

June 2017**Social and Media Networks - UK**

“The smart phone camera has become the primary way content is shared on social media. Mobile live streaming, Stories-like features and camera effects have become part of the standard repertoire of features of social media networks. Platforms are looking for new ways to differentiate themselves, leading networks away from their ...

May 2017**Music and Other Audio - CDs, Streaming, Downloads & Podcasts - UK**

“After price the factor that has the most influence on which subscription streaming service people choose is sound quality. Sound quality offers a clear way for streaming services to establish a premium tier option that capitalises on more invested music listeners. Improved data and broadband speeds as well as developments ...

April 2017**Digital Trends Spring - UK**

“The smartphone market can no longer rely on new owners for revenue growth, particularly as new entrants are now most likely to be over-55s, who are usually more price sensitive. This means that, more than ever, handset manufacturers need to provide existing smartphone owners with compelling reasons to upgrade their ...