

## December 2010

### Women's Magazines - UK

The 2010 half-year ABC results revealed a relatively stable women's magazine market in the UK. The hugely fragmented and crowded market is just about supporting the plethora of titles in operation. The year 2009 was an extremely tough one but publishers are faced with renewed optimism having experienced some return ...

## November 2010

### Impact of User-Generated Content on Media - UK

This report examines the impact of user-generated content (UGC) on media, including not just traditional media such as the press but also how it has influenced the digital space in the form of comments, reviews, blogs, forums, social media and other related content.

## October 2010

### Youth Media Consumption Habits - UK

This report examines the hypothesis: **“brands which fail to synergise their presence across varied elements are failing to give their brands the multidimensional effect that young consumers have come to expect from their media-centric lifestyles.”**

## September 2010

### Consumer Perceptions of News Media - UK

- TV is the most popular medium for accessing news, with more than three-quarters of adults claiming to use it regularly. The internet is the second most popular source, with around two-thirds using it to access news, while just under half use national newspapers.
- Consumers are most interested in national news ...

## August 2010

### Media Consumption Amongst Over-55s - UK

As the UK population ages, this report takes an in-depth look at the media consumption and attitudes towards media of over-55s, covering their use of TV, radio, newspapers, magazines and the internet. It aims to show how the media preferences and habits of over-55s differ from the general population and ...

## July 2010

### TV and Film: Enhanced Viewing Formats - UK

- More than half of UK adult internet users (around 19.5 million people) now have an HD-ready TV in their home, making it the most popular form of enhanced viewing technology. However, only 39% of those with an HD package agree that it is worth paying extra for the picture ...

## June 2010

### Internet TV - UK

- PCs and laptops dominate as the preferred medium for watching internet TV, by 83% of viewers. However, usage is likely to migrate away from computers to living room sets with the launch of Project Canvas and Google TV in 2011.
- A quarter of internet TV viewers say the size of ...

## April 2010

### Paid-For vs Free - Consumer Attitudes to Pricing in Media and Music - UK

This report analyses market trends and consumer attitudes as regards the issues around paid versus free newspaper, magazine, TV and music content, investigating the core market factors, strengths and

### Children's Comics and Magazines - UK

The market for children's magazines has succumbed to the economic downturn, despite having traditionally boasted a greater degree of resilience to economic turmoil than many of its more vulnerable counterparts in magazine publishing. There is also a widely held

weaknesses, consumer dynamics, illustrative case studies and likely future developments.

belief across the publishing industry that this is a recession that ...

### Radio - UK

The two main sectors of the radio industry in the UK have experienced contrasting fortunes during the past two years. The BBC, with a steady flow of income provided by the licence fee, has continued to expand its horizons and remains a major player with a 55% share of listening ...

## February 2010

### Men's Magazines - UK

- Consumer spending on men's magazines fell by 6% in 2008, and again by 23% in 2009 to an estimated total value of just under £75 million. The recession has compounded a trend of declining market values since 2006.
- Circulation rose strongly between 2006 and 2008 because of the introduction of ...

## January 2010

### Impact of The Recession on Media Usage - UK

- Almost nine out of ten adult internet users are surfing the net more at home in response to the recession. This reflects the fact that it is an extremely cost-effective – and usually fixed-price - method of accessing a wide variety of media.
- Other popular responses to the recession include recording ...