

December 2018

Magazines - UK

“The backlash against Now’s Stacey Solomon cover highlights a lower acceptance of ‘mean-spirited’ celebrity coverage from magazines, with social media providing an easy way for magazines to be called out. Magazines that cover celebrity news need to be aware of existing in a more socially conscious time and the benefit ...

Cinemas - UK

“Rising ticket prices may deter cinema-goers from visiting as regularly as they’d like. Cinema operators are therefore looking at revenue streams beyond raising ticket base prices, including investing in widescreen theatres and ultra-comfortable VIP seating. However, by increasing the range of ticket options they risk losing clear differentiation between standard ...

November 2018

Consumers and the Economic Outlook - Quarterly Update - UK

“Financial well-being and confidence was lower in each of the three months to October than we reported throughout the summer months. This matches the stagnant economic performance in August and September. Overall though, most consumers are still getting by, and remain relatively optimistic about their financial future.”

– Rich ...

News Consumption - TV, Print, Online and Social - UK

“Consumers are split in regard to how much they trust social media platforms to make judgements on the trustworthiness of news sources. Until any new regulations are put in place, social networks have to work to reduce the prominence of inaccurate news sources, while reassuring users that political or social ...

September 2018

Media Trends Autumn - UK

"Across media markets consumers have become very comfortable with the subscription payment model and they show a willingness to sign up to multiple types of subscriptions, with expense the primary barrier to doing so. The video subscription market in particular is set to undergo significant changes over the coming years ...

August 2018

Consumers and the Economic Outlook - Quarterly Update - UK

“Consumers continue to worry about the impact Brexit will have on the UK economy. But people are still focussing much more on their own financial situations, which are currently in a pretty healthy state. The base rate rise will make it harder for some, but the general outlook is positive ...

Attitudes towards Video and TV - UK

“Competition within the video subscription streaming market is set to increase considerably over the coming years as major new players, from Apple to YouTube, introduce new services. Many of these services look as if they will be combining TV content with other media formats, including music, which could help boost ...

July 2018

Regional Newspapers - UK

“Regional/local newspapers continue to struggle within the digital world, with media platforms such as Facebook and Google set up to favour national titles. The Cairncross Review, to be published in early 2019, indicates that there will be far greater government involvement in supporting the industry, through subsidies or regulation ...

June 2018

Consumers and the Economic Outlook - Quarterly Update - UK

“The increase in confidence that we discussed in Consumers and the Economic Outlook – UK – March 2018 clearly wasn’t a one-off. Our confidence data has been running for almost a decade now, and people’s assessments, both of their current financial situation and how they expect their finances to shape ...

Books and E-books - UK

“The excitement of the print revival has died down slightly with print growth stalling in 2017 and 2018. The most intriguing sector of the book market currently is audiobooks; with the format likely to receive a boost from the growing popularity of voice-controlled smart speakers”.

May 2018

Digital Advertising - UK

“The digital advertising market is expected to continue its growth despite potential challenges to programmatic services from the GDPR. Indeed, the regulation may serve to actually improve consumer confidence in an industry which is being criticised over the indiscriminate collection of personal data. An industry-wide standard for ad quality is ...

April 2018

Social and Media Networks - UK

“While there is a trend towards cutting down on social media use, more people than ever are using social networks and the vast majority are sharing content. Platforms more popular with younger demographics must strike a balance between maintaining a cool brand image and continuing to cater for long-term users ...

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

“The introduction of voice-controlled smart speakers, such as the Amazon Echo, has been a very exciting development for audio markets. As the popularity of the device grows it can significantly impact how, when and which content people are listening to. Streaming services are now competing to best understand how to ...

March 2018

Consumers and the Economic Outlook - Quarterly Update - UK

“People are still wary about the potential impact of Brexit – particularly when it comes to the cost of living. But people seem able to separate these macro-economic concerns from their own personal financial situation. Unemployment remains at record lows, and while average wages are still increasingly more slowly than ...

February 2018

National Newspapers - UK

“Changes to Facebook’s News Feed present both problems and opportunities for newspaper publishers. It highlights the need to diversify across platforms to not become reliant on any particularly source for traffic. Some newspapers, however, could gain more prominence on the social network as Facebook takes a more active role in ...

Media Trends Spring - UK

“As YouTube attempts to tackle the issue of controversial content being uploaded to the network, its relationship with some of its key creators is becoming more strained. This may further open the door for Facebook to become a true rival to YouTube in the short online video sector.”