December 2014

Children's Media - UK

"Given that there is only a seven percentage point drop between the proportion of children who discover new content through ads and who discover new content through their parents purchasing it for them, it may be more effective for content owners to market directly to parents."

November 2014

Cinemas - UK

"Further integrating mobile into the cinema experience presents many opportunities for operators, including improving the efficiency of booking systems, boosting additional purchases and creating targeted marketing campaigns."

– Rebecca McGrath, Research Analyst

October 2014

Consumers and the Economic Outlook: Quarterly Update - UK

"The revival in confidence has stalled. Although the economy is picking up speed, the population as a whole isn't feeling the benefit of the recovery. People are as likely to say that they feel worse off than they did a year ago as they are to say that their finances ...

TV Service Providers - UK

"Die-hard sports fans are unlikely to ditch TV subscriptions anytime soon, however, others may well be tempted to as subscription-free services improve, smart TVs enter more homes and more people use paid video streaming services."

– Paul Davies, Senior Leisure and Technology Analyst

September 2014

Books and e-books - UK

"In order to solve the problem of men's lower reading rates a cultural shift is necessary, with books specifically highlighted as a worthy pastime for young boys starting from primary school and continuing onwards into secondary education. This would need to be accomplished through idolised cultural icons or sporting heroes ...

August 2014

reports.mintel.com

Music and Video Purchasing - UK

"Blu-ray discs have no niche to fill. Had digital streaming or transmission services not evolved so quickly, Blu-ray would have been the natural successor to DVD; high quality physical content, slowly becoming the de facto industry standard. However, the next quality barrier has already reached the market – 4K – …

July 2014

Consumers and The Economic Outlook - Quarterly Update - UK

"Although people are still more confident than they were in 2013, Mintel's data suggests that they're not entirely convinced by the economic revival. Across all three key measures (current situation, impact of the slowdown and how they expect their finances to fare over the next year), sentiment was slightly more …

June 2014

Media Consumption Habits - UK

"Video content spreads globally now. But when demand exceeds licensed supply options, illegal pirating means content spreads anyway, to communities who can become highly engaged with merchandising opportunities even if the content in question remains unavailable in their territory."

May 2014

National Newspapers - UK

"For the popular tabloids sector, a more effective strategy than using a full paywall is likely to lie in some kind of 'freemium' offering, whereby the basic news content can be accessed for free, but additional features (perhaps breaking sports and celebrity news or specific video content eg of football …

Regional Newspapers - UK

"Ironically, given that it might be expected to be more difficult to find local/regional news for free than it would be to find national news for free, there appears to be more resistance among consumers to paying for local/regional online content than for national content."

– Michael …

Magazines - UK

"Publishers need to address a level of unwillingness among consumers to pay for digital content and still be marketed to, a model that is largely ubiquitous in the print magazine market. Publishers need to make a choice between free, wholly ad-supported digital content, possibly in combination with an alternative revenue …

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 …