

## December 2011

### Children's Media - UK

“There are fewer opportunities for today’s children to enjoy iconic shared TV moments; hence the growing importance of mainstream crossover family TV (and family-oriented gaming such as the Wii) in providing a form of collective cultural bonding between friends and between children and adults.”

## November 2011

### Consumers and The Economic Outlook - Quarterly Update - UK

The report includes an overview of the changes in household well-being over the last three years, a breakdown of planned and recent spending, and consumers' assessment of when the feelgood factor will return to the economy.

### Video Games - UK

“Publishers are developing ways in which to potentially increase acceptance of the play pass model (for example through the inclusion of a multiplayer aspect), but consumers will inevitably expect the initial cost of second-hand games to fall to allow for the subsequent expected outlay. So while publishers’ revenues may receive ...

## October 2011

### Television Viewing Habits - UK

“Innovations in technology and digital media are changing the way we consume television. We may soon be saying goodbye to the traditional TV guide, made up of a scrolling timeline, and instead welcoming a personalised guide populated with our favourites and recommendations, so that we can watch the shows that ...

## September 2011

### Media Content On the Go - UK

“The once-obvious usage scenarios for particular devices are becoming ever more blurred. Portable media players have seen slower rates of take-up as multifunctional smartphones became more popular and cannibalised their market share. Tablet computers replicate to a large extent the features and functions of laptops, especially when considering the streaming ...

### Magazines - UK

“Initial hope and hype that the iPad might prove to be the saviour of the magazine industry has been replaced by a healthy dose of realism. However, there is a growing belief, supported by Mintel’s exclusive consumer research, that the crucial 16-34 age group is more willing to spend money ...

## August 2011

## Music and Video Purchasing - UK

For the first time for digital video, content producers, retailers, manufacturers and consumers are starting to move in the same direction – albeit slowly. Music by contrast, already well established as a digital product, now needs to focus on improving the delivery experience and working out a pricing model that ...

## July 2011

### Consumers and The Economic Outlook - Quarterly Update - UK

The report includes an overview of the changes in household well-being over the last three years, a breakdown of planned and recent spending, and consumers' assessment of the potential impact of the government's austerity measures.

## June 2011

### Mobile Phone Apps - UK

This report examines mobile applications, or 'apps', that are installed and used on leading smartphone platforms. It considers how many apps UK smartphone owners download, pay for and use; the categories of apps that are most popular; how these consumers discover new apps; and how mobile apps affect consumer decisions ...

## May 2011

### Cinemas - UK

Although cinema admissions fell back in 2010 after a period of three successive years of growth, the value of the industry continued to grow, reflecting the substantial boost which it has been given by the development of 3D films, which attract a 30-40% price premium over standard 2D movies.

### Social Media and Networking - UK

This report considers the world of social media, giving an overview of the various online services that facilitate social experiences. In particular, this report investigates how members, as well as companies and advertisers, are using and responding to social networks.

## March 2011

### National Newspapers - UK

This report considers the market for national newspapers, which has experienced a tough period

### Regional Media - UK

This report examines the market for regional media, including newspapers, websites, radio and TV. This is an



## Media - UK

during the past two years or so as a result of the impact of the recession on both sales and advertising revenues. This came on the back of a long-term downward trend in circulations.

industry which has been more affected than most by the economic downturn, since it relies heavily (or in the case of freesheets, exclusively) on revenue from advertising, which has slumped as advertisers have ...

### February 2011

#### Books and e-books - UK

The market for books is undergoing a fundamental change at present, driven primarily by the steady growth of e-books and declining print book sales but also in the area of distribution, with a move away from the high street towards online channels.