

### September 2009

#### Film Viewing Habits - UK

Films play a central role in the leisure experience for most people at least some of the time, spanning cinema, TV movie subscriptions, DVD sales and rentals and, more recently, streaming and downloading via the internet. But how are the different sub-sectors performing and what are the key trends in ...

### August 2009

#### Edutainment or Escapism? - UK

TV viewing is one area that has prospered during the recession, as consumers abandon more expensive out-of-home entertainment in favour of a night in front of 'the box'. BARB data show that average daily television viewing increased by 3% in 2008, to 3 hours and 45 minutes per head – ...

### July 2009

#### Sports Sponsorship - UK

Since the economic downturn began in 2007, marketing budgets have been squeezed across the board. But despite the negativity surrounding the marketing communications industry, sports sponsorship market has appeared fairly resilient so far, demonstrating growth of 2.1% to £486 million in 2008, while above-the-line adspend declined. While to a ...