

December 2017

Magazines - UK

“Once again, overall print circulation figures do not make for pleasant reading. However the recent success of some print sectors, notably current affairs, does hint at a brighter future for some print titles than is often predicted. While magazines will obviously be investing heavily in developing and diversifying their digital ...

November 2017

Cinemas - UK

“High consumer interest in 4DX cinema indicates that the format will not simply be a gimmick but could potentially become a genuine staple of the industry. Broadening the scope and appeal of the format will rest on using it to different degrees for different genres, with some films only having ...

Consumers and the Economic Outlook: Quarterly Update - UK

“Consumers’ spending power is being hit by the squeeze on incomes as inflation continues to outpace average wage rises. In four of the last five months, people have been more likely to feel worse off compared to a year ago than to say that their finances have improved. This is ...

October 2017

TV Viewing Habits - UK

“While mobile devices are being used more frequently to view TV, few people are using their smartphone to watch content outside of the home. The introduction of zero-rating data offers, such as mobile network Three’s Go Binge, while controversial, could significantly boost the ability of people to watch high-quality TV ...