

Media Trends Autumn - UK - September 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



This report looks at the following areas:

"Across media markets consumers have become comfortable with the subscription payment model and they show a willingness to sign up to multiple types of subscriptions, with expense the primary barrier to doing so. The video subscription market is set to undergo significant changes over the coming years as new subscription options are introduced."

- Rebecca McGrath, Senior Media Analyst

**BUY THIS
REPORT NOW**

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

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

Media Trends Autumn - UK - September 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Overview

What you need to know
Products covered in this Report

Executive Summary

Purchasing of physical media falls
Figure 1: Physical media purchases, December 2017 and June 2018

Over a third use a paid-for video streaming service
Figure 2: Use of paid-for subscriptions, December 2017 and June 2018

Video games are the most popular type of download
Figure 3: Media downloads, December 2017 and June 2018

Less than half of 16-24-year-olds watch Freeview TV
Figure 4: Media activities, December 2017 and June 2018

Nearly one in four listen to music on a TV
Figure 5: Devices used for media activities, June 2018
Figure 6: Devices used for media activities, June 2018

Four in 10 have just one digital media subscription
Figure 7: Number of digital media subscription services used, June 2018

More than six in 10 people share at least some of their subscription accounts
Figure 8: Number of shared subscription accounts, June 2018

One in four are interested in subscribing to a new service
Figure 9: Interest in new digital media subscription, June 2018

Six in 10 would most like to subscribe to a service offering TV/films
Figure 10: Type of subscription service interested in, June 2018

Expense is the main reason people do not subscribe to an additional service
Figure 11: Reasons for not purchasing new subscription, June 2018

People would prefer a service to have a wide range of one type of media
Figure 12: Subscription streaming preferences, June 2018

Physical Media Purchases

Purchasing of physical media falls
Figure 13: Physical media purchases, December 2017 and June 2018
Figure 14: Physical media purchases, by gender, June 2018

More than one in three people bought a print book

Generation Z appears ready to move on from video game discs
Figure 15: Purchased video game disc in last three months, by generation, June 2018

Bricks-and-mortar stores see benefit of ongoing physical purchases

Usage of Subscription Services

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | China +86 (21) 6032 7300
APAC +61 (0) 2 8284 8100 |
EMAIL: reports@mintel.com

Media Trends Autumn - UK - September 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Almost half use a pay-TV subscription

Online subscription services challenge Sky and BT on sports rights

Figure 16: Use of paid-for subscriptions, December 2017 and June 2018

Figure 17: Repertoire of paid-for subscription services used, December 2017 and June 2018

Over a third use a paid-for video streaming service

Figure 18: Use of paid-for subscriptions, by age, June 2018

Figure 19: Use of paid-for video streaming service, by age, December 2017 and June 2018

One in five higher earners have a digital newspaper subscription

Media Downloads

Limited desire to buy downloads in a streaming world

Figure 20: Media downloads, December 2017 and June 2018

Figure 21: Repertoire of media downloads, June 2018

Video games are the most popular type of download

Less than one in six bought an e-book

Media Activities

Even Netflix looks to capitalise on the ongoing popularity of radio

Figure 22: Media activities, December 2017 and June 2018

Major newspaper brands launch new joint advertising service

Less than half of 16-24-year-olds watch Freeview TV

Figure 23: Watched free TV/video services in last three months, by age, June 2018

Facebook makes bold move into sports rights across the world

Facebook introduces Watch Parties for collective viewing

Devices Used for Media Activities

Spotify partners with Samsung for seamless cross-device listening experience

Figure 24: Devices used for media activities, June 2018

A limited number of people are watching TV/films on their smartphone

Figure 25: Devices used for media activities, June 2018

Figure 26: Viewed content on a smartphone in last three months, by age, June 2018

YouTube offers list of signature devices

Amazon to launch own smart TV?

Special Focus: Subscription Services and Account Sharing

Four in 10 have just one digital media subscription

Figure 27: Number of digital media subscription services used, June 2018

Figure 28: Number of digital media subscriptions used, by household income, June 2018

Figure 29: Number of digital media subscriptions used, by age, June 2018

More than six in 10 people share at least some of their subscription accounts

Figure 30: Number of shared subscription accounts, June 2018

Figure 31: Number of shared subscription accounts, by household income, June 2018

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Media Trends Autumn - UK - September 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 32: Number of shared subscription accounts, by presence of children in household, June 2018

Special Focus: Interest in New Subscription Services

One in four are interested in subscribing to a new service

Figure 33: Interest in new digital media subscription, June 2018

Six in 10 would most like to subscribe to a service offering TV/films

Figure 34: Type of subscription service most interested in, June 2018

High interest in signing up to a music subscription among younger people

Figure 35: Type of subscription service most interested in, by age, June 2018

Special Focus: Attitudes towards Subscription Services

Expense is the main reason people do not subscribe to an additional service

Figure 36: Reasons for not using new subscription, June 2018

Inertia is preventing people signing up to video services

Promoting unknown artists should help boost appeal of content on music services

Figure 37: Reason for not subscribing to service interested in, by type of subscription service interested in, June 2018

People would prefer a service to have a wide range of one type of media

Figure 38: Subscription streaming preferences, June 2018

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com