

## December 2015

### Consumers and the Economic Outlook: Quarterly Update - UK

"Mintel's key measures of consumer confidence show that people are still wary. Although the improvements in sentiment that accompanied the end of the income squeeze have been sustained, 2015 has been a year of consolidation, rather than one of soaring consumer spirits. Earlier in the year, the election added ...

## November 2015

### Cinemas - UK

"Looking ahead, the film slates for 2016 and 2017 are promising but may struggle to match the stellar performance of 2015. Mintel expects slight growth in the market, mainly by virtue of average yield increases with admissions set to remain flat or maybe even show a slight decline during this ...

## October 2015

### TV Viewing Habits - UK

"Online video aggregators that collate a range of short-form videos to fit specific interests could re-invent the way that viewers discover new content, and create the ideal springboard for mobile viewing."

– Paul Davies, Senior Leisure and Technology Analyst

## September 2015

### Media Consumption Habits - UK

The rapid growth of short-form online video is impacting the media landscape; with Millennials in particular increasingly prioritising the mobile friendly content. As YouTube and other short-form platforms look to enter into the subscription sphere, long-form video platforms need to consider ways of adapting content to better suit all occasions ...

## August 2015

### Regional Newspapers - UK

Regional/local newspapers continue to struggle as the industry faces print circulation declines, job losses and closures. Publishers are putting extra investment into developing their online products in terms of content, format, advertising and paywalls in order to best compensate for the decline of print.

## June 2015

### Magazines - UK

"With print circulation continuing its decline, magazine publishers are exploring ways of monetising their still powerful brands by diversifying their platform options. Alongside their centrepiece print and digital editions, publishers are focusing on the opportunities presented by apps, websites, e-commerce, events, data-gathering and advertising technology."

- **Rebecca McGrath, Research Analyst**

## May 2015

### Social Networking - UK

"Privacy has become one of central debates surrounding social/media networks as users increasingly question the ways in which their data is being obtained and used. There is a need for the major networks to increase their transparency regarding their use of data, and ensure that opt-out options are clear ...

### Consumers and the Economic Outlook: Quarterly Update - UK

"Economic improvements are finally beginning to be felt at the consumer level. Falling prices of essentials and rising wages are helping incomes go further and there are indications that people are beginning to relax their budgets and spend on items and experiences that have been out of reach during the ...

## March 2015

### National Newspapers - UK

### Consumers and the Economic Outlook: Quarterly Update - UK

"The generally positive outlook of the economic climate, and the benefits that are gradually being witnessed at the individual level, means that the people of Britain are finally regaining their confidence. For the first time since the economic downturn, Mintel's data shows that more people feel better off compared to ...

### The Connected Consumer - UK

"Effective segmentation and focused targeting strategies through content personalisation are the key to making the benefits of contextual marketing to consumers outweigh the perceived disadvantages, thus boosting acceptance and adoption."

- **Sara Ballaben, Technology Analyst**

“Compensating for declining circulation revenue without raising cover prices continues to be a struggle for newspapers. Going forward, the best option for boosting digital revenue may be a ‘soft’ paywall, where more exclusive digital products are made paid-for, while basic news remains free in order to keep audience reach high ...

### February 2015

#### Streaming Media - UK

“Device and service integration is only likely to become a bigger topic for streaming brands in 2015, as consumers give more consideration to compatibility with their ever-evolving ecosystem, something which could be an advantage to brands that control the operating systems that will bring devices and apps together.”

– ...

#### Consumers and the Economic Outlook: Quarterly Update - UK

“People are finally starting to feel the benefit of the recovery in their pay packets. After five years, average wages are finally increasing more quickly than prices. Although this will take time to feed through into consumer confidence, there are signs that spending habits are changing.