

September 2022

Media Trends Autumn - UK

"The UK TV news landscape is changing, with the launch of new channels GB News and TalkTV and the plans to merge BBC World News and BBC News into one channel. Despite the many options people now have for following the news, TV news remains by far the preferred way ...

July 2022

Social Media: Sharing and Socialising - UK

"While there are still many doubts about the metaverse concept, Mintel's research shows significant interest in using VR on social media for a variety of purposes, especially socialising with friends. This interest highlights the worth of investing in VR and the metaverse for the major tech companies, but caution should ...

Attitudes towards Video and TV - UK

"The TV and video market is highly fragmented, with consumers taking multiple sources and watching across a range of devices. As a result, TV interfaces to collate and organise content will deliver an increasingly personalised viewing schedule for consumers. More broadly, the cost of living crisis will mean many reviewing ...