

January 2017

Magazines - UK

“Consumers are more likely than ever to be accessing content one article at a time via social media or search, weakening the appeal of printed collections of content. The popularity of digital channels is pushing publishers towards multimedia content as users of digital channels expect video, interactive polls and other ...

November 2016

Cinemas - UK

“The industry as a whole is looking in good stead to continue to grow as more and more innovation from technology and the independent sector keep movie goers keen to visit the cinema. Developments in 3D and 4D technology are likely to draw in crowds of children and hard-core movie ...

October 2016

TV Viewing Habits - UK

“Binge watching is increasingly becoming the preferred method for watching TV series, particularly among younger viewers. However, for select TV series having a stalled release structure can still bring major gains in terms of boosting profile, anticipation and engagement as social media becomes the new ‘water cooler’.”

– Rebecca ...

September 2016

Media Consumption Habits - UK

“As the music streaming market becomes increasingly competitive, the volume of exclusive content and the effectiveness of content discovery systems are set to become key distinguishing features for consumers when choosing which service to select and stay with.”

– Rebecca McGrath, Media Analyst

Consumers and the Economic Outlook: Quarterly Update - UK

“For the UK, the EU referendum is one of the defining moments of the 21st Century so far, with long-term implications that will rival events as seismic as the financial crisis. The truth is, though, that this early in the process there has been little direct impact on most people’s ...

August 2016

Regional Newspapers - UK

“Willingness to pay for digital regional newspaper content is growing, particularly among younger people. As ad blockers create a new threat to digital advertising revenue, more regional titles may want to consider the option of implementing a soft paywall on select regional content.”

– Rebecca McGrath, Media Analyst

May 2016

Consumers and the Economic Outlook: Quarterly Update - UK

“Mintel’s consumer confidence data shows that the economy only has, at best, an indirect impact on sentiment. When the UK economy was outperforming most of its peers, many people were still pretty wary. However, in 2016 sentiment has continued to trend upwards, despite disappointing growth in the economy as a ...

Social and Media Networks - UK

“While the reach of branded communication still seems relatively limited, brands should not underestimate the potential of second-degree exposure through shares of content originally posted by brands and online reactions to offline ads, which can significantly broaden the audience that is exposed to a brand’s message.”

– Sara Ballaben ...

April 2016

Music and Video Streaming - UK

“Original content has become a powerful selling point for video streaming services. Music streaming services, which are looking to distinguish themselves within an increasingly competitive marketplace, are beginning to similarly explore the option of adding exclusive video content.”

March 2016

Digital Advertising - UK

Books and e-books - UK

“Reports of the death of print, as Mark Twain might have said, have been greatly exaggerated. For those who predicted an inexorable decline of physical books, the past 18 months have necessitated a re-think. Far more than in other media sectors, book buyers and readers maintain an emotional connection with ...



Media - UK

“The digital channel provides advertisers with a unique benefit that is difficult to replicate using other media formats – the ability to target a specific individual, with a specific message, at a specific time.

In order for the industry to maintain that advantage it is crucial that brands manage the ...

February 2016

News Consumption - Print, Online and Social - UK

“Facebook and Apple are looking to step up the role they play in news discovery and consumption with the introduction of aggregators that keep news readers within their eco-systems. In order to adapt to the potential impact these aggregators can have, publishers need to work to maintain control over content ...