Further integrating mobile into the cinema experience presents many opportunities for operators, including improving the efficiency of booking systems, boosting additional purchases and creating targeted marketing campaigns.”

– **Rebecca McGrath, Research Analyst**

October 2014

Consumers and the Economic Outlook: Quarterly Update - UK

“The revival in confidence has stalled. Although the economy is picking up speed, the population as a whole isn't feeling the benefit of the recovery. People are as likely to say that they feel worse off than they did a year ago as they are to say that their finances ...

TV Service Providers - UK

“Die-hard sports fans are unlikely to ditch TV subscriptions anytime soon, however, others may well be tempted to as subscription-free services improve, smart TVs enter more homes and more people use paid video streaming services.”

– **Paul Davies, Senior Leisure and Technology Analyst**