

December 2013

Children's Media - UK

“Access to a tablet - either through the child’s personal ownership or through shared ownership in a house - is steadily increasing, and access to video on demand streaming services will increase alongside. The ultimate success of the services will depend on how they are positioned to parents: positioning as a shared ...

November 2013

Cinemas - UK

“With improved websites and smart phone apps that help consumers select films, there is even more scope for cinemas to assume the role of curator, helping consumers decide how best to allocate their cinema funds.”

October 2013

TV Service Providers - UK

“Whilst the pay TV sector is in a healthy position, providers will be under greater pressure to stay ahead of subscription-free products and services. Although pay TV providers have so far seen off much of the threat from free-view-view platforms, smart TVs and wireless streaming services will arguably present an ...

September 2013

Books and e-books - UK

“The UK consumer market for books and e-books is expected, for the first time in many years, to show an increase in value in 2013, as a result of the boost to sales which has been provided by the growth in sales of e-books. This growth has more than compensated ...

August 2013

Music and Video Purchasing - UK

“Bricks and mortar retailers used to distinguish themselves by the range of CD or DVD content they carried. Given the digitisation of the market however, storage space is now essentially infinite, and the biggest library is no longer the most impressive. Over 2014 Mintel predicts digital content suppliers and providers ...

July 2013

Media Consumption Habits - UK

“What is required to revitalise CD/DVD sales is to associate hard copy media with the idea of high inherent value, so that consumers who otherwise might think “I do not have the money for this” instead think “this is worth the extra outlay”. If the industry can foster this ...

June 2013

Magazines - UK

“Publishers need to look beyond traditional print-style purchasing models and explore non-traditional methods that will perform better in a digital environment. For example, readers could have the option to unlock content article by article for small sums of money, or through credits earned through watching adverts, sharing content on social ...

May 2013

Social Networking - UK

“Mobile users will be able to access social networks with a greater frequency, but will likely have a greater fragmentation in their attention span due to conflicting demands on their time whilst out of the house. Quickly absorbed, easily interrupted media content may be more popular than complex social interactions ...

April 2013

National Newspapers - UK

“Whether consumers like it or not, the only long-term sustainable business model for national newspapers’ online operations is to combine revenue from



Media - UK

advertising with some form of subscription payment, so it is likely that we will see more brands switching to this model in the next 12-18 months.”

March 2013

Regional Newspapers - UK

“Finding a technology platform that will automatically adapt itself to the type of device the content is being viewed on is becoming of paramount importance and ultimately could dictate whether or not digital operations can operate at a profitable level.”