June 2014

Health and Fitness Clubs - UK

"Operators are going to have to start looking at 'infilling' with smaller clubs in the same way that the major supermarket chains have switched to building smaller convenience stores serving local neighbourhoods."

– **Michael Oliver, Senior Leisure and Media Analyst**

May 2014

Social and Media Networks - UK

"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 ...

Pub Visiting - UK

"Times have changed for the pub industry and publicans should be carefully working out how to tailor their food menus, for example by using local ingredients and tiering prices, to their customers to stave off competition from other pubs and restaurants."

Sports Betting - UK

"While regulatory change may close a number of doors to sports marketing operators, the opportunities being created by technological advances and consumer responses to these should continue to open up plenty of new ones."

Tenpin Bowling - UK

"Successful bowling centres will be those that cater for the industry's two main target groups – families with young children and groups of young adults. Given that these groups tend to visit at different times, and generally have different ideals of what an entertainment venue should offer, it is vital ...

April 2014

Gambling Review - UK

"Remote competition and the threat of increased regulation vary in strength from segment to segment but all can use new technology to first level the playing field with online and then enhance and differentiate the live venue experience itself."

Spectator Sports - UK

"App developers should now look to create customised apps to facilitate consumers' unique second-screening habits. Broadcasters could develop bespoke apps to accompany their televised events; letting users pull in content from social media, sports news websites, or even from completely unrelated sources."

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