

Media Consumption - UK - July 2012

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"As the UltraViolet Initiative grows in scope, accessing video content stored in 'digital lockers' from any internet-connected device will become as easy as it currently is for music. DVDs and discs must therefore represent an investment in extra quality, either through the inclusion of special features or just their positioning as something that only a 'true fan' would own, in order to remain relevant."

– Samuel Gee, Technology Analyst

In this report we answer the key questions:

- Does the conflict between digital and physical music and video really exist?
- How will newspapers survive in an increasingly digital ecosystem?
- How much will second-screen activities increase over 2012 and 2013?
- How can consumers be persuaded to engage more with online purchasing?

The media market is slowly evolving with consumers tempted by the plenitude of options that digital engagement brings – including a wider range of options for accessing their purchases or more devices, as well as faster delivery systems – but still in many cases enjoying the permanence and ownership of a physical item.

This report will examine seven types of media content; newspapers, magazines, books, music, radio, television and film, in order to investigate how consumers are interacting with them, and where future opportunities might lie.

Specifically, the report examines how consumers interact with media content after viewing it, how consumers approach second-screen activity, how consumers prefer to pay for content, what media content consumers prefer to pay for and how consumers are engaging with media content.

This report discusses newspapers, magazines, books, music, radio, television and film. 'Digital content' refers to any media content delivered exclusively over the internet, such as websites for news or magazines, or streamed video-on-demand services. It does not refer to CDs, DVDs or Blu-ray discs, even though the information encoded on these discs is technically digital content.

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