

December 2014

Performing Arts - UK

“Performing arts organisations’ digital focus should be on their expertise as creators, and enabling their growing online audience to act as curators of the content they produce.”

Visitor Attractions - UK

“Technological advances are providing the opportunity for attractions to innovate in terms of the experience they can offer. They are able to create far more sensory and immersive experiences that will further blur the lines between fun and learning”.

– **Rebecca McGrath, Research Analyst**

November 2014

Cinemas - UK

“Further integrating mobile into the cinema experience presents many opportunities for operators, including improving the efficiency of booking systems, boosting additional purchases and creating targeted marketing campaigns.”

– **Rebecca McGrath, Research Analyst**

October 2014

Music Concerts and Festivals - UK

“With companies like Live Nation promoting thousands of concerts and festivals each year, or AEG having such a strong position in London in terms of the sheer number of major venues that it operates, there is the potential for promoters to offer a season ticket, which could be used mainly ...

Online Gaming and Betting - UK

Leisure Review - UK

“With any leisure business, revenues and profits are dictated by capacity and the ability of that business to maximise efficiencies from that capacity; if automation offers a way of increasing throughput, this can have a beneficial effect on profitability because the core overheads essentially remain unchanged.”

– **Michael Oliver ...**

Football - UK

“Football’s offerings across the digital platforms that are the game’s new frontier are so far preaching primarily to the converted rather than building a new audience beyond its core match-going support.”

– **David Walmsley, Senior Leisure Analyst**

Consumers and the Economic Outlook: Quarterly Update - UK

“The revival in confidence has stalled. Although the economy is picking up speed, the population as a whole isn’t feeling the benefit of the recovery. People are as likely to say that they feel worse off than they did a year ago as they are to say that their finances ...



Leisure - UK

“Political and public pressure for new restrictions on television gambling ads comes at an opportune moment for an industry looking to wean itself off free money promotions and move to more sophisticated marketing strategies around brand, product and experience.”