

Media Content On the Go - UK - September 2011

Report Price: £1750 / \$2837 / €1995



"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 or consumption of video content.

For content providers, it is not enough anymore to assume a consistent usage scenario for the consumption of their portable offering. Content being rolled out to or optimised for portable devices needs to be presented in such a way that users on portable device A receive an experience similar in quality and scope to those who access the same content through device B, whatever and wherever those devices are."

– Samuel Gee, Technology Analyst

In this report we answer the key questions:

- How can consumers be encouraged to make more use of location-based services?
- Are devices becoming less distinct?
- Can consumers be persuaded to pay for content on the go?
- Can eBook publishers surmount the emotional connection to physical books?

Definition

Whilst books and magazines have always been, to an extent, 'content-on-the-go', this report focuses on their digital counterparts – namely eBooks, digital magazines or newspapers (usually presented as 'apps'), and MP3/video content.

eBooks are files that are read primarily on dedicated eBook readers such as the Amazon Kindle or the Sony Reader.

Consumption of pirated digital music and video content falls outside the scope of this report. For more information on the spread of digital content piracy, see Mintel's Music and Video Purchasing – UK, August 2011 report.

Your business guide towards growth and profitability

A Mintel report is your one, best resource for information and analysis on consumer markets and categories.

Each report contains:

- Primary consumer research
- Market size and five year forecast
- Market share and segmentation
- Brand and communications analysis
- Product and service innovation

To see what we cover in this report click on the report's "contents" section.

If you have any questions or require further information, send an email to oxygen@mintel.com or call one of our regional offices:

EMEA: +44 (0)20 7778 7151
Americas: +1 (312) 932 0600
APAC: +61 (0)2 8284 8100