

## 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 ...

## September 2017

### Media Consumption Habits - UK

“As streaming markets become more congested, services are giving greater priority and promotion to content discovery features. People have a growing expectation that streaming services should be able to find them the most suitable new content amongst their vast libraries. Successfully helping people discover new content that they enjoy will ...

## August 2017

### Consumers and the Economic Outlook: Quarterly Update - UK

"The snap election clearly unsettled consumers. All three of our measures of sentiment fell between April and May. And the inconclusive result means that there was no immediate bounce in confidence post-election. Instead, our data shows that people were even more concerned after the results were announced than they were ...

#### June 2017

### Books and e-books - UK

"The print book revival continues as consumers, young and old, demonstrate an appreciation for being able to tangibly own and read physical content. In contrast, the e-books market has stagnated, indicating that innovation is needed to regenerate excitement around the format and more distinctly distinguish e-books from the currently favoured ...

#### May 2017

### Music and Other Audio - CDs, Streaming, Downloads & Podcasts - UK

"After price the factor that has the most influence on which subscription streaming service people choose is sound quality. Sound quality offers a clear way for streaming services to establish a premium tier option that capitalises on more invested music listeners. Improved data and broadband speeds as well as developments ...

#### March 2017

### Video - UK

"The growth of the streaming segment has balanced out declining physical video sales, maintaining equilibrium in the UK video market. The rapid growth of the streaming segment has put pressure on broadcast TV providers to 'Netflixify' their offering and provide on-demand content across a range of devices. Growth in streaming ...

### Regional Newspapers - UK

"Mintel's research highlights a strong desire for regional/local newspapers to play a more proactive journalistic role; conducting more investigative research and launching campaigns on local issues. New resources are opening up to aid such regional journalism, while greater inclusion of investigative reporting could help further open the door for ...

### Social and Media Networks - UK

"The smart phone camera has become the primary way content is shared on social media. Mobile live streaming, Stories-like features and camera effects have become part of the standard repertoire of features of social media networks. Platforms are looking for new ways to differentiate themselves, leading networks away from their ...

### Digital Advertising - UK

"Ad personalisation through user input is key to boosting engagement; particularly as many consumers are showing interest in ad-blocking. But there isn't necessarily a one-size-fits-all solution to balance personalisation and intrusiveness, as individual users have different attitudes towards their personal information and the extent to which they are happy to ...

## Consumers and the Economic Outlook: Quarterly Update - UK

“Consumer sentiment has remained strong, reflecting growing real wages, low unemployment and, as yet, the absence of any major economic upheaval post-EU vote. When it comes to the impact of the vote, people are relatively positive about the big-picture issues such as the UK’s economic growth, and most feel ...

January 2017

## Sport and the Media - UK

“There are signs that major media players, including Facebook, Twitter and Amazon, are looking to make significant plays in regards to live sport broadcasting over the coming years. Live sport could offer these platforms a powerful differentiating feature within competitive marketplaces, while also potentially presenting a genuine threat to the ...

## National Newspapers - UK

“Heightened controversy over the spread of fake news and misinformation in 2016 has presented established national newspaper brands with an opportunity to reaffirm to the public the important role they play in terms of offering reliable journalism.”

– Rebecca McGrath, Senior Media Analyst