

Media Consumption Habits - UK - September 2015

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The rapid growth of short-form online video is impacting the media landscape; with Millennials in particular increasingly prioritising the mobile friendly content. As YouTube and other short-form platforms look to enter into the subscription sphere, long-form video platforms need to consider ways of adapting content to better suit all occasions and devices.

This report looks at the following areas:

- The importance of short-form video
- The impact of new music streaming services

The music subscription market has undergone significant changes over the last year, with Spotify's dominance being challenged by multiple new entrants, including Tidal, Apple Music, YouTube Music Key and Prime Music. Mintel's consumer research suggests a challenging road lies ahead in capturing the currently small paying music subscription consumer base. Music streaming services need to convince more free users to upgrade by expanding and diversifying their offerings.

The once booming e-book market is beginning to stall, facing the resilience of the print medium and increased investment and interest in the audiobook format. Price is currently the primary appeal of e-books, but going forward e-book producers can look to put experience front and centre through further investment in the 'enhanced e-book' concept.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Spotify moves into video

Music added to Amazon Prime

Comcast to launch YouTube rival

Vessel introduces short-form subscription service

Harlequin offers e-book rewards programme

Audible launches original audiobook series

Launch Activity and Innovation

Tidal, Apple Music and Prime Music take on Spotify ...

...while Spotify branches out into video

Comcast set to launch YouTube rival

Vessel introduces short-form subscription service

Audible launches original audiobook series

Harlequin offers e-book rewards programme

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A third of people purchased a DVD in the last year

Video streaming subscription purchases double those of music

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Few express concern regarding fair pay for artists

Most people multi-task while watching TV

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A third of people purchased a DVD in last year

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Video streaming subscription purchases double those of music

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