

Music and Video Purchasing - UK - August 2013

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“Bricks and mortar retailers used to distinguish themselves by the range of CD or DVD content they carried. Given the digitisation of the market the biggest library is no longer the most impressive. Digital content suppliers and providers will continue to refine their content recommendation heuristics, to attract a loyal customer following.”

– Samuel Gee, Technology Analyst

This report looks at the following areas:

- What will happen to video streaming services next?
- What will keep pushing the evolution of digital music?
- What is the future of physical product?
- Is the future of UltraViolet in danger?

The music and video markets for some time were caught in a downward spiral, where consumers were shying away from hard copy at a faster rate than they were turning to digital replacements. The value of both markets has been falling for some time as a result. However, 2014 looks to be the year this will finally end, with both markets expected to stabilise, primarily thanks to increasing revenue from digital sources. This report examines the state of the music and video markets, alongside the music and video consumers buy, and factors that would incite consumers to purchase physical media more in future. It also examines factors that have prevented consumers watching digital video so far, and how consumer purchase of hardcopy media changes after their introduction to digital content. Finally, it looks at consumer awareness of and intentions to interact with the UltraViolet digital video, cloud-based locker.

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