

Social and Media Networks - UK - May 2014

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“It is possibly the breadth of content that users are habituated to sharing on social networks that leads them to push content there more frequently. It is easier to post to, for example, Facebook with a link, thought, picture or video indiscriminately, than it is to find specific visual content in the right format.”

– Samuel Gee, Senior Technology and Media Analyst

This report looks at the following areas:

- Facebook is trying to transition one social audience to multiple media audiences
- Device activity is shifting

This report will variously talk about “social networks”, “media networks” and simply “networks”, which can refer to either social or media types.

Social networks

- Mintel defines social networks in this report as any networks which have person-to-person interaction at the heart of their offering. The four main networks Mintel includes under this heading in the UK are Twitter, Google+, LinkedIn and Facebook. These networks are the focus of all analysis in the consumer-focused sections of this report. Any discussion of ‘core’ social networks also references these networks.

- The market-focused sections of this report are based on data provided by comScore, which do not separate Google+ usage from more generic Google usage. For that reason, Google+ is not included in market discussion, though it is included in Mintel’s exclusive consumer research.

Media networks

- Media networks are defined by Mintel as networks that facilitate person-to-person communication either through the sharing of media, or with a thematic focus on media (such as books, films or games).

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